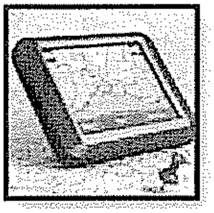
FPA of MINNESOTA

2009 Roadmap to Success

FPA®
FINANCIAL PLANNING ASSOCIATION
The Heart of Financial Planning™



2009 Roadmap to Success

Submission Form

Application Submitted by: Nate Wen
Signature

Board Position: President

Print Name: Nate Wenner

Date Signed: 9/18/2009

Seconded by: Rebecca Krieg
Signature

Board Position: President-Elect

Print Name: Rebecca Krieger

Date Signed: 9/18/2009

Chapter Operations

Required. There are no optional items in this category. *(check all completed activities)*

[X] **FPA Chapter Officer/Director Fact Sheet 2009-10.**
Sent to National on 12/18/2008.

[X] **Chapter Officers Job Descriptions:** Submit job descriptions for all officer positions and committee chairs for 2009.
Attachment A & B

[X] **Financial Statement:** Include a mid-year 2009 (June 30) financial statement. Must include profit and loss (P&L) statement and projected budget.
Attachment

[X] **Strategic Planning Meeting:** Provide the date you held or are planning to hold your chapter's strategic planning meeting for 2010. Completed 11/20/09 (date of 2010 planning meeting).

[X] **Chapter Web site:** Provide your chapter's current Web site address. Your chapter's Web site must be active, current, and adhere to FPA's branding guidelines www.fpamn.org (Web site address).

See Attached Application

Submissions due September 30, 2009

2009 Roadmap to Success
Financial Planning Association of Minnesota

Chapter Operations

1. **Officer Fact Sheet** - Submitted on December 18, 2008
2. **Chapter Officers Job Descriptions** –
   Job Descriptions – Attachment A
   Team Leadership Manual – Attachment B
3. **Financial Statement** - Mid-year (June 30) - Attachment C
   Includes P&L and projected budget.
4. **Strategic Planning for 2009** – to be held November 20, 2009
5. **Chapter Web Site:** www.fpamn.org

Chapter Leadership

Vision/Mission Statement

1. **Minnesota's Value Statement** - In our interactions with one another, we are committed to honesty, integrity, and open communication. Through the spirit of service, we foster stewardship and the development of recognized knowledge and competence.

   Minnesota's Vision Statement - The primary aim of FPA is to benefit the public by helping to ensure that financial planning is delivered through competent, ethical financial planners. FPA is the community that fosters the value of financial planning and advances the financial planning profession. The FPA aim is achieved through its objectives:
   - Facilitate the success of our members
   - Cultivate the body of knowledge of personal financial planning.
   - Grow the organization by bringing together those who champion the financial planning process.
   - Unify the voice, focus, and resources of the financial planning community.
   - Advance brand awareness for professional financial planners, building the CFP certification as the hallmark of the brand.
   - Define and effectively communicate a common understanding of the discipline of personal financial planning and the benefits of its use.

   Minnesota's Mission Statement - The Financial Planning Association of Minnesota champions the value of the financial planning process and advances the financial planning profession with the CFP mark as its cornerstone. FPA of Minnesota seeks to:
   - Foster competent, committed and ethical members;
   - Provide educational and networking opportunities to assist members in their efforts to achieve personal and professional fulfillment;
   - Build and retain a growing membership with a shared vision; and
   - Help people recognize the value of the financial planning process as a way to achieve their goals and dreams.
2. **Participation in FPA Chapter Leaders Conference** – Board Development
   FPA 2009 Chapter Leadership Conference: Rebecca Krieger (2010 President); Still in discussions (2010 President-Elect); Mike Miller (Director Member Services – Retention); Lynsey Wallin (Membership – Recruitment); Mike Westling (Public Relations); Laura Kuntz (Programs); Lauri Salverda (Pro Bono) and Charles Buck (Symposium).
3. **Written Strategic Plan** – See Attachment B – A five year plan is included.

4. Participation in **FPA Leadership Training (Live or Online)**
   Jennifer Ragborg (Feb 09), Lauri Salverda (Feb 09), Mike Miller (Jan/Aug 09); Dennis Mulligan (Sept 09) – Online Leadership Training
5. **New Committee or New Board/Committee Members**
   New Board Members 2009: Jennifer Ragborg, Mike Miller, Lauri Salverda, Dennis Mulligan
   New Committee Members 2009: Jason Beckendorf, Jeremy Oliver (Career Development); Gabriel Asebedo, Bob Klosterman, LeAnn Lenander, Mike McConnell (Government Relations); Christine Ebert, Fritz Jakobi, Tom Jones (Membership); Lauren Boulware, Pat Meland, Jason Plank, Jeremy Schmidt, Peter Schmitz, Andrew Thelander, Cindy Turkington (Financial Literacy); Lucas Bucl, Fritz Jakobi, Laura Kuntz, Nicole Rosandich (Programs); Peter Schmitz, Mike Westling (Public Relations); Bob Callahan, Jack Hinz, Julieann Schroeder (Symposium).
   New Committees Formed in 2009: None.

Public Relations and Public Awareness

1. **Promoting Value of Financial Planning**
   a. Activity 1 – **Media Relations:** Attachment D
   b. Activity 2 – **Financial Literacy and Pro Bono Efforts:** Attachment E
2. **Public Affairs Activities**
   a. Committee Member Keith Loveland represented FPA MN at the World Elder Abuse workshop with about 100 persons on June 15, 2009. Participants included government and non-government agencies dedicated to helping seniors and providing programs that can become interconnected. The outcomes were a greater awareness of the many resources available to financial planners, and the recognition by service providers that financial planners can be an integral part of discovering elder abuse and can refer the victim to the right source for assistance.
   b. Government Relations – Educational Articles: The following educational articles were provided by the Government Relations/Ethics Committee to the membership between January 1st and September: 2009 Required Minimum Distribution Rules; NASAA Announces Principles for Regulatory Reform; SEC to Oversee Indexed Annuity Sales; Update of 2009 Required Minimum Distribution Rules; MN Department of Commerce Proposes New Rules under Uniform Securities Act; Cobra and the Unemployed; Mental Health Parity in Insurance Coverage; Elder Care and Elder Law; SEC Contacting Clients Directly to Verify Assets and Transactions; Network at Your Own Risk; Grassroots Efforts Needed; SEC Ponders Surprise Exams for Advisers; H.R. 1988 – Conflicted Investment Advice Prohibition Act of 2009; SEC Custody Letter; An Opportunity to Come In From the Cold; Stricter Oversight of Offshore Tax Havens; Changes to Financial Services Regulation Proposed; New CFP Standards may be in Conflict with Certain Firms' Business Models; and Moving the Agenda (Ball) Forward. Members are encouraged to continue to build their relationships with their legislators.
   c. In case a bill is proposed that needs immediate input by FPA, grassroots connections and legislative districts are collected and stored in the database of our members. A link is provided on the web site for individuals to find their legislative districts and contact information for their representatives.
3. **Financial Planning Week:**
   a. 2009 Financial Planning Week efforts will include:
      - Presenting a series of four educational sessions on retirement planning at the Minneapolis Central Library and, again, at the Ridgedale Library
      - Providing presenters for Junior Achievement's JA-in-a-Day on October 13 - Lake Nokomis Community School is seeking up to 22 financial planners to present the JA curriculum to Kindergarten through Fifth Graders in five sessions delivered throughout the morning.
      - Providing presenters for BestPrep classroom sessions

   b. 2008 Financial Planning Week – As we don't have the results yet for 2009, we are including 2008 statistics. Six members of FPA made presentations in the classroom during FPW 2008 (the 1st week of October). Members included Charles Buck, John Comer, Gregg Cummings, Todd Gruenig, Steve Lear, Tim Munkeby and Peter Silbaugh. BestPrep further supported FPW by providing 26 additional volunteers in schools during the week for a total of 66 presentations in 26 schools.
   c. Gubernatorial and Mayoral Proclamations – In celebration of the 8th annual Financial Planning Week, MNFPA distributed letters and mayoral proclamations to 33 cities and to the governor's office. The mailings included a brochure offering three opportunities to promote financial literacy through articles for city newspapers, city employee meetings and mayoral declarations of Financial Planning Week, as well as a pamphlet describing FPA. So far in 2009, we have received proclamations from the cities of Bloomington, Burnsville, Cloquet, Crookston, East Grand Forks, Erskine, Little Falls, Minneapolis, Plymouth and St. Paul. We are following up with Governor Pawlenty – we've received the governor's for the past 7 years. – Attachment F.
   d. Planners are also encouraged to hold workshops in their hometown's library, city hall, or community center using the canned presentation from national: Forging Your Financial Future and a volunteer from the Speakers Bureau, a group of volunteer members that have made themselves available to the public to speak on financial planning topics. Members of the public have the opportunity to request an expert to speak on any range of topics from retirement planning, employee benefits, teaching kids about money, and weathering a financial crisis. These volunteer members of the MN FPA are available to speak free of charge in an effort to educate the public on financial topics and promote awareness of the FPA. We have 47 members that have volunteered to be a part of the Speakers Bureau.
4. **FPA – PAC:** We display information on PAC and contributing to PAC at every chapter meeting. We plan to include an article in the October newsletter (to be distributed September 28th) and would include more if templates were provided. We're always looking for fillers. Attachment G
5. **Foundation for Financial Planning**: The April 2009 newsletter included a full page promo - Investing in the Future. The September 2009 newsletter included a reprint of a two-page article highlighting the Be Our Guest sessions. We did a drive at our 2008 Symposium and raised $13,750 from 15 pledges. The Foundation will be present at our 2009 Symposium and we again intend to do a pledge drive.

Member Outreach

1. **Education – Chapter Meetings:** Attachment H
   a. FPA of Minnesota Keith Loveland, member of the Government Relations and Ethics Committee creates home-grown CFP ethics courses and presents at least two per year. New this year, Keith will present Acting Like a Fiduciary Under CFP Board Rule 1.4 with several interactive case studies. The Ethics presentations are also available as a Virtual Learning Seminar.
   b. The following CE credits are offered out at each chapter meeting: CFP, MN insurance, NASBA/CPE. At the Symposium, we also offer out WI insurance and Continuing Legal Education credits.
   c. Recorded Virtual Learning Webinars are made available of the majority of monthly chapter meetings.
2. **Chapter Communications:** September Newsletter.
   a. A total of 26 articles were included in the monthly chapter newsletters during the last 12 months promoting financial literacy and the activities of the committee.
   b. The Resource Program is made available to members of FPA of MN through the members only section of our web site and provides specialized assistance in areas where expertise is lacking. The Resource program provides a listing of financial planners and allied professionals (attorneys, accountants, real estate professionals, valuation professionals, etc.) with a specific focus in areas such as estate planning, business planning, retirement planning, business and asset

valuation, pension and ERISA issues. Members of the FPA of MN can tap into this resource by contacting the professionals individually for no fee within a defined time constraint. Since January, the following resource articles were provided by the Resource participants: What CEO Really Stands For? (Feb 2009); Is it financial trauma or just the financial blues? (Mar 2009); News from the IRS (Mar 2009); Yes, It's Time (mortgage-related, May 2009); Using Market Intelligence Strategically (June 2009); You Can Prevent These Three Widow Nightmares (July 2009); Will Your Clients Have Enough (Sept 2009); The Top 10 Mistakes Financial Advisors Make (Sept 2009).

   c. In addition, Partners are encouraged to submit educational articles: Finely Tailored – Do property and casualty programs measure up to your clients' lifestyles? (Apr 2009); Should my client buy individual municipal bonds? (Apr 2009); Insurance Coverage for Vacant Homes (Sept 2009).

3. **Associated Professional Outreach:**
   a. North American Securities Administrators Association – Committee Member Keith Loveland serves as a subject matter expert on the examination review committee for the NASAA. The committee meets regularly to update the Series 63, Series 65 and Series 66. New content outlines will be effective January 1, 2010.
   b. FPA-MN publicized the Department of Defense program of Military and Family Life Consultants. Articles were published in the September and October FPA-MN newsletters. The program provides CFPs and other professionals to active and reserve military families to help them become more financially literate. The publicity was designed to capture more CFP applicants for the program.
   c. Publication/Promotion of meeting notices and special events in the monthly newsletter include (some reciprocal, some not): MN Business Ethics Award/Society of Financial Service Professionals (Feb, May), CFP Review Course (Feb), Social Investment Forum Foundation (Feb), America Saves Week (Mar), Society of Chartered Financial Analysts (Mar, Apr, May), Internal Revenue Service (Mar), Collaborative Family Law Council of MN and WI (Apr, May); Exit Planning Institute (Apr, Aug, Sept), Ameriprise Financial (June, July), and Investor Education at Hennepin Country Library (July, Aug, Sept).
4. **Professional Development:**
   a. The Career Development Committee offers guidance and resources to our members in a variety of areas. Battling through severe winter conditions, the FPA of Minnesota hosted its 3rd Annual Career Day on February 27, 2009. In all, 50 students and career changers registered for the event and 8 employers were on site to interview the attendees. Career Day provides an opportunity for students and career changers to explore various ways of entering the field and an opportunity to interview for internship and full-time positions. More than 50 resumes were posted on the FPA web site. While the weather forced a number of attendees to turn back, it created some great opportunities for those that did attend. Each attendee was able to interview with at least two firms on site. Various planning veterans attended the event throughout the day to provide invaluable insight about their careers and the future of financial planning. Many other FPA members stopped by to give the attendees advice on varying topics such as what financial planning really is all about, what career paths exist, resume tips and interview skills.
   b. Our mentoring program offers a way to connect those looking to grow in their professional careers with experienced planners that are willing to share their time and energy to mentor them.
   c. The Career Development Committee keeps an updated "College Contacts List" on hand to share news, upcoming events and scholarship information with students in CFP and related programs throughout the state.
   d. Career Development Workshops: The best practice portion of our committee to share is the Practice Management Sessions we run monthly for planners. These are a series of sessions throughout the year designed to help planners work on their business and develop best practices for running a firm, implementing processes and procedures, fact-finding, marketing, etc. These sessions are open to all members at no cost, but space is limited to the first 15 to sign-up for each month's session. These are

very well attended and receive consistently high feedback from attendees. The dates and topics are included in the Education section, Attachment H.

e. Communities of Practice: The Career Development Committee (CDC) has developed communities of practice within the FPA of MN; small groups consisting of 8-12 members to allow interacting on a more intimate level. Current COPs include: Life-Based Financial Planning; Practice Development I; Practice Development 2; Young Planners Group; Identifying the Unique Planning Needs for the Gay, Lesbian, Bisexual and Transgender Community; Financial Professionals in Accounting Firms; Women Planners Group; and Business Succession/Transition Planning Group. The COPs have provided the sense of connectedness and community that is important in a planner's career.
e. Annual Symposium, held annually each year in October – Attachment I. The symposium is open to financial professionals and aspiring college students. Symposium offers a chance to earn up to 14 CE credits from nationally-recognized financial leaders who are experts in different areas of financial planning. The 2009 FPA of MN symposium is scheduled for October 21-22. We expect a record year with already 350 registrants committed by the early bird deadline, August 1st. The committee has promoted symposium through monthly articles in the newsletters, announcements at meetings, networking with members to promote it through their firms, and through the Financial Planning Certificate Program at MSU-Mankato. Networking with other Financial Planning professionals is promoted through the breakfast, extended breaks and evening reception. Additionally attendees will have the opportunity to learn from our 35 partners, which includes 4 non-profit associations that receive special pricing. We are again planning breakout sessions to allow more choices and will offer the required Code of Ethics course. Financial Essential Bridge The Gap sessions will be offered on both days for students and new planners. With a targeted 14 credited hours, programs have been designed to comply with the principles of the Certified Financial Planner Board of Standards, the NASBA - CPA CPEs, and both Minnesota and Wisconsin for Insurance Continuing Education, and new this year – Continuing Legal Education. Symposium Scholarships are available to 20 full-time students attending a college or university with a finance program. These enable students to attend the annual MN FPA Symposium at no cost.
f. Career Center: The chapter allows members and students to list job postings and resumes on the chapter web site at no charge, http://www.fpamn.org. Non-members can post, but must pay a nominal fee of $50 for 3 months.
g. Knowledge Café and Listening Tour: January 20, 2009 - Marv Tuttle, Executive Director of FPA, and Richard Salmen, President, came to FPA of Minnesota and asked us, "What is the most important question or issue you are facing as it pertains to the practice, business and profession of financial planning? And, what can FPA do to help?" Their plan is to visit a chapter a month to ask questions and then sit back and listen. The results were pages of answers, questions and ideas that ranged from advocacy to practice management to Congress to web tools. All the pages were gathered and FPA National took them to make sure they saw every last idea. In this venue, every member had a voice and a platform to be heard. This was our opportunity to shape FPA.

5. **Scholarship Programs:**

FPA of Minnesota offers four different types of scholarships: Montgomery Scholarship (CFP students), Residency Scholarship (used toward the tuition to attend the FPA Residency Program), Symposium Scholarship (for students to attend Symposium) and Chapter Meeting Scholarships (for students to attend our chapter meetings).

a. Full time students who are attending an accredited college or university and are a member of a financial planning club, or full-time students pursuing their CFP® certification, are eligible to attend their first FPA of MN meeting free of charge to allow them to experience our organization and network with our members. In exchange for free admittance, the student volunteers to work the registration tables, which connects them much faster to our member base. We allow up to 3 student scholarships per meeting. Students participating in Career Day may also attend the chapter meeting for free.

b. Any financial professional non-member who has never attended a chapter meeting before is allowed to come to their first meeting for free. So far in 2009, we have given away 23 free meetings. In 2008, we gave away 30 free meetings; of these, 1 became a member.
c. We offer two $1000 scholarships annually to individuals pursuing their CFP® designation at an accredited college or university. This scholarship is designed to honor Henry Montgomery, an industry pioneer, and illustrate the MN FPA's commitment to advancing the base of our profession through the use of the CFP® mark. $500 is paid up front, and $500 paid after successful attainment of their CFP® designation. MN FPA awarded Montgomery Scholarships in 2008 to Laura Seymour and Sean Stapleton. The 2009 scholarships are awarded in October.
d. Any member of the MN FPA may apply for a Residency Scholarship, designed to help defray some of the costs of the FPA Residency Program. We offer up to two scholarships at $1000 each per year. The applicant must attend Residency within one year of being awarded. Payment is made upon proof of attendance. Our 2008 award was made to Lori Fick, however, she has not yet attended. The Residency Scholarship deadline is December 31st.
e. Reaching out to approximately fifteen colleges, the Career Development Committee offers up to twenty scholarships to deserving college students who may attend our annual symposium event for free with additional students attending at a reduced rate of $100. The students must participate in a Knowledge Café and the appropriate Financial Essentials/Bridge the Gap sessions. The 2009 scholarships have not yet been awarded. In 2008, scholarships were awarded to: Michael Prince, Michael Ryan, Sean Stapleton, and Luke Wacek.

6. **Chapter Member Recognition:**
   a. FPA MN Distinguished Service Award – awarded at our Annual Symposium in October, so not yet selected at time of print. At times, this same recipient will be submitted to the National Heart of Financial Planning award. The 2008 award went to Henry Montgomery.
   b. Board recognition with mastheads in newsletter; Meet The Board article in January newsletter; formal thank you at January chapter meeting.
   c. Committee recognition with mastheads in newsletter; formal thank you in January newsletter.

Member Recruitment and Retention

1. **Membership Recruitment and Outreach to Nonmember CFP Certificants:**
   a. The Member-Get-A-Member Campaign is promoted through our monthly newsletters as well as through announcements at our chapter meetings. The Minnesota chapter has been consistently strong and for this past campaign, Minnesota took 1st. Throughout the entire year, for every new member a current FPA member recruits that FPA member will receive a $25 certificate from the national FPA and a $30 certificate from FPA of MN chapter. The certificate from the local can be used to pay for any chapter meeting or special event. The member can also choose to give it away. So far in 2009, we have given away 15 $30 certificates, compared to 44 this time last year. We also promote the Refer A Colleague link on the national web site and have won the chapter award for the national Member-Get-A-Member campaign.
   b. At our local chapter meetings, we have the guests wear a purple badge so that FPA directors and all committee members can meet and greet them into the association. That way they don't come to a chapter meeting and feel unconnected. At the chapter meeting, we have a table set aside for FPA related-materials. With the table located close to the door and registration, it works well to converse with non-members, as well as new members. Non-members sign in at this table, providing one on one connections.
   c. Minnesota encourages potential FPA members to attend a chapter meeting free of charge to get a better idea of what the association is about. Materials from the national office for recruitment are handed out to each guest at every chapter meeting. Following the meeting, an email is sent to each first time guest that includes additional information containing .pdf versions of the membership application, 108 benefits and facts at a glance. Additionally, all first time guests then receive a phone call from the membership committee thanking them for coming to the

meeting, inviting them to the next chapter meeting, and asking if they have any additional questions, etc.

d. Each year our chapter holds an allied professional meeting. Our allied professionals meeting for 2009 will be held on December 15th, 2009 with presenter Russ Fuller: We will offer out special member pricing and will be inviting allied professionals from NAPFA, SFPS, Collaborative Law Institute, American Academy of Matrimonial Lawyers, Estate Planning Council, AICPA and the CFA Institute. Each association will have access to post the information in their network and have a table/booth to show off their association. For those associations who obtain 10 attendees or more, we will give them 2 minutes in front of the crowd. The topic of this presentation is "Nudge: Guiding your clients in the right direction" which will focus on behavioral finance, outlining choices for clients, and giving then a gentle nudge in the right direction. The allied meetings are held in the afternoon followed by a wine/cheese reception to allow for more networking.
e. While the trial member campaign has ended and all of Minnesota's trial memberships have expired, the membership committee did reach out (via phone) to each trial member that did not immediately renew their membership in an effort to encourage renewal. The free trial CFPs received the newsletters, a password to the Members Only section of the website and benefits, and a formal invitation to the New Members Reception. They will be kept active in the password section for six months following their termination. Similarly, all members whose membership had terminated in the last 60 days but had not yet been renewed were called by the membership committee to encourage renewal.
f. The FPA of MN's Membership Committee was an exhibitor at Woodbury Financial/Meridian's 2009 Annual Conference.
g. The maximum allowed for all brochures have been ordered from national. As we provide the 108 Benefits to terminating members, renewing members, new members and all Symposium attendees, we reproduce as needed. The large We Are FPA brochure will be handed out to all non-members at the Symposium, as well as non-members attending the chapter meetings. We will need over our allowed number and plan to order as needed.
h. At our local chapter meetings, we have the guests wear a purple badge so that FPA directors and all committee members can meet and greet them into the association. That way they don't come to a chapter meeting and feel unconnected. At the chapter meeting, we have a table set aside for FPA related-materials. With the table located close to the door and registration, it works well to converse with non-members, as well as new members.
i. Minnesota has used our partnership with Mankato State University to reach out to nonmember CFP certificants as well as prospective CFP certificants. Many of the people on the Board of Directors for Mankato State's program as well as the instructors of the classes are members of FPA-MN. This connection has allowed us to have short presentations done in many of the classes about the benefits of FPA membership. The director of the program for this past school year (2008-2009) attended many of our chapter meetings and was an avid supporter of FPA-MN. We have also been able to publish short articles in their newsletters that are distributed to their students about the value of FPA membership.

2. **Membership Retention**
    a. Website benefit listings: FPA of MN has dedicated pages on its web site that lists and describes member benefits. Included are a written listing of the benefits members enjoy within FPA of MN, a dedicated web link to the National Member Benefits page, and several different links to resource program lists and special member promotional and discount benefits. These pages are periodically reviewed and updated as changes are made. We also include member benefit information in the majority of the newsletters. We highlight 2-3 benefits each month along with the corresponding number of the benefit from the 108 benefits page and a link for more information.
    b. FPA of MN calls ALL new members upon their joining FPA. The call is intended to welcome them to FPA of MN and direct them to the FPA of MN web site where they can find a list of benefits,

resources, and potential committee participation opportunities. Besides the phone call, they also receive a personalized email with the 108 benefits and chapter information.

c. FPA of MN distinctly identifies new members and first time attendees at our monthly meetings and special events. A yellow nametag is issued so that current members, committee members, and Board members know to engage the new members (first six months) and welcome them to our Chapter.

d. FPA of MN holds an annual golf event as a retention tool for members. This event focuses on networking and fun, and is typically well attended. The 2009 event was held on August 4th, 2009 and drew over 75 participants. Both a "best-ball scramble" tournament, and a Bocce Ball Tournament were held. Dinner was provided. Sponsors provided a number of give-aways for the raffle drawing that closed the event out. Our annual golf/bocce ball tournament, in addition to being great fun, recognized sponsors for their contributions, and was even profitable thanks to the hard work of the committee and our Executive Director.

e. Awareness of Benefits and Services at CE Meetings: FPA of MN table where information of the benefits and services of FPA are displayed along with membership literature and applications. At least one Board Member or Membership Committee Member is available to answer any questions that may arise from members and non-members.

f. New Member Reception: The purpose of the New Member Reception is to thank and welcome new members and connect them with Chapter Board Members and committee members. It is to provide a sense of community and ensure that new members understand the benefits and services available to them. We have every board director speak about their committee and encourage the new members to get involved. This is one of our best avenues for finding new committee members and connecting one-on-one with the new members. New members, board, committee members, past presidents, Gold and Platinum partners are invited. Average attendance is 65.

g. All terminating members are mailed a personalized letter plus 108 Benefits, a national member pamphlet, and MN's vision/mission/calendar information. New members also receive this information. A gridsheet is created and forwarded to all Board Members monthly with the names of those terminating, renewing or new. Several individuals have renewed based on personal contacts from the Board. It is important to emphasize that those representing FPA have language and conduct that is inclusive instead of exclusive. We also follow up with a "thank you for renewing" letter to those members who were lapsed. These mailings also include the 108 benefits, vision/value statement and calendar for the year.

h. Awareness of Benefits and Services at CE Meetings: FPA of MN table where information of the benefits and services of FPA are displayed along with membership literature and applications. Board Members and Membership Committee Members are available to answer any questions that may arise – from members and non-members.

i. FPA of MN strongly believes it is important to offer resources and benefits to members that are not available to non-members. On the website, we have a Members Only section that includes details on the Community Practice Groups, free postings for Career/Staff searches, access to the Member Directory, access to about 30 Resource Links, access to the Resource Program, the Event-In-A-Box templates and Members Discounts on some very competitive and popular vendor business services.

j. Spring and Fall New Member Receptions: The purpose of the New Member Reception is to thank and welcome new members and connect them with Chapter Board Members and committee members. It is to provide a sense of community and ensure that new members understand the benefits and services available to them. We have every board director speak about their committee and encourage the new members to get involved. This is one of our best avenues for finding new committee members and connecting one-on-one with the new members. New members, board, committee members, past presidents, Gold and Platinum partners are invited. Average attendance is 65.

3. **Membership Development Committee:**
Our Membership Development is actually divided into two different areas - the Membership Committee which is responsible for recruiting new members and the Member Services Committee which is responsible for providing benefits and services to our existing members. Both have developed their Six Steps and job descriptions which are included in Attachments A and B. Membership Committee members include: James Bryan, Bob Callahan, Lori Fick, Deb Newman, Jack Pickler, and Ben VanZee. Member Services Committee members include: Del Cerney, Christine Ebert, Fritz Jakobi, Joel Johnson, Tom Jones, and Carol Schulstad.
4. **Membership Growth and Retention:**
    a. Growth – Our original goal (according to our strategic plan) for September 2008 thru August 2009 was 128 new members. This was based on the previous years. With the turmoil in the economy, we have 82 only, but are continuing our efforts to keep increasing membership
    b. Retention – Our goal was a minimum of 75% retention for the 12-month period. Retention received over the last 11 months (September 2008 thru July 2009) equals 73.7%. As monthly average is around 7%, we should exceed our 75% goal.

14 Outstanding Achievements Award Submissions:

- Pro Bono/Financial Literacy – AccountAbility MN
- Pro Bono/Financial Literacy – BestPrep Partnership
- Membership – Building a Committee
- Financial Planning Week – Investor Education at the Library
- Pro Bono/Financial Literacy – Minnesota Jump$tart Coalition for Personal Financial literacy Partnership
- Leadership – Plan of Work – Symposium
- Membership – Benefits
- Membership – Non-Member Table
- Membership – Member Survey
- Outreach – Education – Symposium
- PA/PR – Stock Market Lemmings
- Career Development – Practice Development Workshops
- Pro Bono/Financial Literacy - Client Resource Website
- Technology – Virtual Learning Webinars

Respectfully submitted,

Financial Planning Association of Minnesota
by Bonnie Stanley, Executive Director
on behalf of the entire Board and Membership

September 24, 2009

Attachment A: Job Descriptions
Attachment B: Leadership Manual
Attachment C: Financial Statement as of June 30, 2009
Attachment D: Public Relations and Public Awareness – Media Relations
Attachment E: Public Relations and Public Awareness – Pro Bono and Financial Literacy Efforts
Attachment F: Mayoral Proclamations
Attachment G: FPA – PAC
Attachment H: Meeting Dates, Times, Topics, Attendance – January thru December
Attachment I: Annual Symposium
Hyperlinks: Newsletter, Foundation articles