



Alumni and Friends,

It has been amazing to welcome students back to campus in force this semester! We are working diligently to recreate the strong community that is the hallmark of our program. I love keeping my office door open and catching up with any poor student that happens to walk past.

Financial Services Leadership Institute

We are excited to announce the formation of the Financial Services Leadership Institute. The Institute is a collaborative initiative between the Departments of Finance and Personal Financial Planning.

Through this collaboration, students will receive targeted professional development experiences that maximize their ability to determine and successfully enter their chosen career path in the financial services industry. We are accepting applications now for the first class, which will start in the spring. Please let me know if you, or your firm, is interested in engaging with these students.

Professional Connections Event

This year we were able to return to an in-person Professional Connections Event (PCE). Twenty-three firms attended this year, each meeting over sixty PFP students. We were excited to welcome old friends

and new partners as we continue to drive program awareness and promote strong placement opportunities locally, regionally, and nationally. It seems like every day I have another student coming to my office to share the good news about an internship or job for the coming year. We do expect to be able to hold the PFP Summit continuing education conference in person in the spring; stay tuned for details!

Advanced Financial Planning Certificate Launched

We were excited to launch the Advanced Financial Planning Graduate Certificate this fall. This graduate certificate is designed for existing CFP® professionals and includes advanced coursework in taxation, estate planning, retirement planning, and practice management. The certificate can be completed as a stand-alone certificate or paired with the Financial Therapy Graduate Certificate to complete a master's degree. We are excited to have these complementary programs that push financial planners to become better in both the art and science of financial planning.

Thank you for all you do to support our program! If you have any questions, would like an update, or have an idea you would like to share, please let me know.

Martin Seay
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@KStatePFP



Amy Guerich accepted her 2020 Rising Professional award from Interim Dean, Craig Harms in October.

NEW! Financial Services Leadership Institute

The Financial Services Leadership Institute is a collaborative initiative between the Finance and the Personal Financial Planning departments. We want to identify high achieving and motivated students in both programs who are interested in a career in financial services to be admitted into the institute. These students will receive targeted professional development experiences that maximize their ability to determine and successfully enter their chosen career path. These unique experiences include training resources, alumni events, company visits, team competitions, resume and interview coaching, networking, and social events. Of further benefit to the students, they will be awarded scholarships for being part of the program, visit potential employers looking to hire talent, and develop with a cohort of like-minded members.

The creation of the FSLI is intended to be of benefit to its students, and to its corporate partners. As the students in the institute learn about the financial services industry and its many facets, they will also acquire

the skills to become professionals, bettering their employers and the industry as a whole. A large portion of the students' outside-of-the-classroom learning will be through conversations, workshops, and internships with K-State alumni, potential employers, and corporate partners in the industry. It is through this cooperation that we intend to endow our students with the ability to be not only fine professionals, but future leaders of companies and the financial services industry.

Undergraduate Profile: Ashley Preston

When you were choosing programs, why did you choose Personal Financial Planning at K-State?

AP: I always knew I'd attend K-State because purple was the only color we saw in my family. I actually began my time at K-State enrolled in the accounting program because I wanted to be a forensic accountant. When I started taking the tax course during my junior year, I had the realization that accounting just wasn't for me. I wanted to

help people, and while a forensic accountant helps people in their own way, I wanted to help people on a more personal level. I wanted a career that would allow me to help others reach their financial goals, and personal financial planning was exactly that!

What do you remember about your time at K-State?

AP: I have so many fond memories of my time at K-State. I would say throughout was filled with self-discovery. I went from a small high school in a town of 3,000 people to sitting in a lecture hall with more students in the class than was in our entire school of grades 7 through 12. Navigating new friendships, figuring out what my passions truly were, and finding out who I was as a person were all pieces of discovery for me. Some of my favorite memories include walking through campus during the fall when all the trees were changing color, hearing the drum line practice around campus, studying for hours in Hale Library, and grabbing ice cream at

Call Hall or coffee at Radina's with friends. I left K-State not only with a degree I am proud of and happy to have, but with great mentors from within the PFP program, lifelong friends, and experiences I'll remember for a lifetime.

How has your education in PFP enhanced your current career path?

AP: I feel as if having the education component for the CFP® certification completed upon graduation was extremely beneficial. I was one of those who waited a few years before studying and taking the exam, but knowing I had already completed the education component was a huge benefit. I knew I had the basic knowledge under my belt. As I worked for both a large firm and a small RIA, I was able to identify where I saw myself within the industry and decide if the CFP® certification was a goal of mine.



What recommendations would you make for future financial planners?

AP: My recommendation for future financial planners is to be open to change. At least for myself, I know I can become so focused on thinking I need to take one path that I don't even see there is another path I could take. Be open to changing what course you're on. It may seem a little scary at first, but it will either lead you down a path of new opportunity or will take you back to the path you were already on.

What professional achievements are you most proud of?

AP: I am most proud of my CFP® certification. My journey to get there was longer than I would have liked, but in turn has become something I'm most proud of. I had to figure out why I wanted the certification and if it was something I wanted or just something I thought others wanted me to have. After realizing it absolutely was something I wanted, I had to figure out what studying looked like for me since I wasn't fresh out of college anymore. Throughout the process, I learned a lot about who I was as an individual as well as what I want to be in my career.

What kinds of things do you do in your community?

AP: I am a member of the Financial Planning Association of Greater Kansas City. I am also actively involved in my neighborhood community as a board member of our homeowners association. Additionally, I am active within my church family and have even held a class on Financial Peace.

What are your hobbies/interests?

AP: Traveling is something my husband and I have always tried to make a priority. We love going on adventures together and making new memories. When traveling is out of the picture, I love to find adventure in the form of books, especially science fiction and romance novels. Additionally, music has always been a passion of mine and I love to sing and play whenever I get the chance. As a KSU Marching Band alumna, I'm also a huge supporter of the band and I always try and get back to campus in the fall to sit in on a practice during band camp week. I also love cheering on the Cats with my family during K-State football games and hosting watch parties.

**Master's Profile:
Renee Earwood**



When you were choosing programs, why did you choose Personal Financial Planning at K-State?

RE: I chose the PFP Program at K-State due to its exceptional reputation and its integration of the Financial Therapy Certificate as a component.

What do you remember about your time at K-State?

RE: As a Global Campus student, I was initially wary about the ability to make connections with fellow classmates. This is now what I remember most about my time at K-State: the close connections

I made with classmates and professors that will last well beyond graduation day. I was also able to participate in the Native American Student Association through online events. The ability to connect with others on campus and online made my time at K-State fun and fulfilling.

How has your education in PFP enhanced your current career path?

RE: The PFP education that I received through K-State has vastly expanded my knowledge in the topics of Personal Financial Planning, as well as the psychology and motivation behind client behaviors. In my work as a Personal Financial Counselor, this has enhanced my ability to assist my clients in a more holistic approach to meeting their personal financial needs. Having the tools available to discuss and explore interior motivations to client behaviors when it comes to their financial habits has led to improved positive outcomes. For example, when dealing with large amounts of debt due to overspending, I am

now able to not only put together a debt reduction plan that works within the client's budget, but also help the client address and change the emotional and/or belief systems that triggered the overspending and work through the fear, anxiety, guilt, and/or shame that may also inhibit a client from fully executing the debt payoff plan.

What recommendations would you make for future financial planners?

RE: Interior finance (your thought and belief systems concerning money) is just as important as exterior finance (budgets, income tax strategy, retirement planning, etc.). I recommend all future financial planners incorporate financial therapy strategies in their work with their clients.

What professional achievements are you most proud of?

RE: I have worked in both the financial services industry and as a financial counselor/coach for the past 15 years. As such, I have earned many certifications and have been licensed in various aspects of the business over the years, including becoming the 14th Credit

Counselor nationwide to earn the NFCC Certified Student Loan Counselor designation in 2016. Focusing on this niche of personal finance has allowed me to offer financial coaching and education specializing in student loans through my own independent practice, Student Loan Coach LLC.

What kinds of things do you do in your community?

RE: I've always enjoyed giving back to the community utilizing the gifts I've been given. My passion for personal finance has led me to volunteer my time to programs that support financial literacy. My journey towards financial wholeness has been a long and winding road with many bumps and detours along the way. I enjoy sharing my journey: past, present, and my hopes for the future, with others to inspire action by providing hope. A few organizations I have worked with in this realm include Junior Achievement, Communities in Schools, and the HOPE Program as a financial coach/mentor. I've also served on several non-profit boards and currently serve as a volunteer for Fox Valley World Relief. I have also enjoyed

organizing community events, such as Money Smart Day Topeka.

What are your hobbies/interests?

RE: My current hobby is learning how to podcast. As our mindsets continue to evolve around money, I want to contribute to the conversation by exploring topics surrounding decolonization as it relates to wealth and personal finance. Outside the world of personal finance, I enjoy spending time with my amazing family that consists of my husband Nathan, our 5 sons, 2 dogs, and 2 cats. As a family, we enjoy all things outdoors including camping, hiking, and kayaking. We also spent many weekends traveling to local area pow-wows and hope to get back to that soon as society moves back to in-person events. Please also don't call or stop by during a Green Bay Packers game. This time is sacred, and we need all of our energy to chant "Go Pack Go!"

Ph.D. Profile: Derek Tharp

When you were choosing programs, why did you choose K-State PFP?

DT: During my undergraduate studies, I came across some of Brad Klontz's work, and that got me really interested in financial psychology. Pursuing my interest in that topic—particularly within a financial planning context—naturally led me to the work of several other faculty members at K-State as well. Additionally, the flexibility to live and work elsewhere while pursuing my degree was a big draw for me. While I have gone on to work in academia full-time, I wasn't sure if that was the route for me when starting my doctoral studies. I feel like the industry experience I got while working toward my degree was very helpful in providing the background needed to do more relevant research.

What do you remember about your time at K-State?

DT: I really enjoyed spending time in Manhattan with our cohort and the faculty. I learned a lot and met a lot of great people. There's something special about the structure of that

intensive time on campus. Beyond just the classroom time together, all of the meals and other time spent together really allows you to get to know your cohort well. It's definitely my time with cohort members and faculty that I remember the most.

How has your education in PFP enhanced your current career path?

DT: I certainly would not be working as a tenure-track professor today if it wasn't for earning my PhD from K-State. Beyond that, I am confident my financial planning work with clients has also improved from my studies at K-State. I feel very lucky to have had such good mentorship from the faculty and my peers at K-State.

What recommendations would you make for future financial planners?

DT: I think it is impossible to be a top-tier financial planner if you aren't always learning. I encourage future financial planners to invest in



their education by not just finding a program that simply "checks the box" in terms of meeting the CFP® education requirements, but, rather, finding a program that will enrich and challenge students in a meaningful way. I would encourage financial planners to be giving ongoing thought to how they will continue to learn, both through formal and informal education.

What professional achievements are you most proud of?

DT: Receiving the Robert O. Herrmann Outstanding Dissertation

Award from the American Council on Consumer Interests was a tremendous honor. I'm very grateful that my education at K-State set me up to be a competitive candidate for that award. Since then, I continue to take great pride in various paper awards and just doing my best to publish good work in our field, while also continuing to

build my advisory practice which helps me keep both my teaching and scholarship focused on what is relevant for financial advisors.

What kinds of things do you do in your community?

DT: I like to do what I can to promote financial literacy. Lately, that has meant offering courses through a local senior college on a wide array of retirement-focused topics. I'm also currently exploring some possibilities for collaborative work with local non-profits that provide financial literacy to traditionally underserved communities. I also like to be involved in the broader national financial planning community. I write, speak, and consult through Kitces.com where I cover a wide range of financial planning topics in an in-depth manner that is intended for

financial planning professionals. Additionally, I serve on the advisory board for Income Lab (a financial planning software company), which has provided some interesting opportunities to engage with the financial planning community in a different way and help shape software actually being used by financial planners in practice.

What are your hobbies/interests?

DT: I like to get outdoors and do things with my family. We have a three-year-old daughter, so she keeps us plenty busy exploring local trails and playgrounds. This time of year, I also really enjoy watching college football. I did my undergraduate studies at Iowa State, so I'm commonly rooting for the Wildcats and the Cyclones on Saturdays.



Senior Profile: Olivia Stingo

How did you choose PFP?

OS: Coming into college in August 2018, I was majoring in Kinesiology with plans to go to Physical Therapy school. I chose that profession because it was centered around a major passion of mine to help others; however, the coursework did not excite me. Emma Hahn, a former sorority sister and classmate, introduced me to the Personal Financial Planning program, and I switched my major without hesitation. The PFP program has allowed me to combine my passion for serving others with my aptitude for math and problem solving.

What are your favorite aspects about the program?

OS: My favorite aspects of the program are the faculty and students and the relationships I had the opportunity to develop with both. The classes are small enough to create a personal relationship with all the professors,

and they are all genuinely focused on the success of their students. My core PFP classes were spent with many of the same individuals, which allowed us to create friendships that went beyond the classroom.

What are your goals and next steps?

OS: As I look towards graduation in December 2021, I am beyond excited to start a new chapter in life, but I will really miss K-State and the incredible people that I met during my time here. My main goal right now is to pass the CFP® exam this November, as I have been working through the Dalton review program for the last few months. I recently accepted a full-time job with Strategic Partners Financial Group in Wichita, KS, where I will work with incredible advisors as they mentor me through the beginning of my career.

What would you recommend to new students starting in the program?

OS: Get involved!!! I truly believe

that you will get as much out of the program as you put into it. The professors and faculty are incredible, and they will truly do anything they can to help you. There are so many unique and fun experiences if you just get involved.

What is your favorite part about the program?

KO: My favorite part about the PFP program is the sense of family that it has. I know that if I ever needed help with a class or anything else, I could ask someone else in the major and they would be more than happy to help as much as they could.

What are your goals and aspirations?

KO: Some of my goals for the future are to hopefully get an internship for the summer of 2022, graduate in 3 years, and after graduation hopefully get a position as a financial counselor or planner at a small firm.

How did you choose PFP?

KO: The PFP major was something that I didn't know existed until midway through my senior year in high school. I was at a school event, K-State's PFP major had a booth set up, and I just got a little postcard with all the important information about PFP. I did some of my own research and decided that this major would fit my personality and skills super well because I love helping people with such important things and the finance part comes easily to me.

Freshman Profile: Kirsten Oulette



Senior Profile: Alex Miller



How did you choose PFP?

AM: In high school I was in a program called CAPS, where for half of the day we went to a separate building and worked on projects with real-world businesses. At the time I was in global business and had a mentor that happened to be, you guessed it, a financial planner. After having a couple coffee meetings and asking about what he does as

well as his day-to-day work life, I knew that is what I wanted to do. It was the only opportunity that I had ever heard of that combined math, being able to communicate and help people every day, and a sense of entrepreneurship building a book of business.

What are your favorite aspects of the program?

AM: My favorite aspect of the program is the behavioral and counseling side of financial planning. As I would like to be a client-facing advisor, learning how people think and how to communicate more effectively are extremely interesting to me. I also enjoy how I can utilize and practice these skills in my day-to-day life. I can practice active listening and counseling techniques just talking to my friends and identify behavioral biases everywhere. This aspect has made a huge difference in not only my financial planning skills but life in general.

What are your goals and next steps?

AM: My end goal is to be a client-facing advisor. I will be a fee-only

fiduciary advisor in compliance with the CFP board. Immediately after graduation, I plan to begin studying for the CFP® exam and any other accreditations necessary for the firm I will be working at. I have currently about to complete the education portion of the CFP® requirements through K-State and just have the test and experience left to complete.

What would you recommend to new students starting in the program?

AM: Get involved! There are a lot of different ways to get involved in Personal Financial Planning at K-State. There is FPA, Powercat Financial, various competition teams, etc. Solely, the Personal Financial Planning education portion the program was great, but getting involved really pushed me to that extra level. I gained valuable experience through these extracurricular activities that you just cannot learn in the classroom.



Happy
Holidays!

Wishing you a happy
and healthy holiday season!

Sincerely,
The Personal Financial
Planning Faculty and Staff