

2010 Roadmap to Success

Submission Form

Submit the names and board position of two volunteer leaders (not paid staff) who were involved in the completion of the 2010 Roadmap to Success application whom we can contact with any questions.

Rebecca Krieger, President

Lauri Salverda, President-Elect

Chapter Operations

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

- FPA Chapter Officer/Director Fact Sheet 2010-11.** Sent to National on **December 15, 2009**
- Chapter Officers Job Descriptions:** Submit job descriptions for all officer positions and committee chairs for 2010. <http://www.fpamn.org/members/committees.html>
- Financial Statement:** Include a mid-year 2010 (June 30) financial statement. Must include balance sheet, profit and loss (P&L) statement and projected budget.
<http://www.fpamn.org/Recognition/2010-FPAMN-Financial-Statement.pdf>
- Strategic Planning Meeting:** Provide the date you held or are planning to hold your chapter's strategic planning meeting for **2011**. Completed/Scheduled for: **11/19/2010** *(date of 2011 planning meeting)*.
- 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

Submission Due: August 31, 2010

2010 Roadmap to Success

Chapter Leadership

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

- Mission and/or Vision Statement(s):** Submit your chapter's written mission and/or vision statement(s). Mission and/or vision statement(s) must be aligned with FPA's Primary Aim; visit <http://www.fpanet.org/AboutFPA/Organization/CoreBeliefs/> for details. Link to document: http://www.fpamn.org/about/about_us.html#Core%20Values
 - Mission:** answers the questions about why an organization exists, what business it is in and what values guide it.
 - Vision:** answers the question, "What will success look like?" It is a shared image of success that inspires and motivates people to work together for a common cause.

- Participation in FPA Chapter Leaders Conference:** Provide the names of chapter officers who will attend FPA Chapter Leaders Conference 2010, November 5-7, at the Omni Interlocken Hotel in suburban northwest Denver, Colorado. The individuals listed must be volunteers, not paid staff. (Please note: if your chapter submits chapter officers who will attend FPA Chapter Leaders Conference and then they are unable to attend, this may result in disqualification of this criterion.) **Lauri Salverda, Mike Miller, Julieann Schroeder and others; in midst of discussion and finalizing 2011 nominating slate**

- Written Strategic Plan:** Submit your chapter's 2010 strategic plan. The strategic plan *must* include goals, objectives and timelines. For a plan of work template, visit <http://www.fpanet.org/Connect/Chapters/ChapterLeadershipResources/LeadershipPrinciples/> <http://www.fpamn.org/members/2010-Team-Leadership-Manual.pdf>

- Participation in FPA Leadership Training:** Submit the names of chapter officers whom, in 2010, completed the online Leadership System Training via the Virtual Learning Center (VLC) at <http://www.fpanet.org/Connect/Chapters/ChapterLeadershipResources/LeadershipVirtualLearningCenter/>. Contact Chapter Relations at 800.322.4237, ext. 7135 with questions. (NOTE: all new Board members must complete the Leadership Training for credit.) **Melanie Hardie, Mike Westling**

- New Committee(s) and/or Board/Committee Members:** Submit the names of all new 2010 board or committee members and all new committees formed in 2010.
 - **New Board:** Melanie Hardie, Laura Kuntz, Jason Plank, Lauri Salverda, Ben Wacek
 - **New Committee Members:**
 - **Career Development** – John Lee, Brian Martin, Molly Sullivan, Josh Wolber
 - **Financial Literacy** – Mike Erpenbach, Peter Schmitz
 - **Government Relations** – John Bergstrom
 - **Symposium** – John Bergstrom

Submission Due: August 31, 2010

2010 Roadmap to Success

- **Member Services** – John Bogard, Ron Evans, Jim Gruning, Larry Menzel, Beth Monge, Jeff Pratt, Damian Winther
- **Membership** – Craig Dahl, Pete Ludwig, Jerry Patterson
- **ProBono** – Steve Gilbertson, Louisa Hext, Dan Katan, Timothy LaPean
- **Programs** – Mark Duder, Jeremy Green, Stephen Hampton, Mark Rekow
- **Public Relations** – Brad Dirksen, Nadia Keric, Kris West, Susan Zimmerman

Public Relations and Public Awareness

According to the *American Heritage Dictionary*, **public relations** is the art and science of establishing and promoting a favorable relationship with the public. Media relations is working proactively and reactively to position FPA as a trusted source with editors, reporters and producers.

Public awareness is working directly with the public to promote financial planning. Public awareness can take several forms, including establishing and maintaining a speakers bureau and participating (via exhibiting or speaking engagements) at public events.

Pro bono is defined as providing free financial planning advice and service to underserved and/or disaster-stricken consumer populations.

Required (*check all completed activities*)

Promote the Value of Financial Planning: Provide a detailed description of **two** activities conducted in 2010 that promoted the value of financial planning to the public via media relations or public awareness efforts. Include specifics regarding dates, activity format, content, intended audience, use of media outlets, etc. The submission **must include one** of the following examples related to promoting the value of financial planning:

Public service announcements to local media (*Please include where public service announcements were distributed and aired.*)

- The PR Committee rebuilt itself to 9 members by recruiting at the monthly chapter meetings. This committee of mostly new members decided to invite the Director of each of the other committees to the monthly PR committee meeting in the spirit of trying to gain an understanding of how we best can help communicate the efforts of those committees to the media and public. Each Director gave a recap of their goals, objectives, and a couple of action items the PR committee could respond to. As a result, the PR committee sends out the three Press Releases from FPA National on our Twitter Account. We notify the local newspapers and magazines to run a description of an FPA event such as Symposium, Financial Literacy or Pro-Bono Services in their Weekly Calendar Section. Also we submitted a Press Release of the new FPA Board of Directors to the local newspapers at the beginning of the year. Three press releases along with an invitation to the educational meeting and the newsletter are also sent every month to approximately 200 radio, newspaper and tv contacts electronically. Link: http://www.fpamn.org/Outreach_View/PR-Educ-Outreach.html

Submission Due: August 31, 2010

2010 Roadmap to Success

- ☒ Secure coverage of chapter in local media (*May include use of Financial Planning Perspective (FPP) article series, Q&A columns, money makeovers and/or event announcements. Provide one sample of coverage.*)
 - The PR Committee created a Twitter account in May to help raise awareness about the Financial Planning Association of Minnesota. So far, we have sent 19 tweets, are following 89 people, and have 44 people following us. Several important media are following us, including Thom Fladung (editor of the *Pioneer Press*), Dirk DeYoung (editor of the *Minneapolis-Saint Paul Business Journal*), *Finance News*, *Minneapolis/Saint Paul Magazine*, *Bring Me the News*, WCCO-TV, and the Current. The PR Committee made contact with Mark Albert, a reporter with KSTP Ch 5 news and developed a relationship; he currently follows our FPA Twitter account. Also Kara McGuire, a writer with the Star Tribune is very familiar with FPA and uses our members frequently for articles.
 - Several of our members have been quoted in the media: Tim Munkeby (Fox TV – Channel 9); John Comer and Joe Pitzl (FPA Smart Brief); Eric Moleski and Nate Wenner (Kare 11); Laura Kuntz, Todd Gruening, Becky Krieger (Star Tribune); and Becky Krieger, Shawn Jacobson, Nate Wenner and Marcus Winbush (Twin Cities Public Television). Links to the articles are included on the FPA MN web site:
http://www.fpamn.org/Outreach_View/In_The_News.html#In_The_News_Anchor
- ☒ Participate in a local public event (*May include chapter's participation as an exhibitor at a public event, public seminars conducted by the chapter or speaking opportunities directed to a consumer audience secured by the chapter. Provide the name, date and estimated audience size at the event.*)
 - For children, FPA-MN provided presenters for Junior Achievement's JA-in-a-Day on October 13, and also for BestPrep classroom sessions during the fall months.
 - For adults, FPA-MN presented a series of four educational sessions on retirement planning in partnership with the Hennepin County Library (HCL), Minnesota Department of Commerce, Twin Cities Public Television (**tpt**) and the Vital Aging Network (VAN) – in a major public education initiative called “How Can I Afford Retirement? Investor Education in Your Community.” The sessions were held in September, October, and November 2009. And each series was held in two locations -- eight total presentations. Volunteers included Nate Wenner, Marcus Winbush, Becky Krieger, Joan Rossi, John Comer, Dennis O’Hearn, Tom Gartner, Andrew Thelander, Pat Meland, Cindy Turkington, Peter Schmitz, Todd Gruening, Shawn Jacobson, Janet Stanzak, San Asato, Michael Erpenbach, Nadia Keric, John Comer, Jeremy Schmidt, Jerome Patterson, Jason Plank, and Michael Branham.
 - This program was funded by a major grant from the Investor Protection Trust (IPT), a nonprofit organization devoted to investor education. It was very successful, drawing almost 100 attendees on average across the eight events. Due to the favorable response, the program was successfully repeated in other local library locations in early 2010 and is planned as an ongoing investor education series involving FPA-MN.
 - “How can I afford retirement?” is one of the major questions the baby boomer generation is asking as they become eligible for Social Security. This program is designed for individuals at all levels of investment experience who are either approaching retirement or have recently retired. The purpose is to provide free access to objective, noncommercial information about investments and retirement

Submission Due: August 31, 2010

2010 Roadmap to Success

- planning, so that individuals can make informed choices, recognize and avoid investment fraud, and manage their retirement finances effectively.
- Session topics covered:
 - Taking the Mystery out of Retirement Planning -- Find out how to set retirement goals, project income and expense, allocate assets for investment and develop a personal financial/investment plan.
 - Closing the Gap – Investment and Expense Strategies, Even for Late Starters! Learn how to determine and address the gap between desired and projected income, create retirement income from investments and use catch-up provisions.
 - Investing Wisely to Avoid the Financial Risk of Longer Life Expectancy - Discover how to assess risk of outliving assets; methods of diversification, asset allocation and investment types; the impact of withdrawal rates on investments.
 - Protecting Your Investments – The Best Defense Is a Wise and Safe Investor - Understand common retirement investment mistakes, financial fraud and abuse, and basic insurance investment strategies for retirement.
- Career Day – Hosted our chapters 4th Annual Career Day on February 26, 2010. A record number, 32 students and career changers attended the event, along with 9 different employers each of whom was looking to add a full-time employee or intern to their staff. The event provided an opportunity for attendees to explore various paths to enter the financial planning profession as well as interview with a diverse group of hiring firms. A number of current FPA members also attended the event in order to share their wisdom with the students and career changers as a part of one of two formal panels or in more informal small group discussions and workshops. After career day, more than 50 resumes were posted on the FPA MN website.
- The FPA of MN's membership committee also was an exhibitor at Woodbury Financial/Meridian's 2010 Annual Conference on August 4-6, 2010. The conference had over 800 attendees from all over the country.

☒ Pro bono efforts (*Submission must be provided in detail, including the name(s) of involved chapter members, how many consumers were served and the date and location of the event/program.*)

- Perspectives Supportive Housing: Financial education program; no new residents in 2010 for program participation as yet but a Fall, 2010 program planning is underway. Volunteer – Lauri Salverda.
- MN Law Enforcement Memorial Association: Working with the families of officers who have fallen in the line of duty; no requests for assistance in 2010. Volunteers – Lauri Salverda and Mike Miller.
- BestPrep's eMentor Program: A low-commitment, high-impact way for professionals to volunteer right from their home or office. Each mentor corresponds with a student via email once per week for seven weeks to discuss how career and financial skills are used within the workplace. Volunteers included Bjorn Amundson, Eric Borg, Becky Botzet, Mike Branham, Charles Buck, Lucas Bucl, John Comer, RJ Devick, Andrea Eaton, Mike Erpenbach, Lori Fick, Steve Finkelstein, Dan Getsch, Joel Greenwald, Todd Gruenig, John Gustavson, Bridget Hadke, Scot Hanson, Jack Hinz, Shawn Jacobson, Nadia Keric, Barb Kirby, Becky Krieger, Jerry Lund, Pat Meland, Tom Natz, Nan Owen, Nancy Phipps, Joe Pitzl, Jason Plank, Bryan Polley, Greg Prokott, Joan Rossi, Lauri Salverda,

Submission Due: August 31, 2010

2010 Roadmap to Success

Jeremy Schmidt, Peter Schmitz, Laura Seymour, Nic Staloch, Janet Stanzak, Lisa Stitzel, Steve Storkan, Nate Wenner, and Bill Wixon. This was an increase of twice the number of classrooms and twice the number of volunteers.

- Accountability Minnesota: Credit Report Reviews & Financial Planning Seminars; January-July/10 activity. Volunteers included Ben Wacek, Charles Buck, Jason Plank, Tom Natz, Timothy Lapean, Lauri Salverda, Holly Straub, Jeremy Schmidt, Barb Kirby, Steve Gilbertson, and Kristin Mueller.
 - Number of clients seen: 120
 - Number of clients who met with a certified financial advisor: 72
 - Number of clients who met with a credit report assistant: 48
 - Percentage of clients who had never viewed their credit report before: 48%
 - Number of clients who filed as Head of Household: 40%
 - Number of women clients: 55%
 - Main reasons: How to improve credit, How to dispute an error on credit report
 - Average AGI: \$14,803
- Acquire Volunteers Ongoing: Volunteer cards on tables at Chapter meetings resulting in 10 new member volunteers, creating a total of 79 volunteers that are available to assist with pro bono efforts on an ongoing basis. Monthly newsletter articles outlining volunteer opportunities. July 14, 2010 Pro Bono Boot Camp presentation in Minneapolis where 54 Financial Planners completed the training to provide Pro Bono volunteer services. List is in possession of Danielle Hall of FPA national.
- Raise Awareness of Membership: Pro Bono monthly newsletter articles about programs and activities – articles were included every month.
- Individual Requests and Referrals from FPA Website: Director responded to 5 requests for individual Pro Bono services. Volunteer – Melanie Hardie.
- Develop another main partnership: Pro Bono committee has identified 3 new partnership opportunities; University of St. Catherine's financial mentors program, MN Woman Venture, and Confederation of Somali Communities. Development discussions are ongoing. Volunteers – Louisa Hext, Dan Katan, and Lauri Salverda.
- Volunteer Software (or other viable alternative): A coordinated effort between Pro Bono & Financial Literacy committees have compiled a spreadsheet of FPA-MN member volunteers. Directors and committee members involved.
- Work with other Committees: Coordination & communication of Pro Bono activities with Financial Literacy and the Public Relations committees.
- Resource List: Pro Bono committee reviewed and responded to 4 requests for additions to the list and conducted ongoing review and updating of list and links

Public Relations and Public Awareness

Optional (check all that apply) **Two of the criteria below must be completed to meet the requirements for this category**

Submission Due: August 31, 2010

2010 Roadmap to Success

Public Affairs Activities: FPA considers public affairs to include work with legislators, regulators and government officials. Provide a detailed description of the chapter activity that educated legislators and regulators about the value of financial planning. Please include specifics regarding dates, activity format, content, intended audience, use of media outlets, etc. Qualifying activities include but are not limited to:

- Participation in a state Capitol Hill Day. Highlight this field to enter text
- Lobbying at the state level. Highlight this field to enter text
- Regulators, legislators or public officials speaking at a chapter event. Highlight this field to enter text
- Other (please describe): **Government Relations Committee has a new strategy to focus on building relationships with legislators, both state and Federal in 2009-2010 year. On February 8th, FPA MN President Krieger and Government Relations Committee Member Bob Klosterman met with Representative Keith Ellison and his Deputy District Director. On March 8th, Government Relations Committee Member Keith Loveland met with Congressman Erik Paulsen. Representative Paulsen selected Keith to serve on his Financial Services Advisory Council. Highlighted in March and April newsletters.**

Financial Planning Week Provide a detailed description of one of the following Financial Planning Week activities. Please include specifics regarding scheduled dates, activity format, content, intended audience, use of media outlets, etc. *For more information about Financial Planning Week, visit <http://www.fpaforfinancialplanning.org/WhatIsFinancialPlanning/FinancialPlanningWeek>, or contact Becca Vrabak at 800.322.4237, ext. 7187, or e-mail [Becca Vrabac](mailto:Becca.Vrabac).*

Mayoral proclamations (*provide copy of signed proclamation*) **Financial Planning Week Proclamations - Governor Tim Pawlenty and 11 Mayors joined in proclaiming Financial Planning Week. 2009 cities proclaiming the week include: Bloomington, Burnsville, Cloquet, Crookston, East Grand Forks, Erskine, Little Falls, Minneapolis, Plymouth, St. Louis Park, and St. Paul. Link to proclamations: <http://www.fpamn.org/Recognition/2010-FPAMN-Proclamations.pdf>**

Gubernatorial proclamations (*if this is a joint effort with other chapters, please state which chapters*) **Financial Planning Week Proclamations - Governor Tim Pawlenty proclaimed Financial Planning Week in 2009. See the link above for a copy of the signed proclamation. The Minnesota Governor has signed the proclamation for the past eight years. ([link to document or send to national by e-mail or mail](#))**

Hotlines and/or online chats (*provide advertisements or chat screenshots*) Highlight this field to enter link or information ([link to document or send to national by e-mail or mail](#))

Public service announcements on radio or television (*provide where public service announcements were distributed and will be aired*) Highlight this field to enter link or information ([link to document or send to national by e-mail or mail](#))

Chapter members speaking on behalf of FPA for a local organization or group (*provide the name, date and estimated size of audience at the event*)

On July 14/10 the Pro Bono Boot Camp presentation was delivered by the MN-FPA Pro Bono Services Director, Melanie Hardie, in Minneapolis at a joint meeting sponsored by the Financial

Submission Due: August 31, 2010

2010 Roadmap to Success

Planning Foundation and Ameriprise. At a single meeting, 54 Financial Planners completed the training to be qualified to provide Pro Bono Financial Planning services in Minnesota.

Other (please describe):

- Patty Dunn with Goff and Howard, our PR Firm presented a special meeting in March entitled Social Media 101, to introduce the Committee to the value of Social Media.
- The Public Relations committee developed a list of financial topics to coincide with the monthly calendar, for example, January-New Year Financial Goal Setting, April-Taxes, August- Back to School, teaching kid's money saving ideas for school supplies etc. We've been sending out tweets about everything from budgeting advice for recent college graduates to tips on how to spot vacation deals. These articles will be written by the committee and posted on the FPA of MN website, a message will be twittered out to our followers bringing them to our website for the link.
- The Public Relations Committee has approved the recording of a 30-second audio of the monthly FPA chapter meeting. To be compiled and stored on the FPA MN website and then tweeted out to our followers to encourage guests and the media to attend our monthly meeting. It will be an audio invitation providing bullet points and the highlights of each speaker's presentation approximately 1-month prior to the meeting. The audio will be created by a member of our committee after receiving the bullet points of the speaker's presentation from the Programs Director.
- The Public Relations Committee is developing a Media-Response Team training for all new team members and a refresher for existing members. MN FPA has a number of qualified trainers locally that could present the Mastering Media Relations course material once we receive approval by the national office.
- The Public Relations Committee is assisting in redesigning the FPA MN website. We have been soliciting recommendations from the committee for a more user friendly design and ease of navigation. Utilizing Social Media hot link icons, and tools for Facebook, Linked-In, and Twitter.

FPA – Political Action Committee (FPA–PAC): *Provide one newsletter or meeting notice of activities and/or communication creating awareness of FPA–PAC.*

- October 2009 newsletter page 15. Link: <http://www.fpamn.org/newsletters/Year-2009/October-2009.pdf>
- PAC handouts are also included at every monthly chapter meeting. Average attendance is around 215.

Foundation for Financial Planning: *Provide one newsletter or meeting notice of activities and/or communication creating awareness of the Foundation for Financial Planning.*

- September 2009 newsletter page 18-19 – Be Our Guest. Link: <http://www.fpamn.org/newsletters/Year-2009/September-2009>.
- November 2009 newsletter page 12. Our members gave \$33,110, during our annual Symposium in October, to benefit the Foundation for Financial Planning. Link: <http://www.fpamn.org/newsletters/Year-2009/November-2009>.

Member Outreach

Submission Due: August 31, 2010

2010 Roadmap to Success

Required

- Education:** Provide a detailed description of all the educational opportunities you provide to your chapter members. It is not necessary that they qualify for continuing education credit(s).
 - The chapter offered 35.5 hours of CFP, CPE, MN insurance continuing education credits between July 1, 2009 and June 30, 2010. Link: <http://www.fpamn.org/Recognition/2010-FPAMN-Education-Programs.pdf>
 - In 2009, our attendance at monthly meetings averaged 169 attendees per meeting. For the first six months of 2010, our average meeting attendance has increased by 28% to 217 average attendees per meeting.
 - Career Development Workshops - This was a series of sessions run monthly through the first half of this year designed to help planners grow their practice management skills and focused on topics including, life insurance, understanding liability exposures, incorporating technology, and estate planning techniques. The meetings were open to all FPA members at no cost and typically hosted between 5-10 members each month.
- Chapter Communications:** Provide **one printed copy** of your chapter's newsletter (printed or electronic) or meeting notice. If meeting notices are included within the newsletter, then only submit the newsletter. Link: <http://www.fpamn.org/newsletters/Year-2010/June-2010>.
- Associated Professional Outreach:** Submit a detailed description, outline and results (or anticipated results) of your chapter's program to reach out to associated professionals — *must include samples of outreach*. The following are some examples:
 - Alliances and strategic partnerships with associated professional organizations, i.e National Association of Insurance Financial Advisors (NAIFA), Society of Financial Service Professionals (SFSP), Estate Planning Council.
 - Each year our chapter holds an allied professional meeting. See first bullet in next section.
 - FPA-MN held a golf event on August 3rd, 2010 that was co-sponsored by the CFA Society of MN. See second bullet in next section.
 - Besides CFP and MN insurance CE, we offer out CPE continuing education at all monthly chapter meetings and at the annual Symposium.
 - Besides CFP and MN insurance CE, we offer out CLE and WI continuing education at the annual symposium.
 - Ambassadors Club Program – Financial Matters Initiative – Money Matters, Budgeting Matters, Credit Matters and Investing Matters, four separate presentations. These were developed by the partnership with the Foundation for Financial Planning, BestPrep, and the FPA MN chapter. Raised money to get this initiative off the ground and put together these four PowerPoint presentations. Many of our members have volunteered to present in the classroom, but this now takes volunteers to the next level. Lead volunteers were John Comer, Jason Plank, and Steve Lear working hand in hand with Jim Peniston.
 - Joint meetings and symposiums with associated professional organizations
 - Each year our chapter holds an allied professional meeting. Our allied professionals meeting for 2009 was held on December 15th. (Link to December 2009 newsletter: <http://www.fpamn.org/newsletters/Year-2009/December-2009>.) For this meeting, we choose a topic that we feel has broad appeal and seek a strong presenter. For 2009, our speaker was Russell Fuller – presenting Understanding and Using Behavioral Finance in Security Selection and Client Decision Making. For December 21, 2010, our speaker is a published

Submission Due: August 31, 2010

2010 Roadmap to Success

- expert on behavioral finance, Doug Lennick, managing partner of Lennick/Aberman presenting “Making Money Matter: A values-driven behavioral approach to financial and personal fulfillment.” For our allied professional meetings, we offer special guest pricing (matches the member pricing) and invite allied professionals from NAPFA, SFPS, the Collaborative Law Institute, the American Academy of Matrimonial Lawyers, the Estate Planning Council, AICPA and the CFA Institute. We provide each of these association’s advertising for this meeting that their association can share with its membership. Also, each association is offered a table at the meeting so the association can advertise its organization. Any association that has 10 or more attendees gets 2 minutes of mic time to speak about its mission to the total group of about 200 meeting attendees. After the meeting, we offer a wine and cheese reception to facilitate networking.
- FPA-MN held a golf event on August 3rd, 2010 that was co-sponsored by the CFA Society of MN. All CFA members who attended the golf tournament are invited to a chapter meeting at no charge, which provides an opportunity to discuss membership. Link to August 2010 newsletter: <http://www.fpamn.org/newsletters/Year-2010/August-2010>.)
- Reciprocal publication of meeting notices in newsletters and/or Web sites
- NexGen Gathering, July 2009
 - Exit Planning Institute, August 2009, September 2009, October 2009, November 2009
 - Society of FSP, Twin Cities Chapter, October 2009, November 2009, January 2010
 - CFA – MN, November 2009, December 2009, January 2010, May 2010
 - MN Ethics Award, December 2009, January 2010
 - FPA of Broward, February 2010, March 2010, April 2010
 - Keir Review / CFP Courses, July 2009, February 2010, March 2010, April 2010
(Links to newsletters found at <http://www.fpamn.org/newsletters>)
- Offering topics of interest to associated professionals during meetings
- Each year our chapter holds an allied professional meeting in December. See Joint meetings and symposiums with associated professional organizations section above.
- Specific networking opportunities
- Although occurring in August, the majority of teamwork occurred prior to June 30th. FPA of MN holds an annual golf event as a retention and networking tool for members. This event focuses on networking socially and is typically well attended. This year’s event was quite different from past years. Events in the past focused primarily on social and networking opportunities within FPA circles. This year we reached out to the Chartered Financial Analyst Society of Minnesota inviting them to become a partner in the event with a charity focus. Member Services who coordinates the tournament chose the Make a Wish Foundation of Minnesota to be the charity. As a result FPA of Minnesota became very visible and involved with both of these organizations. The Executive Directors from the CFA Society and FPA of MN worked together on this event as did the Director of Member Services and a board member from the CFA Society. We worked closely with the Event and Constituent Coordinator for the Make a Wish Foundation of Minnesota.
 - At our April chapter meeting, we held an indoor putting contest where all members were invited to attempt to make about a 30 foot putt. Those that did had their name entered in a drawing for a very nice prize from our Platinum Partner for that month’s meeting. At our July chapter meeting members were asked to compete in a heads and tails contest. Every dollar raised from both of these events was earmarked for the Make a Wish Foundation. Logoed FPA shirts were sold to raise money for Tatyana’s wish.

Submission Due: August 31, 2010

2010 Roadmap to Success

- Our total event goal, including golf, was to raise \$6000 so that we would be able to send our Make a Wish Child, Tatyana, on her wish trip to Disney World at the end of August this year. Tatyana is a wonderful 6 year old girl battling a Wilms tumor which is a form of kidney cancer. Thanks to the hard work of many we were able to grant Tatyana her wish on behalf of FPA of MN and the CFA Society of Minnesota. Additionally we raised the awareness of FPA of MN across several organizations. In our 11 years of holding an annual Golf Tournament this was by far the most well attended (116 golfers and 9 bocce ball players) and most recognizable result ever attained. This event was so successful we plan to model it again for the 2011 golf event.
- New Member Reception – September 22, 2009
- Multiple networking times at annual symposium, including networking reception on first evening

Optional *One of the criteria below must be completed to meet the requirements for this category*

- Professional Development:** Submit a **detailed description**, outline and results (or anticipated results) of your chapter's program for professional development. The following are some examples:
 - Mentoring and/or internship programs
 - Mentoring Program – Offers a way to connect those looking to grow in their professional careers with experienced planners who are willing to share their time and energy to mentor them. View mentee and mentor requirements, basic guidelines and participation agreement: http://www.fpamn.org/committees/CD_Mentor.html#anchortop%20CD. We received just a few requests. When received, they are connected with an FPA member.
 - Relationship with faculty and student group of local colleges/universities offering financial planning degree programs or CFP® certification programs
 - 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 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.
 - CFP certificate promotion in FPA MN newsletters: July 2009, February 2010, March 2010, April 2010
 - Job posting programs
 - We have a Career Center on our website. It is free to members and full-time students. Non-members may post for \$50 per quarter. After the 2010 Career Day in February, more than 50 resumes were posted on the FPA MN website. Link: <http://www.fpamn.org/Career-Center/CareerCenter.html>
 - CFP® certification exam study groups or other study groups
 - Promotion of CFP Certificate Program from Minnesota State University, Mankato – free promotion placed in following newsletters: July 2009, February 2010, March 2010, April 2010

Submission Due: August 31, 2010

2010 Roadmap to Success

☒ **Scholarship Program(s):** Submit detailed materials documenting your chapter's implementation of or development plan for offering some type of local scholarship program, i.e. CFP® Certificate Scholarship or other chapter scholarship programs. Please include dates and names of scholarship recipients and/or expected date of scholarship award — *all documentation and recipient name(s) must be included.*

Scholarship Programs – Every year, FPA MN offers a number of different scholarships which include:

- **Montgomery Scholarship** – Two \$1,000 scholarships to FPA members pursuing their CFP® designation through an accredited college or university. The scholarship is designed to honor Henry Montgomery, an industry pioneer, and is meant to display the FPA MN's commitment to advancing the base of our profession through the use of the CFP® designation. \$500 is paid up front, and \$500 is paid after successfully passing the CFP® exam. Applicants must complete a thorough application to apply and the scholarships are awarded in December. Brian Martin was awarded this scholarship in December, 2009.
- **Residency Scholarship** – Two \$1,000 scholarships meant to help defray some of the costs of the FPA Residency Program. All recipients of this scholarship must attend Residency within one year of being awarded and payment is made upon proof of attendance. Applicants must complete a thorough application to apply and the scholarships are awarded in December. There were not any recipients of this scholarship in 2009 due to there being no Residency program offered in 2009.
- **Student Symposium Scholarship** – Ten scholarships allow full-time college students to attend the annual FPA MN Symposium for free. Students who attend are required to attend Knowledge Cafés and all Financial Essentials programs that are designed for new financial planners. In 2009 (October 21-22), besides the knowledge cafes, the programs included the following:
 - A presentation on Developing Your Financial Planning Practice by Jeremy Oliver
 - A presentation on Using Interns for Success by Louis Stanasolovich
 - A panel made up of newer financial planners. This panel provides students and new planners the unique opportunity hear from and ask questions of FPA members who have experience in the profession yet are not far removed from being a student.
 - Applicants for this scholarship must complete a thorough application to apply and the scholarships are awarded in early October. The 2009 recipients of this scholarship were Nathan Faith, Derek Grant, Julianne Poggemann, Zachary Ring, Kathleen Ritter, Nick Ternes, Mitch Traczyk, and Luke Wacek.
- **Chapter Meeting Scholarship** – 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 to our member base more quickly. We allow up to three student scholarships per meeting. In addition to students, any financial professional non-member who has never attended a chapter meeting before is invited to attend their first meeting free of charge. We have had a total of 39 free attendees between July 1 – June 30. In 2009, 13% of the free attendees became members.

Submission Due: August 31, 2010

2010 Roadmap to Success

- Chapter Member Recognition:** Awards, honors, etc., designed to recognize local chapter members. Examples include recognizing membership anniversaries and the chapter giving local Heart of Financial Planning Awards.
- New members recognized in monthly newsletter; also receive a letter by mail and an personalized email welcome
 - 5, 10, 15, 20, 25, 30, 35 year anniversaries recognized in newsletters; also receive a special ribbon affixed to their name badge
 - Barnes and Noble \$30 card given to Board members at December chapter meeting
 - Board formally recognized in January newsletter
 - Board and committee recognition with mastheads in newsletter
 - Committee recognition in Team Leadership Manual and on each individual committee web page
 - 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 2009 award went to BestPrep. We have two nominated for 2010, but it's a secret.
 - Outstanding Community Leadership Award – the Foundation for Financial Planning has nominated the FPA MN chapter for outstanding community leadership for our partnership with BestPrep. This includes the eMentors program, Classroom Plus, and the Ambassadors Club Initiative with BestPrep to get people to commit to a certain level of volunteering and presentations.

Member Recruitment and Retention

Required (check all completed activities)

- Membership Recruitment:** Submit a detailed description and outline of your chapter's membership recruitment campaigns. The following are some examples of tactics that might be part of your plan:
- Member-Get-A-Member campaign
 - The Member-Get-A-Member Campaign is promoted through our monthly newsletters as well as through announcements at our chapter meetings.
 - 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 electronic card is sent thanking them for attending the meeting and 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.
 - All members who refer a new member through the MGAM Campaign receive a \$30 certificate for use at the local level. Between July 2009 and June 2010, 33 certificates were issued.
 - Using materials from the national office for recruitment campaigns
 - Materials from the national office for recruitment are handed out to each guest at every chapter meeting. We have a special Welcome Center for guests. We always order the

Submission Due: August 31, 2010

2010 Roadmap to Success

maximum free and always run out before June arrives. About 30% of our annual symposium attendees are non-members. They all receive an application and brochure.

- ☒ Membership promotion to nonmember CFP® professionals
 - 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 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.
- ☒ Membership promotion to associated professionals

See information on alliances and strategic partnerships, joint meetings and symposiums, as well as other networking opportunities covered earlier in this report. To not alienate these association contacts, this occurs through sharing of member benefits and promotion of great speakers in our monthly newsletter.
- ☒ Co-marketing efforts with associated professional organizations
 - FPA-MN held a golf event on August 3rd, 2010 that was co-sponsored by the CFA Society of MN. All CFA members who attended the golf tournament are invited to a chapter meeting at no charge, which provides an opportunity to discuss membership.
 - Each year our chapter holds an allied professional meeting. Our allied professionals meeting for 2010 will be held on December 21st, 2010.
 - Refer to reciprocal publications described earlier in this report.
- ☒ Contacting members one-on-one
 - FPA of MN Member Services Committee has a designated committee member who calls all first-time attendees at each chapter meeting. 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, all first-time guests also receive a personalized email with the 108 benefits and chapter information.
 - All first-time meeting guests also receive a personalized card in the mail.
- ☒ Membership outreach program to associated professionals
 - See Associated Professional Outreach, beginning on Page 10.
 - See Membership Promotion to Non-CFP Professionals, Page 14.
- ☒ **Membership Retention:** Submit a detailed description and outline of your chapter's membership retention campaign. The following are some examples of tactics that might be part of your plan:
 - ☒ FPA national retention pieces at meetings
 - Materials from the national office are displayed at every chapter meeting. These include the core beliefs, vision, 108 benefits, MGAM, sample magazines.
 - ☒ Phone follow-up with members who are due to renew
 - 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

Submission Due: August 31, 2010

2010 Roadmap to Success

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.

- ☒ New member program, including welcome, orientation, etc.
 - New Member Reception, September 22: 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. Refer to the October 2009 newsletter for details and photos: <http://www.fpamn.org/newsletters/Year-2009/October-2009>.
 - 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.

- ☒ Contacting members one-on-one
 - FPA of MN Member Services Committee has a designated committee member who calls ALL new members upon their joining FPA and attending their first chapter meeting. 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, all new and renewing members receive a personalized email with the 108 benefits and chapter information.
 - All first time meeting attendee members receive a personalized email.
 - All first time meeting attendee members receive a personalized card in the mail.
 - Many members were contacted one-on-one to get them opted back into their benefits since they didn't realize opting out of 3rd party communications meant they would not receive certain member benefits.

- ☒ Member benefit updates
 - At every chapter meeting, 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.
 - 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, 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

Submission Due: August 31, 2010

2010 Roadmap to Success

business services. These benefits are continually added to and promoted in the monthly newsletters.

- One member benefit is highlighted at every chapter meeting.
- We also offer a free Career Center to members that is visible to all.

☒ **Outreach to Nonmember CFP® Certificants and Prospective CFP® Certificants:** Submit a detailed description of your chapter's outreach efforts to recruit nonmember CFP certificants and prospective CFP professionals within your chapter's geographic area. The following are some examples of tactics that might be part of your plan:

☒ Inviting nonmember CFP professionals to meetings and to join

- See Associated Professional Outreach, beginning on Page 10.
- See Membership Promotion to Non-CFP Professionals, Page 14.
- Our newsletter goes out electronically to approximately 3,000 non-members monthly.
- Our meeting announcement and invitation goes out electronically to approximately 3,000 non-members monthly.
- A 5 x 8 Symposium postcard goes out to approximately 5,000 non-members each year. The majority of these names were purchased from the State of Minnesota and hold an insurance license.
- Every year, the Symposium Committee creates a grid of companies with multiple employees. A committee member volunteers to connect with the company to seek promotion of our annual symposium to their employees. Our 2009 Symposium held October 19-20, 2009 had 449 attendees; approximately 1 in 3 were non-members.

☒ Establishing relationships with local college/university faculty that offer a CFP Board-approved CFP® certification program

- See Membership Promotion to non-member CFP Professionals
- See Participation in Local Public Events (Career Day)
- Symposium Scholarships – Career Development Committee handlers are assigned to the colleges to promote the student scholarships
- A few of the current and former board members from FPA-MN teach many of the local CFP courses and we have provided them with a PowerPoint slide to use in their classes that promotes membership. We also ask them to discuss the FPA with their students.

Member Recruitment and Retention

☒ **Membership Development Committee:** Provide a membership development committee job description and strategic plan of work. We suggest using this plan of work to include activities listed above in the Membership Recruitment and Retention section. At a minimum, you must outline strategies, tactics, responsibilities, goals and results. A tactic might be to coordinate a new member orientation program, which includes a new member breakfast or luncheon, welcome letter, follow up plan, etc. *Submission must include a detailed plan of work and a list of participating committee member names.*

Submission Due: August 31, 2010

2010 Roadmap to Success

- 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.
 - Job Descriptions: <http://www.fpamn.org/members/committees.html/Job-Descriptions-2010.doc>
 - Membership Committee Six Steps:
http://www.fpamn.org/committees/Membership_Committee.html
 - 2009 / 2010 Membership Committee members include: Del Cerney, Christine Ebert, Fritz Jakobi, Joel Johnson, Tom Jones, Carol Schulstad, Craig Dahl, and Jerry Patterson
 - Member Services Committee Six Steps:
http://www.fpamn.org/committees/Member_Services_Committee.html
 - 2009 / 2010 Member Services Committee members include: James Bryan, Bob Callahan, Lori Fick, Ben Van Zee, Deb Newman, John Bogard, Ron Evans, Larry Menzel, Jack Pickler, Jeff Pratt, Jim Gruning, Damian Winther, and Beth Monge

☒ **Membership Growth and Retention:**

Please provide a description of your chapters membership goals and results:

Timeframe: July 1, 2009, through June 30, 2010. Note, while the Task Force stresses the importance of reaching goals, meeting the goals is not required. Creating and executing a comprehensive plan are the emphasis in this category.

Membership Growth

Goal: 121 new members

Results: 95 new members

Membership Retention –

<http://www.fpamn.org/Recognition/2010-FPAMN-Roster-Table-June-2010.pdf>

Goal: Retention – Our goal was a minimum of 75% retention for the 12-month period.

Results: Between July 1st and June 30th, we had 667 of our members renew; about 83%.

Submission Due: August 31, 2010

2010 Roadmap to Success

Outstanding Achievement Award Submission

*Outstanding Achievement Award submission is not required for Roadmap to Success but **you must submit a completed form for consideration for an Outstanding Achievement Award.** You must submit a completed application for **each** activity you wish to have considered for an Outstanding Achievement Award. Incomplete applications will not be considered.*

Submit a detailed narrative of your chapter's outstanding activities leading to extraordinary achievement in any or all of the areas below. The narrative must be less than 500 words and include no more than three attachments each. The narrative should include an explanation of **why you feel your chapter's achievement is exceptional**, goals, results and supporting materials as appropriate. Describe each of the following: quantifiable goals and results, member involvement in the success of the effort, what the chapter is doing to ensure the effort will be ongoing (leaving a legacy for the future) and how the effort can be duplicated by most any chapter.

Please indicate the categories in which you are submitting application(s) for Outstanding Achievement Award(s). A completed application for each activity you wish to have considered for an Outstanding Achievement Award is required. You may submit for as many of the following categories as you choose.

- Career Development
- Diversity
- Financial Literacy
- Financial Planning Week
- Government Relations/Advocacy
- Innovative Education
- Leadership Development
- Membership
- Partnering with Like-Minded Organizations (relationships with corporate partners and other organizations)
- Public Awareness
- Public Relations
- Pro Bono
- Student Involvement
- Technology/Web Site Development
- Other (chapter outreach, awards for outstanding service, etc.)

Submission Due: August 31, 2010

2010 Roadmap to Success

Outstanding Achievement Award Submission

Submission Category: **Financial Literacy**

Programming and activities that promote a basic understanding of financial concepts, the importance of financial planning and the industry to the public would be included in this category.

For adults, FPA-MN presented a series of four educational sessions on retirement planning in partnership with the Hennepin County Library (HCL), Minnesota Department of Commerce, Twin Cities Public Television (**tpt**) and the Vital Aging Network (VAN) – in a major public education initiative called “How Can I Afford Retirement? Investor Education in Your Community.” The sessions were held in September, October, and November 2009. Each series was held in two locations -- eight total presentations.

This program was funded by a major grant from the Investor Protection Trust (IPT), a nonprofit organization devoted to investor education. It was very successful, drawing almost 100 attendees on average across the eight events. Due to the favorable response, the program was successfully repeated in other local library locations in early 2010 and is planned as an ongoing investor education series involving FPA-MN.

“How can I afford retirement?” is one of the major questions the baby boomer generation is asking as they become eligible for Social Security. This program is designed for individuals at all levels of investment experience who are either approaching retirement or have recently retired. The purpose is to provide free access to objective, noncommercial information about investments and retirement planning, so that individuals can make informed choices, recognize and avoid investment fraud, and manage their retirement finances effectively.

Session topics covered:

- Taking the Mystery out of Retirement Planning -- Find out how to set retirement goals, project income and expense, allocate assets for investment and develop a personal financial/investment plan.
- Closing the Gap — Investment and Expense Strategies, Even for Late Starters! Learn how to determine and address the gap between desired and projected income, create retirement income from investments and use catch-up provisions.
- Investing Wisely to Avoid the Financial Risk of Longer Life Expectancy - Discover how to assess risk of outliving assets; methods of diversification, asset allocation and investment types; the impact of withdrawal rates on investments.
- Protecting Your Investments — The Best Defense Is a Wise and Safe Investor - Understand common retirement investment mistakes, financial fraud and abuse, and basic insurance investment strategies for retirement.

Submission Due: August 31, 2010

2010 Roadmap to Success

Outstanding Achievement Award Submission

Submission Category: **Financial Literacy**

BestPrep Partnership

BestPrep is a local not for profit organization started 35 years ago that provides financial education to high school students. FPA-MN has been working with the organization for at least seven years.

FPA has been able to help BestPrep on a number of fronts. We provide speakers for classroom presentations and for a summer camp. Speakers also come into the classroom to support the Stock Market Game. We provide planners for the email mentorship program and we attend/sponsor the fundraising and recognition events.

We have created four 45-minute presentations on money, budgeting, credit and investing. The presentations were funded by the Foundation for Financial Planning. We sponsored BestPrep at their annual fundraiser and they, in turn, exhibited at our Symposium.

Our current project is to develop a high-quality speakers bureau to present in the classroom and to use for FPA public events. We have over 35 speakers and provide training and visibility to the speakers in exchange for a commitment to multiple presentations and quality work. By providing high quality presentations, we grew the number of presentations given in the schools by 65% (2009-2010 compared to 2008-2009).

We are rolling out the presentations nationally. BestPrep created a manual for other FPA chapters to guide their implementation of similar programs in their chapters. The manual discusses the summer camp, the email mentoring program and the four presentations. It provides turnkey information to implement the programs for chapters. Information about the presentations has been given at FPA national, through FPA national office, through the Foundation for Financial Planning and at national teachers' conferences.

Chapter members involved in the project include: Steve Lear, John Comer, Janet Stanzak, Shawn Jacobson, Andy Fishman, Steve Finkelstein, Jason Plank and Andy Tate. 17 of the 35 speakers are FPA members including the members on the planning group plus Doug Cozad, Nadia Keric, Barb Kirby, Joe Larkin, Mike McConnell, Mike Miller, Eric Moleski, Dennis O'Hearn and Josh Webskowski.

Goals: FPA-MN has developed this relationship with BestPrep to enhance the financial literacy of Minnesota youth, to underscore the importance of financial education with our members and the community, to increase the visibility of FPA in the community and to provide an outlet for members to volunteer in the community. The national rollout plan calls for use of the presentations in 15 states within 5 years.

Results: By developing presentations for the organization, we are able to demonstrate and use our professional skills in ways we did not anticipate with this organization. By participating in their volunteer and fundraising events, we have been able to enhance community awareness especially with the major corporate and financial services sponsors that make up the BestPrep Board of Directors. We have also been able to develop a stronger relationship with the Foundation for Financial Planning and have helped the foundation promote its efforts and extend its reach through other chapters. At least 7 chapters have expressed interest in developing the program (Georgia, Hampton Roads, New Jersey, West Virginia, Dallas, National Capital, California).

Submission Due: August 31, 2010

2010 Roadmap to Success

Outstanding Achievement Award Submission

Submission Category: **Innovative Education**

Annual Symposium, held annually each year in October. The 2009 FPA of MN symposium was held October 21-22. The symposium is open to financial professionals and aspiring college students. Symposium offered a chance to earn up to 14 CE credits from nationally-recognized financial leaders who are experts in different areas of financial planning. A record 449 attended the symposium in spite of the tough economic conditions. To overcome the challenge of the economy, the committee 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 had the opportunity to learn from our 35 partners, which included 4 non-profit associations that receive special pricing.

We had multiple tracks to allow more choices and conducted the required Code of Ethics course. Financial Essential Bridge The Gap sessions were offered on both days for students and new planners. With 14 credited hours, programs were 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 for 2009 – Continuing Legal Education.

Symposium Scholarships were available to up 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. The 2009 recipients were Nathan Faith, Derek Grant, Julianne Poggemann, Zachary Ring, Kathleen Ritter, Nick Ternes, Mitch Traczyk, and Luke Wacek.

An added bonus for our chapter, were the 12 new members that signed up during the two day event. Besides the FPA booth and promotion through a looping PowerPoint, we had a speaker offer out a special benefit to one of his services for any member or new member joining that day. It helped create the buzz we needed and was a nice call to action.

Submission Due: August 31, 2010

2010 Roadmap to Success

Outstanding Achievement Award Submission

Submission Category: **Innovative Education**

In 2009, our attendance at monthly meetings averaged 169 attendees per meeting. For the first six months of 2010, our average meeting attendance has increased by 22% to **217** average attendees per meeting.

While the improvement in the economy may have influenced this increase, we also believe that our programming, especially our choice of topic, has also helped drive this increase. For example, we had 282 attendees (meeting room filled to brim) at one meeting alone where the subject was Advanced Social Security Planning, presented by national expert Elaine Floyd. Other topics of high interest to attendees were: “Roth Conversions,” with Michael Kitces, and an economic update offered by an economist from the local Federal Reserve Bank. Added to this line up were a timely update on the fiduciary duty debate, by Keith Loveland, and an estate planning update entitled “Bringing Some order to Chaos in a Year of Uncertainty.”

For 2010, we focused on addressing topics based on the following criteria: 1) the top ten topics requested by the membership via survey, 2) using \$11,000 of our generous speaker’s budget to obtain speakers with deep expertise, and 3) seeking to solve the everyday questions of our expert financial advisors who volunteer on our programs committee -- our thought here was, “if we’re facing these issues, likely other financial advisors are, too.” This focus led to our seeking out the national expert on Social Security Planning.

With this increase in monthly meeting attendees, our FPA MN membership has also increased from 764 at year end, 2009, to 806 as of June 30, 2010.

Submission Due: August 31, 2010

2010 Roadmap to Success

Outstanding Achievement Award Submission

Submission Category: **Membership**

At FPA of Minnesota's 2009 Annual Symposium (held October 21-22), we had over 450 attendees, including over 125 people who were non-members – nearly 30%! This served as a great recruitment opportunity.

We had a membership booth throughout the event, where we had membership materials available and a person from the membership committee on hand to answer questions and promote membership. We also had built in numerous announcements each day to highlight membership benefits and encourage non-members to visit the membership booth for more information.

Additionally, FPA-MN offered incentives to any non-members. We offered free meetings for the remainder of the year to anyone who joined at Symposium (a \$130 value).

We were also able to get some of our speakers to offer incentives or discounts to anyone who joined at Symposium.

All of this combined proved to be very successful, with over 12 new members joining over the course of the two day event. This was a record number of new members at Symposium (compared with an average of 4-5 in previous years).

We have already begun to work with our Symposium committee for our upcoming 2010 Symposium on October 19-20 and hope to be able to continue upon last year's successes.

Submission Due: August 31, 2010

2010 Roadmap to Success

Outstanding Achievement Award Submission

Submission Category: **Partnering with Like-Minded Organizations**

FPA of MN holds an annual golf event as a retention and networking tool for members. This event focuses on networking socially and is typically well attended with normal attendance between 70-80 participants. This year's event was quite different from past years. Events in the past focused primarily on social and networking opportunities within FPA circles. This year we reached out to the Chartered Financial Analyst Society of Minnesota inviting them to become a partner in the event with a charity focus. Member Services who coordinates the tournament chose the Make a Wish Foundation of Minnesota to be the charity. As a result FPA of Minnesota became very visible and involved with both of these organizations.

The Executive Directors from the CFA Society and FPA of MN worked together on this event as did the Director of Member Services and a board member from the CFA Society. We worked closely with the Event and Constituent Coordinator for the Make a Wish Foundation of Minnesota. Member Services had 10 committee members working on event logistics including fundraising.

At our April chapter meeting we held an indoor putting contest where all members were invited to attempt to make about a 30 foot putt. Those that did had their name entered in a drawing for a very nice prize from our Platinum Partner for that month's meeting. At our July chapter meeting members were asked to compete in a heads and tails contest. Every dollar raised from both of these events was earmarked for the Make a Wish Foundation. Logoed FPA shirts were sold to raise money for Tatyana's wish.

Our total project goal, including golf, was to raise \$6000 after expenses so that we would be able to send FPA of MN adopted Make-A-Wish Child, Tatyana, on her wish trip to Disney World at the end of August 2010. We surpassed that goal by raising \$7228 after expenses that was donated to the Make-A-Wish Foundation of Minnesota.

Tatyana is a wonderful 6 year old girl battling a Wilm's tumor which is a form of kidney cancer. Thanks to the hard work of many we were able to grant Tatyana her wish on behalf of FPA of MN and the CFA Society of Minnesota.

Additionally we raised the awareness of FPA of MN across several organizations. In our 11 years of holding an annual Golf Bocce Ball Tournament this was by far the most well attended (117 golfers and 9 bocce ball players). Our 2010 event was so successful we plan to model it again for our 2011 Golf Bocce Ball event. FPA of MN will always be the lead organization in this effort. Next year we plan to extend additional partnership opportunities to other organizations so we can spread the word about FPA. Although not a main focus of the event, we hope that by spreading the word and increasing the visibility of FPA to other financial service organizations that we will bring in new members.

Submission Due: August 31, 2010

2010 Roadmap to Success

Outstanding Achievement Award Submission

Submission Category: **Public Relations**

Minnesota FPA is All a Twitter

The PR Committee created a Twitter account in May to help raise awareness about FPA of Minnesota. So far, we have sent over 20 tweets, are following 89 people, and have 44 people following us. Several important media are following us, including Thom Fladung (editor of the *Pioneer Press*), Dirk DeYoung (editor of the *Minneapolis-Saint Paul Business Journal*), *Finance News*, *Minneapolis/Saint Paul Magazine*, *Bring Me the News*, WCCO-TV, and the Current.

The Committee developed a list of financial themes to coincide with the monthly calendar, for example:

January: New Year/New Budget or New Year/New Savings

February: Put new heart in your financial plan (Valentine's Day)

March: March into your tax prep with pep; Life before and after taxes. Spring ahead to new \$ habits.

April: Sanity Savers for Tax time; Numb from Numbers? Organizing tips to ease tax time

May: Spring cleaning for your financial files – Toss this, not that

June: Hot travel tips for Vacation savings

July: Identify your personal financial Independence Day (Get your number or your date)

August: Back to School – Money Basics to teach your kids

September: Back to School for Grown-ups – Money Smarts for Your Financial Plan

October: Ghost busters for haunting money habits: How to get rid of the spooky ones

November: Thanksgiving-Harvest Your Best Money Practices

December: Shopping Discipline to Avoid Christmas Crisis in your budget

We've been sending out tweets on articles that are written by the Committee and posted on the FPA of MN website, a message is twittered out to our followers bringing them to our website.

Our PR Firm twitters the three *Financial Planning Perspectives* (FPP) articles from FPA National. FPPs are a monthly series of consumer-oriented articles designed for use by media outlets that cover personal finance.

The Committee has developed a new outreach idea, a 30-second audio recording of the upcoming monthly FPA chapter meeting. To be compiled and stored on the FPA MN website with a MP3 recorder and then tweeted to encourage guests and the media to attend our monthly meeting. It is an audio invitation providing bullet points and the highlights of each speaker's presentation approximately 1-month prior to the meeting. The audio is created by a member of our committee after receiving the bullet points of the speaker's presentation from the Programs Director.

These steps to bring FPA MN into the 21st Century with Social Media is in line with our Strategic Goals and Vision of building significant relationships with media outlets by creating public awareness and reaching out in their preferred method of communication. Although it is starting out slow we believe the momentum will continue to build and we will have developed lasting relationships utilizing Social Media hot link icons on our website for Facebook, Linked-In, and Twitter. All Social Media is easy to join and the cost is low, basically the time spent on creating your page. We were able to do it ourselves with very little help.

Submission Due: August 31, 2010