



About Melissa

Melissa Kemp, CFP®, AEP®, CAP®, CNAP® currently serves as the contract Executive Director for the Financial Planning Association of Greater Phoenix. Prior to accepting the Executive Director role in 2015, Melissa had been a chapter member since 2000.

Melissa is the founder and owner of Premium Organization, an Association Management Company, launched in 2000. Premium Organization provides administrative solutions for many nonprofit organizations, including 501(C)(3), (C)(4), and (C)(6) type entities. Melissa knows how to deliver quality programming under a nonprofit umbrella.

She also owns Premium Administration, LLC, a third-party administrator for trustees of Irrevocable Trusts. As a trust administrator of complex estate planning documents with high dollar values, she understands the rigor and exactitude required of financial planning professionals and the critical value of a highly regarded reputation.

In 2021, Melissa is serving as a Hearing Panel Volunteer by the CFP® Board of Standards Disciplinary and Ethics Commission. The Hearing Panel is responsible for overseeing and processing 2021 disciplinary actions.

The Path Toward Quality Ethics Content and Delivery

In 2017, Melissa developed a fun and interactive Ethics course titled "A Pragmatic Walk Through the Ethical Looking Glass". This course quickly became popular with CFP® professionals, because it incorporated gamification and competition via learning tools like Kahoot! and utilized authentic Anonymous Case Histories from the Disciplinary Ethics Commission. Among the continuing feedback from professionals taking the course, many noted it was the first time an approved Ethics course actually delivered on every required learning objective and carved out time for useful ethics discussions.

In 2018, when the CFP® Board of Standards elected to produce its own new Ethics Course in advance of rolling out the new practice standards, Melissa served on the Ethics Work Group volunteering time and talent to shape the new course. Much of her early work proving that fun and interactive courses were possible and could meet the Ethics Learning Objectives opened a path for the final course to integrate many concepts from the Pragmatic Walk Through the Ethical Looking Glass. Melissa's intention is to update the Pragmatic Walk Ethics course based upon the 2021 Ethics Learning Objectives and seek approval to offer it again as an alternative to the mandatory Ethics course content at some point in the future. For now, though, she endeavors to deliver their content exceptionally well.