

**MEDIA CONTACT:**

Quinn Kelsey  
Linhart Public Relations  
qkelsey@linhartpr.com  
303-951-2572

## **College for Financial Planning Announces Accredited Portfolio Management Advisor<sup>sm</sup> or APMA<sup>sm</sup> Designation**

*New Designation Prepares Advisors for Career in Portfolio Management*

**Greenwood Village, Colo., June 23, 2010** –College for Financial Planning, the nation's premier provider of financial services education and professional certifications, announced today the availability of a new designation for financial advisors. The new designation, Accredited Portfolio Management Advisor<sup>sm</sup> or APMA<sup>sm</sup>, is an education program for financial advisors interested in investment management theory, security valuation, and overall portfolio design and management.

APMA<sup>sm</sup> is a first-of-its-kind affordable program aimed at active asset management professionals who specialize, or desire to specialize, in portfolio management. The College worked with Ameriprise Financial, the country's leader in financial planning, to design the program's core curriculum and units for Ameriprise financial advisors. Now, starting July 1, enrollment in the APMA<sup>sm</sup> program will be open to all financial professionals, nationwide.

Students must complete a two-part program to earn the APMA<sup>sm</sup> designation. The first part is a self-study, or six-week online instructor-led Mentor classroom, program that focuses on core concepts. Upon completion of the first phase, students will move on to a four-week online classroom that teaches direct application of the core concepts, including the construction of a class-managed portfolio based on real-time market data.

In addition to receiving the APMA<sup>sm</sup> designation, graduates of the program will receive credit for one of the five courses in the College's CFP Certification Education Program and three hours of graduate degree credit in the College's Master of Science degree program.

"We are already hearing from firms interested in adopting APMA<sup>sm</sup> as a standard for their advisors," said John Sears, president of College for Financial Planning. "While dozens of financial designations and certificates exist, APMA<sup>sm</sup> is a cost-effective program designed for a specific type of asset management professional."

## **About the College for Financial Planning**

Founded in 1972, the College for Financial Planning provides accessible and flexible degree, non-degree, and continuing professional education programs to students nationwide. Shortly after its founding, the College introduced the CERTIFIED FINANCIAL PLANNER™ certification, which has evolved into the world's most recognized and respected financial planning credential, with more than 50,000 professionals in the U.S. having earned the designation.

In addition to its [CFP Certification Education Program](#), the College offers a [Master of Science degree program](#), for more in-depth knowledge of the finance industry. Professional designation programs are also available, with specializations from asset management to retirement planning. College for Financial Planning is accredited by the Higher Learning Commission and is a member of the North Central Association.

More than 100,000 students have graduated from the College's programs. For more information, visit [www.cffpinfo.com](http://www.cffpinfo.com).

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