

Fredrick E. Adkins III, CFP®, MBA, ChFC, CLU

Rick Adkins is President and CEO of The Arkansas Financial Group, Inc., an investment advisory firm that has provided fee-only, comprehensive financial planning services since 1985. Mr. Adkins served as Adjunct Professor of Finance at the University of Arkansas, Little Rock, College of Business from 1990 to 1996.

He received his Bachelors of Science degree in 1975 from Harding College, in Searcy, AR, and his MBA from the University of Mississippi in 1976, where he served as Vice-President of the graduate student body and was inducted into the Beta Gamma Sigma and Omicron Delta Epsilon honor societies in business and economics. He holds the CFP certification and the ChFC and CLU professional designations. He was admitted to the Registry of Financial Planning Practitioners in 1987.

Rick served on the Board of Governors of the Certified Financial Planner Board of Standards from 2000 to 2004, serving as Board Chair in 2003. He previously served on CFP Board's Board of Practice Standards, serving as Chair during 2000.

Rick was a contributing author for *Achieving Career Success in Oncology: A Practical Guide*, published in 2008 by the American Society of Clinical Oncology. Rick has served as the personal finance columnist for *Physician's Practice Magazine* and for the *Journal for Financial Planning*, writing on Professional Issues in Financial Planning. He is the creator of The Risk Capacity IndexSM which was featured in Practitioners Publishing Company's *Guide to Investment Advisory Services* and the *AdviserPlan CD-ROM*, which was selected by *Electronic Accountant* as one of the Top 100 Products for 2000, 2001 and 2002. He additionally co-authored *How to Measure Risk and Manage Client Expectations* and *How to Transition Your Practice to Financial Advisory Services* (1999), two of the books in PPC's *Financial Advisor* series for CPAs.

He has presented on a variety of topics for local and national professional organizations. He was a featured presenter for Fidelity Advisor Institute's national teleconference on "Clarifying Clients' Risk Tolerance and Risk Capacity." He has been quoted in numerous publications, including *New York Times*, the *Wall Street Journal*, *Forbes*, *Business Week*, *USA Today*, *Medical Economics Magazine* and *Money Magazine*. Rick served on the Financial Planning Association's Financial Planner Advisory Council and the Program Task Force for FPA's Retreat 2000. He served on the Program Task Force for the IAFP's 1997, 1998 and 1999 Conference for Advanced Planning, serving as Chair of the 1999 Conference.

Mr. Adkins currently serves on the Arkansas Symphony Orchestra's Board of Directors, The Anthony School Board of Trustees and on the Wolfe St. Foundation's Board of Directors. He is a Past Chair and continues to serve on the Advisory Board of the Jones Eye Institute at the University of Arkansas, Medical Sciences Campus. He is Past President of the Arkansas Eye Bank & Lab, the Central Arkansas Chapter of the Society of Financial Service Professionals and the Financial Planning Association, Arkansas Chapter, Inc.

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