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Personal Financial Planning Professor Harold Evensky Awarded the First Advocacy Leadership Award
TD Amerittrade Institutional created the award to recognize champions of fiduciary investment advice.

TD Amerittrade Institutional presented Personal Financial Planning (PFP) professor Harold Evensky with its first ever Advocacy Leadership Award for his outstanding contributions to advancing the long-term viability and growth of financial investment advice.

TD Ameritrade is a leading provider of brokerage services to thousands of independent registered investment advisers (RIAs) and clients. TD Ameritrade set out to create the award to recognize individuals like Evensky who are tireless champions in the field of fiduciary investment advice.

“Educating consumers and the financial planning industry about the virtues of independent, fee-only financial advice has been my life’s work,” Evensky said. “I challenge my fellow financial planners to do everything they can to ensure that the next generation knows more about our profession.”

Evensky currently serves as a professor in the Personal Financial Planning Department where he teaches graduate courses on behavioral finance and wealth management. He also has served for 30 years as chairman at his firm, Evensky & Katz / Foldes Financial.

PFP Chairperson Vickie Hampton says this recognition brings positive recognition to the PFP program, the College of Human Sciences and Texas Tech University.

“The PFP students at Texas Tech are so fortunate to have a professional of Harold’s stature teach them,” Hampton said. “I am sure many of them will not recognize this until they get into careers, but Harold is a wonderful educator and challenges his students to think critically about wealth management.”

Hampton credits Evensky for serving as a dutiful colleague who represents the PFP department well.

“Harold stands out as both a professional and a professor because he is passionate about financial planning and the right way to do it,” she said. “He believes all people calling themselves financial planners, investment advisers or wealth managers should place the interests of their clients above their own interests.”

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In addition to financial knowledge, Hampton describes Evensky as an avid reader who is well-studied on issues.

“He tends to be on the leading edge of innovations and issues in our profession.” Hampton said. “In addition, Harold is not afraid to take a stand on what he believes. He freely shares his ideals and expertise with his peers, the media and our students.”

Evensky was presented with the honor at TD Ameritrade Institutional’s 4th Advocacy Leadership Summit.

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