



INTERNATIONAL BOARD OF STANDARDS AND ACCREDITATION COUNCIL
AAFM STANDARDS OF PRACTICE HANDBOOK

Welcome – AAFM® Handbook ©

AAFM® Global Release:

10th Edition

AAFM® Board of Standards USA Global Handbook and Web Content © Version 1.6 (2009-10 Edition)

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United States of America – New York – LA – San Francisco

Middle East - Asia – India – Latin America – Africa - EU

AAFM ® Next-generation Professionals

Welcome from the CEO and Gen. Counsel of the Board of Standards of the American Academy of Financial Management AAFM ®.

Professional development is undergoing a revolution the world over. We're learning through new methods of teaching pedagogy and through very pragmatic development styles, that we can distill key skills and new strategic thinking to professionals much quicker than traditional methods assume. While some in the business simply offer proprietary training, the AAFM was established largely by graduate professionals and experts from the 'real world' by developing accreditation, graduate and certification standards.



Rather than create a broad, all encompassing financial designation such as those for 'financial analysis' or 'financial planning', the AAFM has taken a research based approach to our charter and certification structures and created specialist designations for a wide range of careers in the finance sector and for finance professionals in enterprise. Each designation is targeted at a specific skill-set required to perform a role in the finance domain with world-class expertise. As such, AAFM approved certification degree and training program and enrolment requirements ensures that each AAFM professional maintains the highest standard of demonstrated capability in their area of proficiency. Key advancements for AAFM have been made in the last 10 years. We have expanded our operations globally with new offices in the EU, Middle-East, China, Latin America, Africa and throughout Asia. Our Founding Parent Entity, The AAFM Board of Standards USA is based in the Americas, and AAFM is still growing rapidly with increased disclosures, listings or recognition with top educational & certification authorities such as: the US Department of Education, US Dept. of Labor, Capital Markets Authorities, Ministries of Finance, United Nations Civil Society, and other international agencies.

Graduate applications for our MFP™ core qualification are possible through more than 500 of the world's leading government recognized business schools as a result of our mutual articulation agreements with AACSB International and ACBSP Accreditation Agencies. Member growth is accelerating with AAFM Members & Fellows in over 150 countries as of the time of printing. Our fastest growing regions are China, the Middle-East, South Asia, and India at this time, with several hundred members joining each month through our providers in New York, Cairo, Beijing, Singapore, India, Hong Kong, UK, Africa, India, Mexico, and elsewhere. Corporate players like Reuters, UBS, HSBC, Kaplan, BISYS, The TJSJ Law School, Half of the top 10 banks in the world, INFORMA, and others have been of great assistance in establishing a strong reputation as a key player in the International sector. The 2003 opening of our Offices in Singapore is one of the steps we've taken to support this exciting demand in the EU, India, Asia, The Middle East region and beyond.

I welcome you to the AAFM. Each year you maintain your membership in the Academy, the value of your certification and masters designations grows. However, the best way for our network to grow is through word of mouth. Make sure you use your designation and the AAFM mark at every opportunity. Be proud of your certification from the AAFM Board and Council, it makes you one of the next-generation of global leaders.

Together we are truly ***"Building the world's future Leaders in Management™"***

Sincerely and Kindest Regards

Prof. George Mentz JD, MBA, CWM®, CPM, CAM, CMA, MFP
AAFM® International Board of Standards– Chair, General Counsel & CEO



“Making good decisions is a crucial skill at every level.”

– Professor Peter Drucker

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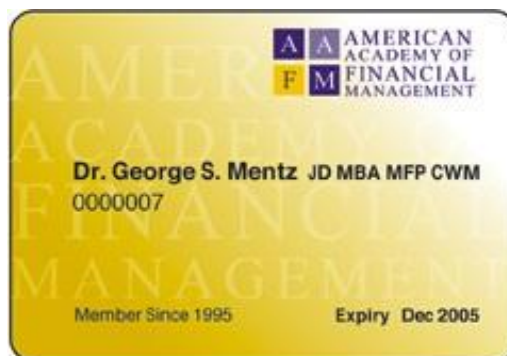
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Getting Started

When you've completed an AAFM ® Accredited and Qualified training program and been accepted for status as a Certification Holder in the American Academy you will receive the following items:

1. Designation Certification
2. Fellowship Declaration Certification
3. AAFM Handbook (this document)
4. Login credentials for the Members website
5. Access to AAFM Member network
6. Publication of your Name in the Global Verification Database

This handbook provides an introduction to the American Academy and answers some questions you might have. In addition, the full code of ethics and standards of practice are contained, along with information about how to contact the AAFM.



- *Secure online USA Verification System available for those who want a public listing with the AAFM ® Database. AAFM Member ID card is available in digital format for printing and use. Sample Above or you can purchase an ID from a Chapter and Member-Toolkit Provider.*

Questions new AAFM ® candidates ask.

It is likely that this document will be the first of the components of the membership documents that you receive, so below are some of the standard questions that our new members normally ask about the American Academy and membership.

Q. How long before I receive my official designation or board certification document ?

A. Certification Document processing normally takes a minimum of 6-8 weeks. You receive handsome membership document along with the certification document that you have been qualified and approved to receive.

Q. When can I start to use my designation?

A. Immediately after approval, AAFM applicants receive confirmation of the acceptance of your membership or you have successfully registered for certification after completing a qualified and recognized executive program.

Q. What are the requirements for membership as an ‘Associate’?

A. If an individual working in the finance industry or as a financial professional has one of the following qualifications, you may immediately qualify for status as an Associate or Candidate Member:

- (a) An AACSB or ACBSP Financial Related Degree
- (b) Enrolled in an Approved AAFM Program or Ongoing Program
- (c) Academic Researchers, Industry Experts, and Professors.

Q. What are the requirements to receive an AAFM professional certification or designation?

A. The primary method of certification in the USA is the completion of a recognized AAFM training program through the qualified programs of the: AACSB, ACBSP or one of our other numerous Executive training providers. * AACSB and ACBSP related programs automatically qualify persons only for MFP Core Certification. Further executive training, experience, education, and approval qualifies the applicant to register for other Graduate Certifications. In exceptional circumstances primarily in the USA, the AAFM Board of Standards may offer exemption from course and assessment criteria for Graduate Certification. Board review is required for advanced standing qualifications, but the following are some of the criteria for exemption status:

- (a) An AACSB or ACBSP Financial Related Graduate Degree, or EQUIS or ABA Degree
- (b) Vast Professional experience or Recognized Industry Expert (*As per Board Policy)
- (c) MBA/MASTERS or Law Degree, PhD, or CPA, Recognized Graduate Designations, & specialization work,
- (d) Professors and Academic Researchers (Professor/Doctorate Level)

Q. How is the AAFM ® Structured?

A. The AAFM is a graduate professional organization governed by a Board of Standards and a membership code of ethics and standards of practice. The AAFM is a legally chartered and limited liability entity founded and operated in the USA. Some chapters act as a ‘society’ or non-profit association, with the legal members of the local or regional chapter making up the ‘owners’ of the chapter. At all times the AAFM and the good standing of members is subject to the laws of the land and to policies of the Board of Standards. The Academy’s authority and certifications are structurally based the dictates of the US Supreme Court case (Ibanez vs. Florida and the Peel Case) and these cases also illustrates the general regulations and policy of the AAFM marks in respect to it’s members.

Q. How and when was the AAFM founded?

A. The AAFM was founded in 1996, via a merger between the American Academy of Financial Management & Analysts (AAFMA) and the Founders Advisory Committee of the Original Tax and Estate Planning Law Review. The AAFMA was originally established as a professional organization for investment managers, lawyers, and analysts. The Law Review was founded to examine strategic wealth and estate planning issues for Law, CPA, and MBA graduates and to award the financial and tax designations. The merger of these two entities provided a cross-discipline association, a laser focus on industry specialization, a high-level product line of training and graduate-level-certification opportunities, and a strong reach to a mature membership platform.

Q. How many members are in the American Academy of Financial Management?

A. The AAFM has grown quickly and as of 2007-9 recognized over **20,000** PhDs, Lawyers, MBA's, CPAs, AACSB Graduates, & Masters Degree Holders as executive members in over 151 nations. AAFM takes pride in holding a membership with superior qualifications, experience, and designations. The AAFM has stated that it wishes to grow that membership to 50,000 by the end of 2010 and current growth is tracking against that objective.

Q. What are the benefits of being a member of the AAFM®?

A. The key benefit for Certification Holders is obviously the ability to add a professional designation & post-nominal to your list of resume qualifications and display this on your business card, letter head, email signature, C.V. etc. For most individuals certification is one of the key drivers of membership and the pursuit of higher education through the AAFM accepted programs. However, other key benefits exist such as:

- i) Access to one the Top Graduate Financial professional networks around the globe,
- ii) Access to the AAFM body of knowledge including articles, scorecards, calculators, simulators and other tools available exclusively to AAFM members online,
- iii) An online system that may confirm your membership and certification to employers or other interested parties.
- iv) Access to the AAFM Global Jobs Systems Online
- v) Opportunities to network with charter holders and members throughout the world
- vi) Global Conferences and Networking Events www.aafm.us
- vii) Identical qualification received as those received by a graduate of a top-US business school program (in the case of the MFP offered to AACSB ACBSP members), and
- viii) Recognition by alliance partners, corporate sponsors or multiple government bodies

Q. How can the American Academy of Financial Management ® offer professional awards from an executive program, that others claim should take years of study to achieve?

A. AAFM only offers Board Certification, Charter or Designation qualifications to individuals with a minimum graduate education requirement of professional working experience or industry expertise. AAFM is the First to require double-accredited education and exams. While some organizations offer non-college educated applicants immediate entry into 'certified' training programs, the AAFM requires all professionals seeking to attain a specialist designation to have actual college education and working experience. Many of our contemporaries have a single qualification that focuses on financial accounting or insurance-financial planning sales issues, The American Academy of Financial Management has specifically designed specialist designations curriculums targeted to the role of the professional in an international role, and has chosen to eliminate broader subject material so that just the core requirements for best-practice, multi-national employment are met. In this way, we have reduced program timeframes to essential skills, rather than overkill on the broker and insurance salesman subject matter our members are likely to never require in real life applications. Further, the majority of our graduate members already have an earned or accredited MBA, CPA, Law Degree, PhD or other where they have passed a multitude of graduate exams that cover the fundamentals and theory from accredited colleges already.

Finally, AAFM does not typically run programs over many years or months, instead choosing to allow candidates to matriculate through a highly focused and rigorous executive program conducted by world-class experts in an "executive fast track" format that allows specialization. While other programs can be done over years, we believe in shorter qualification times for those who already have degrees, licenses, and expertise etc will bring a quality return on training investment.

Proper and ethical use of AAFM ® designations

To add an AAFM ® post-nominal or certification to your business card or your resume requires you receive a recognized ‘award’, as such there are two specific types of awards available:

- i) Academic Award, such as an MBA, PhD, MSc, etc, and
- ii) Board Certification or Professional Award: CWM ®, CRA™ CAM™, CPM™, etc

For the American Academy of Financial Management to issue its members with a Professional Award, each designation or mark is a registered Service Mark or Trademark (and copyrighted or trademarked in other countries around the world.) This means that the marks or designations are owned by the American Academy of Financial Management™ and members must comply with proper use regulations as contained below.

AAFM ® designations must be used appropriately if the Academy is to maintain control of their use and ensure that our high standards are adhered to. For the purpose of this discussion, we will use the Entry and Core AAFM qualification of **MFP** or **“Master Financial Professional”** as an example.

The MFP™ or Any AAFM™ mark must always be used as a Board Certification or Designation. Wherever possible, the full designation title should be used such as follows:

John Smith, CWM ®
Chartered Wealth Manager ®, or

John Smith CRA, Chartered Risk Analyst™

AAFM™ marks should not be used in the plural or in the possessive. If used in the abbreviated form, wherever possible use the trademark symbol next to the designation, such as:

CWM ® or CRA™

In communication regarding your designation you may state that you are a “Fellow (Graduate Certification Holder) (Fellows are not given the designation but are awarded the right to use the AAFM designation by the Academy. Fellows can use their designation along with the fellowship mark as follows:

John Smith MBA, CWM®, CPM, (FAAFM) MFP Mas. Fin. Prof.

John Smith, CPM
Chartered Portfolio Manager™,
Fellow of the American Academy of Financial Management

The AAFM ® Standards of Professional Conduct limits the use of the AAFM designations only to those who have received their Board Certification or charter documents and requires that such marks be used only in a dignified and judicious manner. The board of standards has previously stated that it is “...the responsibility of members, fellows, and candidates of AAFM Programs to use Certification marks or designations or refer to their membership in the Academy properly, professionally and in a manner that does not mislead third parties as to their affiliation with the Academy or the legal standing...” If you have applied for exemption status or advanced standing and you have not received your designation, you can not make use of the AAFM mark or the designation. Additional information regarding the proper and ethical use of AAFM designations can be found on the AAFM website www.aafm.us or www.financialanalyst.org or by contacting the AAFM ® USA Legal offices.

AAFM® Certifications, Masters Designations, Charters and proper use of credentials

You will be provided with two Official Documents upon completion of an AAFM® designation carrying qualification. They are:

1. Membership Charter
2. Designation Board Certification (including fellow status)

Examples are shown below:

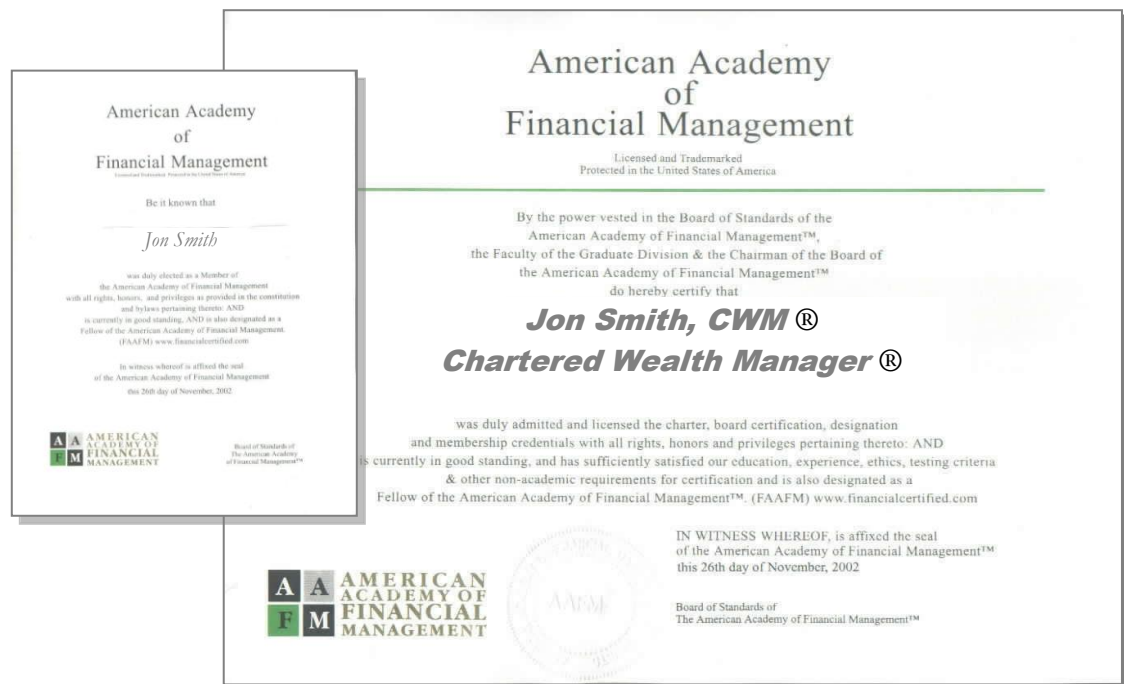


Figure 2 – Sample Certification and Fellowship declaration

The AAFM® Quality Certification Documents can be displayed in plain view either mounted separately or together. The Certification, Membership & fellowship certification can only be displayed if you are in Good Standing with the Academy and you are recorded on the AAFM member register as a current member. US, Latin American and North American members receive the type of certification above. The approved official documents are more secure with even greater quality control.

AAFM ® Continuing Education Requirements

Annually, each AAFM charter holder and board certification holder should complete 15 hours or more of continuing education CE credits. Contained below is a list of education that counts toward CE credits with the AAFM. 15 hours would be equivalent to a 2 day seminar or conference event. Members receive 1 point or credit for 1 equivalent hour of recognized training.

Members may complete one of the below or a combination to fulfill their annual requirements.

1. The AAFM Approved Conference counts for full CE Credit. This is an approved 1-2 day conference or seminar event that counts for 15 hours.
2. Attendance of 15 or more hours of approved education for lawyers or CPAs. (2 days of training)
3. 15 Hours of executive education from an Approved Provider or AACSB , ABA, EQUIS, or ACBSP accredited business school approved program (i.e. or one full graduate course would count)
4. Publish an article in the AAFM Articles Journal or Qualified Peer Reviewed Journal
5. Attend one of our Global Wealth Management Conferences or Summits, or
6. Attend an AAFM recognized training program.
7. Led a training course or taught a course or program in your field. 1 hour = 3 Credits

Either email verify@financialanalyst.com or post a record of your attendance to the CE section of the Members website. Note: First year Exemption is available to new members. Fellows in their first year of membership are exempt from the CE requirements. CE must be done from the second year of fellowship only.

AAFM ® Certification Fees and Good Standing:

AAFM Certification and Professional Designation applicants pay initial certification and graduate fees. Good Standing fees are set by the board. In the United States, each applicant pays the initial certification and membership fee as set by the Board. After the initial membership and certification time period as stated on the actual certification or charter document, the member is expected to renew their designation and complete the required continuing education and ethics requirements. Sometimes, the approved educational institution collects the fees and processes membership and certification for the Board of Standards. In other cases, eligible applicants apply directly to the board on a “one-by-one” basis and make registration payment online.

AAFM ® Exams and Accreditation

AAFM ® Approved Providers and Trainers

The AAFM accredits or approves a limited number of training providers in each market it operates in. Typically 4 or 5 partner Universities are chosen per country (with the exception of double accredited AACSB and ACBSP registered business schools for MFP Core Qualification program). Each accredited provider must demonstrate to the AAFM Board that they have the capability to offer the highest standard of training consistent with AAFM curriculum and requirements, and the status of these providers is reviewed on an annual basis to ensure that quality standards are maintained.

The AAFM encourages localization of course materials for each respective region and country. As a result, administration and trainers for local AAFM courses are eligible to conduct courses, but they first must attain board certification or approval as AAFM faculty. Alternatively, the AAFM arranges for certified and experienced lecturers to conduct training programs in various locations around the world. Experienced lecturers come from: The USA, EU, Hong Kong, Singapore, Australia or other mature financial sector markets. The AAFM® is the first to offer ABA Accredited Law School education in conjunction with AAFM ® Certification.

Examinations

Examinations and assessment are currently provided as part of the course framework of an AAFM registered or accredited training program, such as: Executive Programs provided by partner universities or world-class training companies. However, the AAFM does supply course providers with the standard exam criteria or TCO “Terminal Course Objectives”, which are then localized to allow for regional regulatory conditions, taxation requirements and other market specific situations.

Examinations are provided in the lingua-franca of the country where AAFM candidates are participating in the program. English Exams are not mandatory, as we wish to make the AAFM sponsored and recognized membership and education accessible to as many qualified individuals as possible.

Moving towards 2010, the assessment committee intends to centralize examinations with a local and international component to the examination program. Core programs will be the first to qualify for global assessment, with specializations being assessed through course framework as currently performed.

AAFM ® Board of Standards Accreditation Council

The Global Board of Standards and Honorary Advisors for AAFM Board has been traditionally composed of 50 member professionals including faculty from several universities, financial executives and managers, lawyers, judges, and world renowned financial practitioners. 10 Doctorate level professionals sit on our academic committee overseeing standards and ethics. AAFM was begun by executives, financial professionals, lawyers, and faculty to provide specialized financial education and certification worldwide through the use of executive training. AAFM's Board of Standards is a professional oversight committee that creates the standards for membership, requirements for board certifications, policies for ethics and methods to increase professionalism. AAFM owns the intellectual property, copyrights, designations, and marks used herein. The Accre

AAFM ® Super Board of Standards: 2010

- [Prof. George Mentz](#), JD, MBA, CWM™, CTEP™, CPM, CAM - Chairman and General Counsel - AAFM Board of Standards
- C. Cooper, CWM™, CAM™ Hons.
- [Professor William Byrnes, IV](#), JD, LL.M., CWM™, CTEP™
- C. Mentz, CAM, MFM, MPM - CEO - Coast. FP USA
- Prof. Dr. Roberto Santillan – Latin America
- Dir. Carl Thong, MBA, CWM – Asia
- Stephen Polak, MS, CPA, CWM® - USA Governmental Liaison

*The AAFM Super Board of Standards is responsible for the administrative decisions for the Global Certification and Training Operations. Based on the advice of our legal committee, AAFM strives to maintain educational flexibility & strategic advantage for expansion; thus, the AAFM as a Board of Standards has always been registered and remained a Limited Liability Company registered in the United States.

AAFM ® Accreditation Council

The AAFM International Board of Standards and Honorary Advisors also serve as provincial counselors and commissioners to the International Board of Standards – Accreditation Council. The accreditation council helps decide which educational institutions are accredited, sanction or recognized as “REGISTERED” by the AAFM and International Board of Standards IBS.

The Council also decides which credentials, designations, charters and certifications will be nominated for approval and global use. The Global Board and Council also have the power to nominate new members for recognition and nominate organizations for alliances.

Global Board of Academic Advisors & Professors

These distinguished advisory board members are not faculty of AAFM. The majority of professors listed here are recipients of The AAFM honorary distinguished global advisors award, who retain teaching posts or have taught at a tertiary level for respected colleges and institutions around the world. Others have demonstrated exemplary industry knowledge or technical specialty in their field of endeavor and have been recognized by industry as amongst the pre-eminent professionals in their domain arena.

Prof. Dr. C. Bergström Stockholm School of Economics Department of Finance Head of the EFI (Economic Research Institute at the Stockholm School of Economics)

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Direktor: Prof. Dr. D. Sondermann, MFP™ Mas. Fin. Prof.™ Universität Bonn - Institut für Gesellschafts- und Wirtschaftswissenschaften

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Dr. Robert Munro, PhD, MA, MFP - Gainesville, FL University of Florida Law School - Co-Director, Center for International Financial Crimes Studies

Elizabeth E.M. Thompson, B.A., LL.B., MFP, Registrar General of the Bahamas, Barrister, Counsel and Attorney-at-Law, Master Financial Professional, Charter Professional Member Association of Certified Anti-Project Management Certification Specialists. Mas. Fin. Prof.™

Prof. Dr. Joseph Heinlein, Mas. Fin. Prof - Brussels NATO - BU Belgium – Hon. Advisor

Prof Bernard Gerson, Mas. Fin. Prof - Brussels

Dean J. Mc Farland, PhD, CMA Chartered Market Analyst* Retired Dean of The Tulane Freeman School of Business*

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Prof. Dr. Pablo Fernandez - IESE Business School Madrid Spain

Prof. Dr. Shinichi Watanabe, PhD Mas. Fin. Prof™ - Belgium

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Prof. S. J. Brown, Ph.D., NYU Stern School of Business, David S. Loeb Professor of Finance* Honorary Award

Prof. Jean Bellemans, MBA Harvard, MFP Master Financial Professional

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Prof. Lena Booth, Thunderbird Am. Grad. School of Int'l Mgmt. Finance Department World Business US and Singapore

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Prof.

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Mas. Fin. Prof., CMA, RFA, CPM

Prof. Christophe Couallier, MFP, RFA - UOP
Orlando, FL

Professor Abraham Pang, MFP Emeritus
Professor AAFM

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MFP, Master Financial Professional™ –
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Management in France, Fellow at Birkbeck
College (University of London) and Shell
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and England

Dr. Thanaiwong Kirativanich, MFP - Thailand

Professor Carl Thong, MFP™, CEC - Singapore
-Director – Wealth Management Association
APAC™

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Joyce Molen, MBA, RFS, CAM, CPM, RBA,
MFM, MFP Mas. Fin. Prof. - Texas

Matthew D. Hutcheson, MS, CPC, AIFA™,
CRC, Chairman and Editor of the Journal of
Fiduciary Responsibility -Author, Trainer, and
Radio Personality for Finance - Oregon

T. Murphy, JD, LL.M., MFP Honorary Advisor

R. Martinez, MS, CPA, CTEP Honorary
Advisor*

Prof. Dr. Lawrence Flegle, DBA, MBA, MFP
Mas. Fin. Prof. **

C. Guenzel, MFP, CAM, CFP™ Honorary
Board of Advisors *

The AAFM Latin America and South American Advisory Board Includes: Dr. Alejandro Fonseca Ramírez; Dr. Eduardo Pablo Villimar; Lic. Gregorio Vázquez Alanís; Dr. José Humberto Guevara Balderas; Dr. Mauricio Cervantes; Dr. Mauricio de la Maza; Dr. Gerardo Dubcovsky; Dra. Norma Hernández Perales; Dra. Rocío Gómez-Tagle Rangel

*Some members on the Global Advisor List are Honorary Faculty which is purely an Award Status and Recognition of Academic Excellence, Life Service, and Research. These members may nominate faculty to the board of advisors and faculty members have rights to offer amendments for the innovation of standards and ethics for AAFM. Faculty members are in no way considered to be faculty of the AAFM except within the limits of an Honorary or Faculty Award Recognition. . They are simply recognized faculty members of Select Universities Worldwide that have been approved to receive honors or recognition from AAFM.

Those who have achieved AAFM® Certification

Below is a selection of a few of the global organizations whose employees have received training and consulting from our AAFM Executive Training partners and earned AAFM Certification.

North American & Global Organizations

Finance Institutions

HSBC Banking Group
Citibank International
Bank of America
BNP Paribas
Wells Fargo
Provident Bank
United Trust Bank
AIG/AIA
CIGNA Group
MetLife Financial
New York Life
Zurich International
ING Insurance
Prudential Financial
Manulife Financial
ABN AMRO
JP Morgan/Chase
American Express (Financial Advisors)
California Bank & Trust
Wachovia Bank
Bank of New York
Consolidated Financial Group
UBS/Painewebber
Salomon Smith Barney
Merrill Lynch
Morgan Stanley
Fidelity Securities
Barclays Bank
US IRS – Fed Gov't.

Service Companies

Adecco
Thomson Financial
Reuters
Bloomberg
Cap Gemini Ernst & Young
Deloitte & Touche
Forrester Research
KPMG Professional Services
PriceWaterhouse Coopers
Equant
Western Union

Public Companies

Procter & Gamble
AT&T
Bell (Canada)
Ikea
IBM
Nokia
Chevron Texaco
Corning
GE Capital
GE Aircraft Systems
GE Medical Systems
Honeywell
Lockheed Martin
Rolls Royce Industrial
Volvo
BMC Software
Cisco Systems
Fujitsu
Microsoft
Sharp Electronics
McDonalds
Paramount
New York Stock Exchange
NASD (National Association of Securities Dealers)

Non-Profit Institutions

Asian Development Bank
World Bank
UN - UNESCO

Academic Faculty Members

Stockholm School of Economics
Swiss Banking School
Universität Bonn
University of London
Australian Graduate School of Management
Macquarie University
Universite de Bourgogne Dijon Cedex,
Maastricht University
IESE Business School Madrid
Hong Kong University

Middle-East Organizations

Finance Institutions

National Bank of Kuwait
Al Ahli Bank
Abu Dhabi Commercial Bank
Bergan Bank
Commercial Bank of Kuwait
Central Bank of Oman
Union National Bank
Kuwait Investment Authority
Dubai Islamic Bank
Central Bank of UAE
Gulf International Bank
Mashreq Bank
The Investment Dar
Bank Muscat
Abu Dhabi Investment Authority
Arab National Bank
Emirates Bank
Saudi Hollandi Bank
Riyad Bank

Asian Organizations

Temasek Holdings
Pacific Insurance
ICICI Bank
HCL Technologies
Bharat Petroleum
MAA Mutual Berhad
Denso
Royal Mint Wealth Management
Srinakharinwirot University
Syarikat Takaful Holding
Freely
American Bourses Corp
Apac Development
Bernard Lim & Associates
SingTel
PCCW
China Mobile
Bank of Communications
Bank of China
Development Bank of Singapor

AAFM ® Alliances and Official Recognition

AAFM ® Worldwide and Global Recognition

The American Academy of Financial Management™ is an independent worldwide graduate society of financial professionals. We are a global self-regulatory organization that recognizes the highest in educational, experience, ethical, and continuing education standards as dictated by the Supreme Court decision on financial designations and board certifications.

AAFM™ is also the first Global Financial Organization to orchestrate a direct recognition policy and articulation agreement to the AACSB™ International and ACBSP Accreditation Agencies for obtaining the AAFM MFP Master Financial Professional Credential. Thus, AAFM now has a global recognition agreement with the ACBSP and the AACSB International which are the Top 2 Accreditation Agencies Worldwide for Graduate Business Schools and represent 560 of the top business schools internationally. Also, AAFM is the first purely financial certification training organization to be sanctioned by an education arm of The Chinese Government.

Moreover, AAFM has a coexistence legal agreement with the CFP™ Board of Standards Worldwide and The CFA/AIMR™ Inst. Worldwide in which AAFM has special global rights to several designations including MFP Master Financial Professional Graduate Designation & The Registered Financial Specialist Credentials. AAFM is also disclosed, listed and approved for listing in the US Dept. of Education Directory, US Dept. of Labor Websites along with other top financial and accounting organizations. AAFM is working with over 560 colleges around the world to improve and harmonize financial education and training.

AAFM ® - Governmental Disclosures

AAFM ® Industry Recognition & Listings

AAFM is delighted to have specific AAFM Brand and designations listed and disclosed on the Department of Education Directory, Dept of Labor Brochures, United Nations Civil Society Directory Brochures and Website concerning Financial Designations and Board Certifications along with Several years of public disclosure to the FINRA/NASD .

FINRA/NASD Corporate Information from their website: - Under federal law, virtually every securities firm doing business with the US public is a member of NASD. Roughly 5,200 brokerage firms, over 96,000 branch offices and more than 664,000 registered securities representatives come under our jurisdiction. FINRA or NASD do not personally sanction, endorse or approve any certification or designation in the USA.

The following Primary designations are currently recognized on the US websites and Certification Authoritative Directories:

1. CWM® Chartered Wealth Manager®
2. CAM™ Chartered Asset Manager
3. CPM™ Chartered Portfolio Manager
4. MFP™ Master Financial Professional
5. FAD™ Financial Analyst Designate
6. CTEP™ Chartered Trust and Estate Planner
7. RFS™ Registered Financial Specialist
8. CMA™ Chartered Asset Manager

*Other designations and even custom graduate designation programs are offered offshore and internationally via our international training partners and distribution channels offshore. See:

www.aafm.us

AAFM® Global Alliances Partnerships and Recognition

The following are some of the global alliances, recognitions and partnerships that are listed as resources to our members:

1. AAFM has been featured and seen in the world's greatest financial publications such as: The Wall Street Journal™, The Financial Times™, The Hindu National, China Daily, The El Norte - South America, The Arab Times, Malaysia News, and many Asia, African and Middle Eastern News Venues.
2. AAFM is the **First Financial Organization** to have a direct alliance with a USA ABA Accredited Law School. AAFM can offer specialized certification & executive training to qualified applicants from this USA ONLINE Graduate Law Program.
3. Read about AAFM on the US Dept of Education and Department of Labor Websites or USA Official Occupational Handbook
4. AAFM has retained training and content alliances with 4 of the largest financial analyst, wealth management, and financial planning training companies in the world. BSI, BISYS International™, Dearborn Kaplan™, and INFORMA™.
5. AAFM is Professional Association Member of The AACSB™ International and the ACBSP™ Accreditation agencies. AAFM recognizes graduates of AACSB and ACBSP accredited business schools worldwide with MFP™ designation eligibility. Thus, if you have successfully graduated from an AACSB™ or ACBSP™ business school with a concentration in Finance related topics, you are eligible for the core AAFM Designation the MFP or Master Financial Professional™ mark.
6. AAFM and the AAFM Leadership is in a global alliances with the Royal Society of Fellows, the International Management Academy, The Offshore Institute, The Asian Bankers Association, The Global Finance Forum The International Financial Intermediary The Institute for International Research (IIR), The WMC Wealth Management Commission, The Dubai Quality Institute, The Monetary Authority of Singapore, The Tax and Estate Planning Law Review© & British Standards International BSI (premier graduate institutes or government agencies for finance, tax, or law).
7. AAFM has top Finance Professors from around the world who are members or honorary advisors.
8. AAFM has global trademark co-existence agreements with the CFA Institute™ and CFP™ board where AAFM has special rights to use AAFM Designations Globally.
9. Top Advisors, Members and Professors who hail from Princeton, NYU, BU, Stanford, Tulane, Loyola University, University of London, and More

Online Law School – AAFM® Certification

The LLM Graduate Law School ONLINE Courses <http://llmprogram.org/aafm.html> are sanctioned by the *American Academy of Financial Management*™ (AAFM). Successful course graduates are eligible to petition Prof. Byrnes or Prof. Mentz for charter and certification without further examination.. The AAFM already has articulation agreements with the The AACSB International and the ACBSP Accreditation Agencies. After your petition and nomination by Prof. Byrnes, you can process your application directly to the AAFM Board of Standards. Here are the certifications that successful graduates of Diamond Graduate Law Courses can apply for.

- Chartered Compliance Analyst CCA™
- Certified Risk Analyst CRA™
- Certified International Tax Analyst CITA™
- Certified Anti-Money Laundering Consultant CAMC™
- Chartered Wealth Manger CWM®
- Chartered Trust and estate Planner CTEP™
- Certified Asset Manager CAM™
- Certified Portfolio Manager CPM™
- RFS™ Registered Financial Specialist
- CAPA™ Certified Asset Protection Analyst
- RBA™ Registered Business Analyst
- Certified Transfer Pricing Specialist™ CTST™ Board Certification (via AAFM) Requires: International Transfer Pricing - required; Law and Tax of Intellectual Property; Tax Treaties Law & Planning; Offshore Financial Services; Advanced International Tax Planning
- And some custom and private label certification programmes.

Thomas Jefferson School of Law is fully accredited by the [American Bar Association](#) and is a member of the American Association of Law Schools. The Diamond LLM Program is hosted and delivered from the TJSL law School.

- TJSL is Accredited and Recognized by the American Bar Association
- TJSL is a recognized member of the AALS American Association of Law Schools
- This Graduate Law Program is approved to offer: 1) LLM Master of Laws for attorneys and CPAs, 2) JSD Doctor of Juridical Science (PhD Level Research Degree), and JSM Masters for non-graduate degree holders.,
- TJSL is a [recognized provider](#) of Post Doctorate Law Programs and Graduate Legal Education by the American Bar Association - [See ABA Link](#)
- This Diamond TJSL Graduate program is recognized and listed on the Section of Legal Education and Admission to the Bar on the [ABA Website](#)
- This TJSL [Diamond Program is officially listed and recognized](#) on the ABA Section of International Law in the International Law Programes sanctioned list. [See Link](#)
- Our EDU Official Address is here: www.llmprogram.tjsl.edu

*Legal Note: Each jurisdiction globally and in the USA in particular may have various promotional rules and advertising regulations for persons who provide legal advise and and hold out legal credentials to the public..

AAFM ® Code of Ethics

Ethics Guidelines of the American Academy of Financial Management ™

You shall act in good faith in all dealings with clients, disclose all relevant information to clients, abstain from self-dealing and conflicts of interests, abide by your professional ethics such as State Boards and any other government regulation that you are subjected to by your profession or jurisdiction. The board reserves the right to terminate licenses, charters, fellowship and to publish names of serious offenders in breach of this code.

AAFM ® Professional Code of Ethics ©

The American Academy of Financial Management ® recognizes the responsibility of Financial professionals to foster high ethical standards in our profession. The AAFM ™ does hereby adopt the following CODE OF ETHICS and PROFESSIONAL STANDARDS to provide direction in attaining high principles of truth, justice, zeal and good faith dealings.

1. To abide by the laws of the United States of America or your Sovereign Nation or Country Laws.
2. To maintain high standards of conduct when seeking employment, performing services, and negotiating transactions so as to create a high ethical standard to the public.
3. To illustrate zeal and professionalism with all of our dealings with clients and customers.
4. To continue building the knowledge base of our professional community through study, collaboration, and continuing education.
5. To work with universities, colleges, and academic groups in improving financial standards, and the practical financial education of individuals.
6. To build confidence and the trust of the public and our employers using diligence, honesty, cooperation, and confidentiality.
7. To provide occasional pro-bono assistance to disadvantaged persons who may seek insight and advice in the financial and related fields where we are qualified to do so.
8. To observe the designation trademarks, service marks, intellectual property rights of the AAFM ™.
9. To further the harmony and communication between the nations of the world and the fast emerging markets globally.
10. To reduce waste, improve efficiency, and protect the environment through the effective use of natural resources without causing more harm than good.

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Appendix A – AAFM ® Frequently Asked Questions

Q: How do I join The American Academy of Financial Management ® ?

A: Residents of the United States can submit their application and resume for review to our AAFM™ Global Board of Standards. If you are eligible for advanced standing you may receive an exemption a course or for a designation qualification.

Q: Is The AAFM ® American Academy recognized worldwide?

A: AAFM™ has established operations and offered certification training in over 20 countries. AAFM members are in 150+ countries. AAFM™ has acknowledgment agreements with some of the top Institutions and Accreditation Agencies in the world. AAFM now has over 560 approved and registered training programs which are accredited. AAFM™ is the first global organization to recognize superior and government recognized business schools that are double accredited. AAFM has members who are top faculty from the best universities in the World.

As per listings and disclosure, The AAFM organization is listed on the FINRA/NASD, Dept of Education, & Department of Labor Websites, and AAFM is the 1st financial organization to receive sanction recognition from the Chinese Government --the largest population in the world. Further, AAFM has a trademark agreement with the CFP™ and the CFA™ Institute (Previously AIMR™ Board of Standards where AAFM™ has special rights to Designations, Certifications, Trademark and Name Use around the world.

Q: Can our University or Company offer AAFM Certified Training?

A: AAFM™ offers courses worldwide . If your institution has an interest in offering AAFM Executive Certification Programs through your training centers, company, or college, please contact the AAFM Legal Counsel to see if your territory is still available.

Q: How about AAFM™ Training?

A: AAFM has training offered in over 10 countries with university alliances worldwide with over 500 of the best institutions. AAFM offers graduate level courses and content delivered by professors and industry experts in their respective fields. AAFM approves existing accredited education on a case-by-case basis where the individual institution has their certification programs or curriculum approved as a certification path. Any approved AAFM training program delivered by a registered provider allows graduates to register for certification immediately after successfully completing the executive course.

As for **Online Training**, The AAFM has an Articulation Agreement with the USA's First Online Graduate Law Program. As part of this agreement, the AAFM can offer over 30 courses in International Law, Tax and Finance to qualified applicants worldwide. The Diamond LLM Graduate Law Program has industry experts from around the world who can teach on complex subjects such as: International Money Centers, Global Estate Planning, International Tax, Anti Money Laundering, Global Legal E-Commerce Issues, International Wealth Management, Global Asset Protection, Portfolio Management and Investment Law and much much more.

Appendix B – AAFM® Facts and Details

USA - Hong Kong – New Orleans –US – India – Africa – Singapore – Dubai – Beijing and More



Formation and History

The **American Academy of Financial Management** was founded in 1996, as a result of a merger between the *American Academy of Financial Management & Analysts (AAFMA)* and the Founders Advisory Committee of the *Original Tax and Estate Planning Law Review*. The AAFMA was originally established in as a professional organization for investment managers, lawyers, and analysts. The Law Review was founded to examine strategic wealth and estate planning issues for Law, CPA, and MBA graduates and to award the financial analyst and tax and estate planning designations. AAFM currently recognizes over 20,000 PhDs, Lawyers, CPAs, MBAs, AACSB, ACBSP Graduates, & Masters Degree Holders as candidates and executive members in over 151 nations. AAFM takes pride in holding a membership with superior qualifications, experience, and designations.

AAFM™ established its first chapter overseas in the year 1999, but from that point the membership has quickly grown to cover over 151 separate nations. Those members are supported through offices in LA, Athens, SF, Hong Kong, UK, Philippines, Beijing, Cairo, and Monterrey. New offices have recently been opened throughout the EU, Middle-East, India, Africa, and parts of Asia, including Australia. Our new offices are in Beijing and Singapore

AAFM® Structure and Authority

The AAFM™ has seen a meteoric rise to affluence and membership in recent years, as financial executives, managers, and degree holders strive to maintain and augment their education, credentials, integrity, and skill sets.

The AAFM® Board of Standards™ is the certifying body and regulatory body for the much sought after AAFM® Designations and Credentials. AAFM Executive Designation Programs provides the assurance that the holder has met the suggested criteria for graduate credentials set out in the Ibanez US Supreme Court Decision. Further, the AAFM board certification requires passing 6 different levels of standards including: College Education, Testing, Ethics & Professionalism, Degree, Experience, & Continuing Education. Acceptance into the AAFM™ is a high distinction and requires the holder to possess a graduate level portfolio of skills and knowledge. Acceptance statistics are not high, and the designation when achieved is a high honor strictly for those who have earned a college education.

The AAFM® was the first in the USA to offer a Graduate Wealth Management Charter Certification. The AAFM® Flagship CWM® program has had a huge impact worldwide in the pedagogy and quality of financial education standards.

AAFM ® Regulation

The American Academy of Financial Management ® is governed by a vendor-neutral independent professional Super Board of Standards and Accreditation Council. The AAFM Board of Standards is made of appointments from amongst the professional, academic and industry pool of membership and currently includes Professors, Doctorate Holders, and Professionals from the Finance & Business sectors worldwide. Board Members nominated are typically recognized because of their outstanding contribution to the Industry or to best practice principles in the field of professional education. Board Members retain their board position for a period of two years. The Super Board is responsible for the following high level actions:

1. Regulation of AAFM ® Intellectual Property and the issuance and use of any Certification, Charter, Member Document, Content, Exams or other IP.
2. Approval of new AAFM ® college providers or any training partners as the Accreditation Council.
3. Approval and oversight of curriculum and examination requirements globally
4. Policy and standards development for the AAFM Code of Ethics and Charter documents.
5. Regulation of member behavior and action for breach of the AAFM code of ethics.
6. Approval of new chapters in developing member markets

AAFM ® Mission Statement

AAFM's mission is to serve its global membership and stakeholders as a world leader in educating and reinforcing the international knowledge of executives and potential leadership of financial based institutions. AAFM mandates consent to high standards of professional conduct & ethics, and AAFM activities are International in nature and scope.

AAFM ® Mission Statement

- To Continue to Be a World Class Certifying Body and Board of Standards
- To promote high standards as a Global Accreditation Council
- Assist in the professional, executive training, and social development of financial professionals interested in investments, financial planning, corporate finance, estate planning, asset management, risk management, taxation, international business, and market and financial analysis. This includes the perspectives of economics, political-legal environmental issues; NGOs; and private enterprises.
- Promote and protect the integrity of the AAFM Membership, Training, and Designations both nationally and internationally.
- Provide a structure for interaction between members and the professional financial community, business executives, government finance officials, and finance related academic professionals.
- Enhance employment opportunities for AAFM Members at all levels via networking, training, and outreach.
- To continue to grow internationally with specialized on-site executive training available at select accredited colleges and training centers.

Appendix C – AAFM ® Terminal Course Objectives

AAFM ® approves and sponsors a multitude courses in many countries around the world. Each course has a recommended curriculum or topic coverage. Although our topic coverage or TCO Terminal Course Objectives contain major areas of focus, the individual course provider has the flexibility to localize and tailor a certification course to meet the local laws, regulations, or even the local industry needs.

As an example, AAFM ® recognizes several educational providers and their existing training programs. Thus, and organization that already has a high-quality set of courses in areas such as: Wealth Management, Finance, Risk Management, Investments, Portfolio Management, Estates and Trusts, Asset Management and Protection, Cost Control, Compliance, Corporate Banking, Investment Banking, Financial Marketing, Project Management, International Tax, International Business, Accounting Subjects, and more.

Our committee of professors and industry experts review each course for quality. AAFM also reserves the right to review and approve copies of course promotions, course notes, course exams and hand-outs.

Appendix D – AAFM ® Ethics and Professionalism

All AAFM ® courses are expected to contain a segment on ethics and professionalism. Ethics and Professionalism varies due to government laws of each country. However, AAFM Certified Trainers and experts should be able to teach on the varying laws and regulations on the issues of: Integrity, Conflicts of Interest, Self Dealing, Confidentiality, Privacy, Securities Regulations and related statutes and codes.

Appendix E – AAFM ® Board of Standards & Legal Contact Information

AAFM ® USA North America

Attn: George Mentz, JD, MBA, CWM®
AAFM ® General Counsel - Attorney at Law (LA-EDLA)
Suite 293, 1670-F East Cheyenne Mtn. Blvd
Colorado Springs, CO 80906
Tel: 504-495-1748 Fax: 419-828-4923
Email: legal@aafm.us www.aafm.us

AAFM ® Asia Singapore, Hong Kong & Beijing

www.aafmasia.com www.aafmchina.org
Email: legal@aafm.us

AAFM ® Middle East –Cairo - Jordan

AAFM ® Arabia 22 Countries - AABFS Arab Academy
www.aafmgcc.com www.aabfs.org
info@aafmgcc.com

AAFM ® Latin America –Training Headquarters

Prof. Dr. Santillan
www.AAFMLA.org

AAFM ® India – IIFM – Bombay/Mumbai

AAFM ® Ahmedabad Center
www.aafmindia.com

AAFM ® Africa – ACCE – South Africa and Ghana

www.aafmafrica.com

AAFM ® WEB RESOURCES

www.financialanalyst.org (Board of Standards USA www.aafm.us)
www.aafm.us (International Board of Standards headquarters website)

Other Global AAFM® Training Websites

www.aafmgcc.com - www.aafmasia.com - www.aafmtw.com - www.aafmindia.com -
www.aafmla.org - www.eafm.org - www.aafmchina.org - www.aafmglobal.com -

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All Rights Reserved 2009 All applicants or members make a good faith legal presentation and declaration of credentials, licenses, degrees and experience which is covered by the Digital Signature Act and International Treaties. All designation holders are subject to their own laws of their respective jurisdictions and can only use our designations positively in conjunction with local, state, provincial, and federal laws. If anyone reports false or fraudulent information, we can simply report this fraud or misrepresentation to the relevant legal authorities and place a BAN on our website for the individual who has falsified any application. You comprehend that we do not offer any degree or diploma from the USA, but we do offer professional designations to those who have met the accredited education and training and experience requirements. You understand that the AAFM effectively recognizes and accredits over 560 double accredited business schools globally. You agree that you have read the terms and disclaimers and other requirements publicly listed on the AAFM USA websites.

Appendix F - AAFM® Recent Global Recognition, Disclosures, Memberships and Alliances

The AAFM® Board of Standards and Related Certification Education has been recognized listed, disclosed, recognized or in alliances with the following institutions, governmental organizations or agencies.

US Dept of Labor Registry, Websites, Official Occupational Handbooks, and brochures
DOE - The US Department of Education Organizational Registry
AACSB Accreditation Prof. Member and Articulation Alliance
NBEA National Business Education Association
NOCA National Organization for Competency Assurance - Certifying Organ. Member.
ACBSP Accreditation Prof. Member Articulation Alliance
UNESCO United Nations Civil Society Registry
AABFS Arab League - A United Nations Organization
Conferencia Internacional de Finanzas - Latin American Alliance
Royal Society of Fellows
ANSI American National Standards Institute - Prof. Member
PRC China Government Agencies – Course and Certification Recognition
Monetary Authority of Singapore – Training Course Registration
Bahamas West Indies Governmental University System & Lignum Tech.
UAE Financial Markets and Stock Markets & Dubai - UAE Quality Group
The European EU - Quality Framework Institute via Training Alliances
The Online LLM Graduate Law School Program
American Bar Association – Recognized curriculum courses offered from TJSL Law School.
Australian College of Financial Planning Training Alliance
ICE International for Credentialing Excellence
IIFM Indian Finance Institute
ISBE International Society Business Education
CFA/Institute - Co-Existence Trademark Agreement and Exhibit 18 CFA/Vision 2012
CFP Board - Co-Existence Trademark Agreement and Approved for CFP/Continuing Ed.
Asia Banker Society/Academy
Chinese, Singapore, and GCC Wealth and Investments Summits
BISYS, Dearborn Kaplan Education
EIMA Egyptian Investment Institute
India Presidential Authorities - Pos. Est. 2009
China Wealth Management Standards Council
University of California, Queens College CUNY
Stone Falcon – United Kingdom
ITI International Tax Institute
22 Arab League Countries under diplomatic AABFS Agreement.
*and many more.