

Issuing a Call to Action:

The Diamond Challenge to Support Financial Planning Studies

In the coming decade 40% of financial advisors will retire, leaving a vulnerable field which by 2022 may face a shortfall of at least 200,000 advisers.* An aging population requires financial guidance—women, who tend to live longest, in particular. Yet this profession lags others in attracting and retaining women!

To combat the field's vulnerability to this talent shortage, in 2017 Carina S. Diamond, CFP, AIF, MBA, one of Forbes' Top 200 Women Advisors**, established the Carina Diamond Scholarship at The University of Akron to inspire female students to pursue rewarding careers in financial planning.

Announcing a Challenge to Financial Professionals and the Financial Industry

One effort is not enough. We intend to widen the educational field for qualified financial planning professionals. Peer financial advisors, investment firms and financial advisory practices are invited to join Carina Diamond in **creating your own scholarships**, for male or female students of any race or age, or contributing to **The Carina Diamond Endowed Scholarship for Financial Planning**, which assists female students at UA.

Establishing your own scholarship in our field is a wonderful opportunity for a firm or an individual.

- Support education and young people in their career beginnings.
- Show support for (if you choose) the female candidates underrepresented in our field.
- Engage with educators, students and others who are enlarging the profession.
- Help strengthen the profession with more talent.
- Raise awareness of financial planning.
- Promote your firm or your own practice.

Carina is prepared to offer advice and suggest tools in developing your own scholarship. Please join her in supporting financial education and filling the talent pipeline. You will find it rewarding.

To learn more, contact UA Development at 330-972-7238, or Carina Diamond at 330-598-2208.

* Cerulli Associates 2017, Moss Adams Consulting 2017.

** Listing in this publication is not a guarantee of future Investment success. This recognition should not be construed as an endorsement of the advisor by any client.

About Carina S. Diamond, CFP®, AIF®

Carina Diamond is the founder and managing director of Springside Partners, a Registered Investment Advisor, and managing director of its sister company SS&G Wealth, a financial planning and investment firm affiliated with Cetera Advisors LLC, member FINRA, SIPC. One of 48 Certified Financial Planner Professionals (CFP®) Board Ambassadors nationwide, she is quoted regularly in national media. Diamond is on the executive committee of the financial planning program at UA's College of Business Administration. Six members of her firm started as interns.

