

TD Ameritrade Institutional Awards Scholarships to Foster New Generation of Financial Planners

TD Ameritrade aims to attract new talent to the industry, address looming advisor shortage

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JERSEY CITY, N.J - In an effort to help attract a new generation of professionals to the investment advisory industry, TD Ameritrade Institutional has awarded its inaugural scholarships to 10 deserving and talented students enrolled in undergraduate financial planning programs. ...

...The 2013 recipients, listed below, are the first to receive scholarship awards valued at \$5,000:

Kelsey Brooks <i>University of Georgia</i>	Christopher Johnson <i>Texas Christian University</i>	Kayla-Lynn Kasica <i>William Paterson University</i>	Eric Siss <i>Virginia Tech University</i>	Joshua Landau <i>University of San Diego</i>
Morgan McGovern <i>Virginia Tech University</i>	Kelly McNerney <i>William Paterson University</i>	Andrew Milling <i>William Paterson University</i>	Delroy Stauffer <i>University of South Carolina-Columbia</i>	Phillip Murphy <i>SUNY College of Technology at Alfred</i>

This Scholarship Program, combined with an annual \$50,000 grant program to encourage more colleges and universities to offer financial planning degree programs, will provide \$1 million over the next decade to expand the number of graduates pursuing careers in the financial services industry.

“This is an industry that is facing a critical talent shortage at a time when the need for financial advice is on the rise,” said Tom Nally, president, TD Ameritrade Institutional. “By supporting students like these, we look to help cultivate the next generation of financial professionals.” ...

...Demand for financial advice is expected to rise, as investors stung by the 2008 financial crisis seek professionals to help them make sense of the markets. A growing share of investors, the Cerulli research shows, has been migrating to independent registered investment advisors and financial planners.

“I am always seeking top talent for our firm, but I’m also looking forward and considering who will be caring for them over the next 20 or 30 years,” said David Kudla, CEO and Chief Investment Strategist of Mainstay Capital Management and a member of TD Ameritrade Institutional’s Next Generation Advisory Board. “I see a real need for our industry to step up efforts to support and engage a new generation.” ...

About TD Ameritrade Institutional

TD Ameritrade Institutional is a leading provider of comprehensive brokerage and custody services to over 4,500 fee-based, independent registered investment advisors and their clients. Our advanced technology platform, coupled with personal support from our dedicated service teams, allows investment advisors to run their practices more efficiently and effectively while optimizing time with clients. TD Ameritrade Institutional is a division of TD Ameritrade, Inc., a brokerage subsidiary of TD Ameritrade Holding Corporation.