

Class of 1945 – Elvis Denby Brandon, Jr.



He was Class President, Salutatorian and Lt Col in ROTC. He was also the State Extemporaneous Speaking Champion and a member of the winning team in the State Debating Championship. In 1950, Denby graduated with Honors in Philosophy from Southwestern at Memphis. A Phi Beta Kappa, member of The Hall of Fame, and Student Body President. He did graduate work at Yale and Duke Universities, receiving a Master of Arts from Duke in 1952.

Denby returned to Memphis and became the Producer-Moderator of “Your Future Unlimited,” a weekly career guidance show on WMC-TV which ran from 1952 until 1957. The show won numerous awards including the Sylvania TV Award for “The Best Locally Produced Education Series in the Nation.” Also, in 1952, along with his father, formed Denby Brandon Organizations, now Brandon Financial Planning. He earned three professional degrees: The Certified Financial Planner (CFP), Chartered Life Underwriter, and Chartered Financial Consultant. He was a member and Past Chairman of the original CFP Board of Governors and served as the first Chairman of the CFP International Council. In 2007, Denby received the P. Kemp Fain, Jr., Award for outstanding contributions to the financial planning profession. He co-

authored “The History of Financial Planning,” the first comprehensive history of the Financial planning profession. He is listed in “Who’s Who in America.”