



Melissa Kemp, CFP(R), AEP(R), CAP(R), CNAP(R) currently serves as the contract Executive Director for the Financial Planning Association of Greater Phoenix. Prior to accepting the Executive Director role in 2015, Melissa had been a chapter member since 2000.

She owns Premium Administration, LLC, specializing in providing professional administrative solutions to trustees of Irrevocable Life Insurance Trusts. Operating continuously since 1998, this company accepts new business exclusively through referral networks.

She also owns Premium Organization, an Association Management Company, launched in 2000. Premium Organization provides administrative solutions for many non profit organizations, including 501(C)(3), (C)(4), and (C)(6) type entities.

Melissa developed a fun and interactive Ethics course in 2017, called "A Pragmatic Walk Through the Ethical Looking Glass". This course quickly became popular with CFP(R) attendees, because it incorporated gamification learning tools like Kahoot! and utilized authentic Anonymous Case Histories from the Disciplinary Ethics Commission. Among the continuing feedback from professionals taking the course, many noted it was the first time an approved Ethics course actually delivered on every required learning objective and carved out time for useful ethics discussions.

When the Board elected to produce its own new Ethics Course in advance of rolling out the new practice standards, Melissa served on the [Ethics Work Group](#) volunteering time and talent to shape the new course. Much of her early work proving that fun and interactive courses were possible and could meet the Ethics Learning Objectives opened a path for the final course to integrate many concepts from the Pragmatic Walk Through the Ethical Looking Glass.