

# LEADERSHIP IN ACTION

FPA members inspire others in many ways, helping lead in their practice, local chapter, community, family, and especially with their clients. FPA's Leadership in Action helps highlight these "everyday" qualities of our members and remind us that we all have opportunities to lead.

## LEADERSHIP SUCCESS STARTS WITH A VISION



### D. Crystal Alford-Cooper Member since 1997

Strategic Wealth Management  
Group LLC, Columbia, Md.

“The true measure of a man is how he treats someone who can do him absolutely no good.”

—Unknown

### A Leader in the Profession:

Crystal Alford-Cooper has more than 20 years of financial planning experience, and is currently the 2012 president of the Association of African American Financial Advisors. She is a devoted leader and also serves on the Government Relations Committee for FPA of Maryland. “Crystal has directed the annual legislative programs for our chapter, and has done an incredible job with developing and arranging the annual meetings, motivating membership, as well as coordinating with legislative officials,” says a fellow FPA of Maryland board member.

In her community, Crystal has been a strong voice for advancing financial literacy via high school programming and to adults. She has participated in many political discussions in Annapolis regarding the state's financial literacy movement, and has testified on behalf of several financial initiatives before legislative committees—playing an instrumental role in forging legislative relationships for FPA of Maryland.

“Crystal works with others to get things done. If she is a member of a committee, she offers thoughts and suggestions to improve the functioning at hand. If she is leading the committee, she works with others to create a vision and then makes sure that it gets implemented,” says another fellow FPA of Maryland board member. “You never know whether people can step into a pair of shoes. With Crystal, you don't have to worry about whether the shoes are too big or too small—or even whether shoes were there in the first place.”

Crystal has been featured on Moneywise, WHUR SiriusXM Radio, and CNN.com, and has been quoted in several notable media publications, most recently *InvestmentNews* and *Essence* magazine.

### Lessons Learned:

- Give real thought to the values, ideas, and activities you're most passionate about
- Never stop learning because life never stops teaching
- Persistence matters just as much as inspiration

### Crystal's Leadership Portfolio:

Crystal is a graduate of the College for Financial Planning, holds a CFP® designation, a Certified Retirement Counselor designation, and maintains a Maryland state insurance license. Additionally, Crystal is a member of the Financial Services Institute and has served as a Maryland Notary Public since 1988. She is treasurer of the Howard County Police Foundation Board and is a graduate of Howard County's Leadership Premier program. Crystal serves as a volunteer wish granter with the Make-A-Wish Foundation of the Mid-Atlantic, Inc.