

# A salute to up-and-comers

As it has in the past, our annual "20 Under 40" feature focuses on 20 of the most accomplished and sharply focused individuals under the age of 40 within the circulation area of the Eastern Pennsylvania Business Journal. This region consists of Berks County and the Greater Lehigh Valley as well as Upper Bucks, Upper Montgomery, Carbon, Schuylkill and Monroe counties.

These rising young stars have well-documented track records of achievements in business despite their relative youth. Many have also made significant contributions to civic organizations in the form of commitment and leadership.

As you will discover on perusing these pages, they range from entrepreneurs in their 30s to outstanding contributors who have followed more conventional career tracks. Some specialize in B2B endeavors while others deal with the general public. Some are in finance, while others have carved out niches in fields such as economic development, sales and Internet technology.

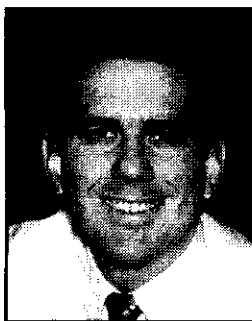
Whatever their backgrounds, they share a special sense of dedication to their callings, and this helps them to stand out.

We salute these achievers.

*John L. Moore, editor*

*Eastern Pennsylvania Business Journal*

## **Christopher M. Jones** **Founder and Principal** **Keystone Financial Planning, Easton**



**Jones**

- Born: Sept. 16, 1972, in Orange, Calif.
- Parents: Mike and Marci Jones.
- Currently lives in Palmer Township with his wife, Tamra, and daughters, Holly, 8, Amanda, 6, and Amaris, 8-month-old foster child.
- Education: bachelor of science in economics from Brigham Young University, Provo, Utah, in 1993; College of Financial Planning, Denver, Colo., in 2000; received certified financial planner certification from The Certified Financial Planner Board of Standards.
- In the past: management consultant for Monitor Co., Cambridge, Mass., in 1997; personal financial planner for Pinney & Scofield, Cambridge, Mass., in 2000; and personal financial planner for Zdenek Financial Planning, Flemington, N.J., in October 2000.

• Accomplishments: graduated summa cum laude from Brigham Young; developed sophisticated retirement planning software, and developed an internship program in financial planning for business majors.

- Awards: A four-year academic scholarship to Brigham Young University.
- Reason for your success: "I have always believed that my dreams were worth fighting for. I have always sought to make a difference in the world."
- Words of wisdom: "Set challenging goals for yourself. Follow your passions and dreams. Do not let social pressure or materialism deter you from following your heart."
- How he describes himself: "I have a passion for life. I love helping others achieve their goals and dreams."