

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 Leadership in Action helps highlight these “everyday” qualities of our members and remind us that we all have opportunities to lead.



Cynthia Riley,
member since 2002

University of California Santa
Cruz Extension in Silicon
Valley, Santa Clara, Calif.

“Never doubt that a small group of thoughtful, concerned citizens can change the world. Indeed it is the only thing that ever has.”

—Margaret Mead

THE GREATEST TEACHER INSPIRES

A Leader in the Profession

Cynthia is an inspiring teacher and mentor and leads FPA of Silicon Valley’s “Brown Bag” educational meetings, which provide a casual and intimate setting for FPA members to learn about and discuss specific topics.

Among Cynthia’s many outstanding achievements is her critical role in the design and development of FPA of Silicon Valley’s Career Fair. Under her direction and leadership, more than 200 participants attended the event at which there were 18 sponsored recruiters. The event generated favorable media attention for FPA and also resulted in several job offers and hires, new chapter members, and provided students and the general public with an overview of a financial planning career. As a colleague put it, “The fair was an enormous success and it simply wouldn’t have happened without Cynthia’s leadership, energy, passion, and total commitment.”

An instructor of CFP® classes, Cynthia is co-authoring a textbook, and she is using completed sections in her classes. Her goal is to have the book used by CFP® programs nationwide. She is widely known and respected by her students, fellow teachers, chapter board members, and members of the public.

Lessons Learned

- Be fair and demanding of excellence in both yourself and others
- Be extremely generous with your time and skills
- Always contribute in a mindful and deliberate manner

Cynthia’s Leadership Portfolio

Cynthia is extremely active with FPA of Silicon Valley. She has served as committee chair, director, and board member. She was a key contributor to the management of FPA of Silicon Valley’s first and highly successful *Financial Planning Day*, and has reinvigorated the Student Forum, a group she advises whose mission is to educate students about career options and the benefits of an FPA membership. Additionally, she is a key contributor to the Student Scholarship Program for her chapter, which provides a partial scholarship to FPA’s Residency program, among other offerings.