



*The Heart of Financial Planning™*



# TEAM LEADERSHIP MANUAL

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## Minnesota

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*Published by:*  
**Financial Planning Association of  
Minnesota**

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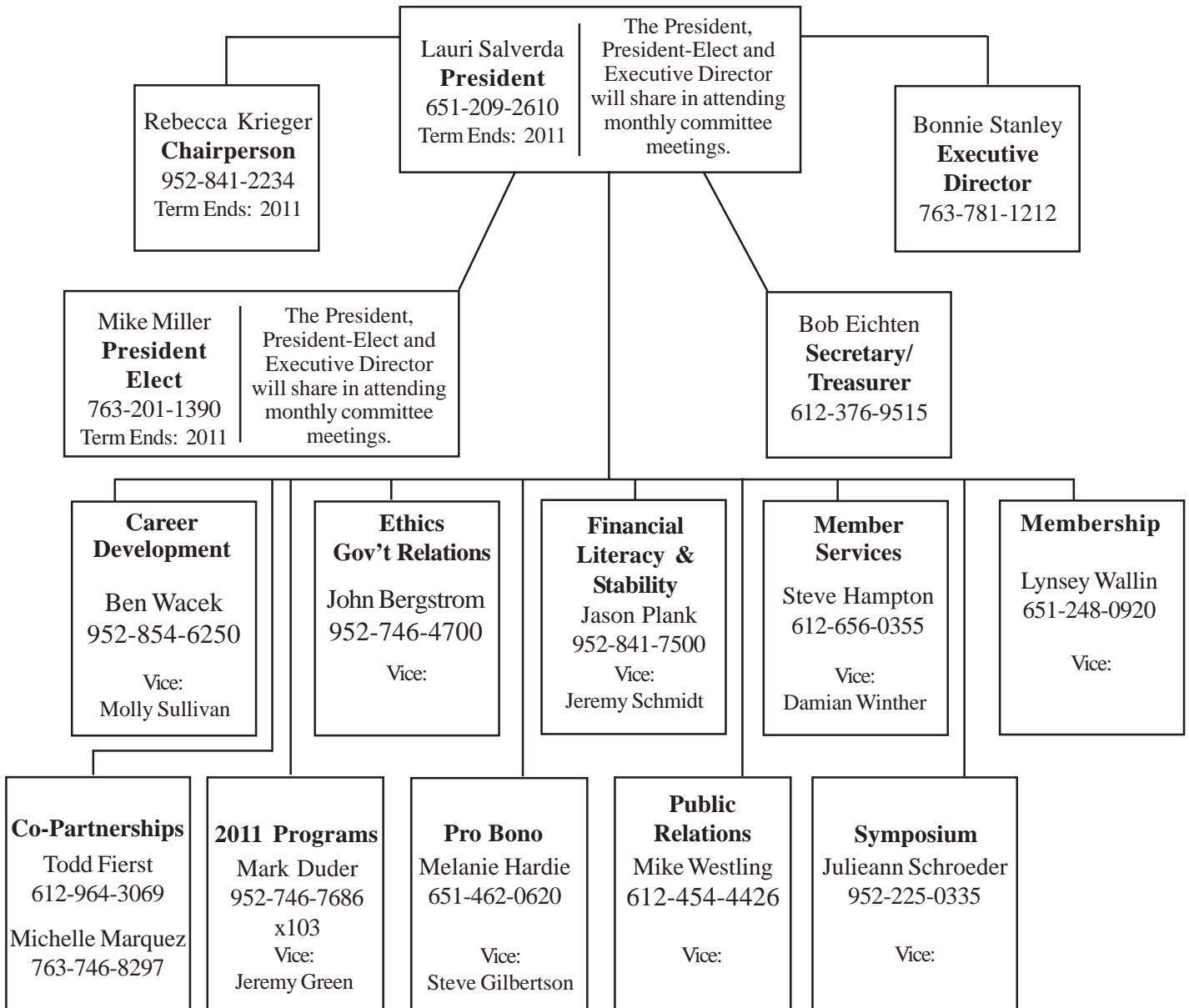
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*December 2, 2011*

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*Are you interested in shaping the future of FPA?  
Do you want a hands-on experience using a leadership system  
which can be incorporated into your business and personal life?*

*Call 763-781-1212 now to volunteer!*

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*As a thank you for making FPA of Minnesota a better chapter,  
active committee members will receive 50% off the cost of their Symposium ticket.*

**MINNESOTA VALUES 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 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 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.

**MINNESOTA PROGRAM SCHEDULE**

December 20, 2011 .....	Monthly Chapter Meeting, 2:30 pm - Allied Professional Meeting Money Sanity Solutions - A Blueprint for Extraordinary Multigenerational Client Engagement, Presenter Nathan Dungan
January 17, 2012 .....	The Economics of Debt: Governments, Companies & Households, Presenter Christopher Phelan-Hr 1, A Tale of Two Minds, Presenter Suzette Rothberg-Hr 2, 7:30 am
February 21, 2012 .....	Income Tax Updates, Presenter Bob Keebler, 7:30 am
March 20, 2012 .....	Monthly Chapter Meeting, 11:30 am
April 17, 2012 .....	Presenter Michael Kitces, 7:30 - 10:00 am; Code of Ethics, 10:15 am - 12:15 pm
May 15, 2012 .....	Monthly Chapter Meeting, 2:30 pm
June 19, 2012 .....	Monthly Chapter Meeting, 7:30 am
July 17, 2012 .....	Monthly Chapter Meeting, 11:30 am
August 2012 .....	Annual Golf and Bocce Ball Tournament
September 18, 2012 .....	Monthly Chapter Meeting, 7:30 am
October 8-9, 2012 .....	Annual Symposium, Minneapolis Convention Center
November 20, 2012 .....	Monthly Chapter Meeting, 2:30 pm
December 18, 2012 .....	Monthly Chapter Meeting, 7:30 am

See Website for Details: <http://www.fpamn.org/members/calendar.html>

*Programs are usually held the 3rd Tuesday of the month (except August & October) at the Golden Valley Country Club (unless noted). We rotate the time of the sessions between breakfast, lunch and late afternoon. It is our goal to have most of the regular monthly meetings qualify for CFP, MN insurance and CPE credits. Practice management sessions follow some of the regular meetings. Watch for dates, topics and more details in the newsletters and on the FPA of MN website - Calendar of Events: <http://www.fpamn.org/members/calendar.html>.*

## **NATIONAL'S CORE IDEOLOGY:**

**Primary Aim:** FPA is the community that fosters the value of financial planning and advances the financial planning profession.

**Core Values:** At FPA, our core values represent who we are. They describe our intended state of being. They are so integral to our being that we would not abandon them even if we were penalized for holding them. We want to attract as members those who share our values:

- **Competence:** Our dedication to competence requires not only lifelong learning, but also that we continually assess our ability to appropriately and effectively address the needs of those whom we serve.
- **Integrity:** We strive to have ever more congruence between our words and deeds, and to deliver genuine value to those whom we serve.
- **Relationships:** We are committed to open, inclusive and respectful relationships, including collaboration among diverse parties on common interests.
- **Stewardship:** We recognize our responsibility to act with vision, ever mindful of the effects of our actions today and tomorrow on the future.

**FPA's Business Objectives:** Our Business Objectives describe actions we will take to achieve our Primary Aim. We seek to accomplish this through strong and active leadership in partnership with FPA's community of chapters.

- Unify the voice, focus and resources of the financial planning community, bringing together those who champion the financial planning process.
- Facilitate the success of our members and grow the organization.
- Cultivate the body of knowledge of personal financial planning.
- Advance awareness of the characteristics of professional financial planners and support the standards of the CFP® certification in order to serve the public.
- Define and effectively communicate a common understanding of the discipline of personal financial planning and the benefits of its use.

## **CODE OF ETHICS:**

This Code of Ethics is an expression of the financial planning profession's recognition of its responsibilities to the public, to clients, to colleagues, and to employers. These principles apply to all Financial Planning Association (FPA) members and provide guidance to them in the performance of their professional services.

### ***Principle 1 - Integrity***

An FPA member shall offer and provide professional services with integrity.

### ***Principle 2 - Objectivity***

An FPA member shall be objective in providing professional services to clients.

### ***Principle 3 - Competence***

An FPA member shall provide services to clients competently and maintain the necessary knowledge and skill to continue to do so in those areas in which the designee is engaged.

### ***Principle 4 - Fairness***

An FPA member shall perform professional services in a manner that is fair and reasonable to clients, principals, partners, and employers and shall disclose conflict(s) of interest(s) in providing such services.

### ***Principle 5 - Confidentiality***

An FPA member shall not disclose any confidential client information without the specific consent of the client unless in response to proper legal process, to defend against charges of wrongdoing by the FPA member or in connection with a civil dispute between the FPA member and client.

### ***Principle 6 - Professionalism***

An FPA member's conduct in all matters shall reflect credit upon the profession.

### ***Principle 7 - Diligence***

An FPA member shall act diligently in providing professional services.

# Introduction

Leadership development and training provided by:  
A. Lynn Scoresby & Associates • 800-526-7793  
[www.leaderstoolkit.com](http://www.leaderstoolkit.com)

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# Leadership

In our current and future world, we believe that real and successful teams are being organized to create new products, practices, and programs. Teams are being used to redesign organizations, develop new business practices, and implement them. It is becoming a more common practice for companies to place their upper executives into executive teams to improve overall communication and effectiveness. The fact that teams and teamwork have been around a long time and that this practice is getting even more attention stimulates much study fueled by the need to understand how to make teams the most effective and productive. We offer a straightforward answer to this need. Successful teams result from good leadership and good leadership is much more than putting people in the same room, giving them an assignment, scheduling meetings, and calling them a team.

High-quality leadership, however, is neither a natural ability that one inherits nor a lucky combination of good people put together. Good leaders demonstrate a set of skills based on real knowledge about teams and leadership, artfully applied in a very unique setting of people working closely together where high performance requires a level of cooperation and trust seldom achieved elsewhere.

We believe the objective of any team should be to accomplish so much it qualifies to be called a high performance team. High performance teams produce extraordinary results because team members are individually effective and work with one another in ways that expand and enlarge each individual's contribution. This seminar is designed to teach you how to develop and apply such extraordinary leadership.

# *Leadership Doctrines*

Consider these statements of “leadership doctrines.” These doctrines are integral to a general theory of leadership. They lead to principles that define the effective process of leading.

## **1. Leaders Activate the Freedom to Choose**

Human beings are the most intelligent of all creations and are uniquely and inherently free to choose. Even though some people may resist freedom and the responsibility which comes with it, they achieve more and sustain their performance better when their freedom is activated by those who lead them. Leaders who activate the freedom to choose use the inviting words, “will you?” rather than “you will.”

## **2. Leaders Create Accountability and Responsibility**

Leaders create accountability and responsibility by involving others in setting goals and developing plans. Along with their option to choose, people have some measure of power in pursuing and achieving their goals, to act and not only be acted upon. Accountability and responsibility are greater when leaders involve those they lead in developing the means or methods of achieving and measuring the results.

## **3. Leaders Motivate and Inspire by Establishing High Standards of Performance**

People generally have goals to preserve and enhance life, liberty, and the pursuit of happiness. They are more motivated and inspired to achieve when leaders establish high standards of performance and link them to followers’ individual goals and objectives.

## **4. The Power of Leadership is Shared with Those Who Are Led**

The choices of one person are tempered by the choices of others, thereby restricting the ability to act unilaterally or to stop others from acting even where there is enough time and there are enough resources to spare. Coercion, threat, or any other form of excessive control may temporarily move people to act but eventually will diminish their willingness to achieve.

## **5. Leaders Bring People Together in a Common Cause**

People voluntarily align themselves with others to increase the power to achieve their goals when there is a possibility for all to agree on a common vision and strategy. Performance is accelerated when leaders take advantage of people’s willingness to join with others in a common effort.

## **6. Leadership is Based on the Integrity and Moral Character of the Leader**

People follow those whose moral character they trust and whom they judge will be beneficial in their lives without loss of power to choose and act. All achievement begins as a belief in leaders whose personal lives exemplify integrity.

## **7. Leaders transform People and Organizations**

Leaders, allies and followers exchange power and influence as stewards of resources and opportunities, transforming their lives and circumstances to the end that all participants benefit. Effective leaders forthrightly identify personal and organizational changes that must be made to accomplish new levels of achievement and willingly change themselves.

## **8. Leaders Find and Prepare Other Leaders**

Leaders extend their influence by organizing and institutionalizing the role of high-quality leadership which includes finding and nurturing other leaders who in turn help to transform those people and organizations they serve.

# *Team Leadership System*

- **Fostering Trust™**

Trust is the intangible bond between leader and follower that is the basis for all leadership.

- **Creating Vision™**

Vision is a view of the future people create themselves or accept from others. A vision presents risk and requires sacrifice but excites and inspires.

- **Developing Strategy™**

Strategy is the essential plan which focuses and organizes the work of achievement. It links effort to outcome by bringing people and resources together, dividing the work, forming sequences of performance, establishing accountability, and giving meaning to responsibility.

- **Energizing Alliances™**

Personal and organizational achievement typically result from the joined efforts of people who forge alliances based on the belief that efforts to achieve will produce mutual benefits; skill at creating alliances is basic to success.

- **Activating Transformations™**

Changes in individual performance and changes in organizational practice are necessary to achieve new results. Facing change forthrightly is part of successful leadership.

- **Measuring Progress, Achieving Results, and Resetting the Vision™**

Actively measuring progress maintains focus and permits course corrections before time runs out.

**STRATEGIC PLAN SUPPORT ACTIONS OF EXECUTIVE COMMITTEE - YEAR 2011  
(Chair, President, President Elect, Secretary/Treasurer and Executive Director)**

***PASSION STATEMENT:***

We are here to serve our FPA of MN community by personally embracing the primary aim and core values of the Financial Planning Association. At the heart of our service is our membership.

***Fostering Trust:***

Clear, open, honest and respectful communication

***Creating Vision:***

The purpose of the Executive Board is to serve our FPA of MN community by leading and supporting the efforts of the Board of Directors so that all communication and actions embrace the primary aim and core values of FPA.

We Strive to do so by:

- Finding future Board members and preparing Board members for leadership of the organization
- Building and retaining a growing membership with a shared passion for the FPA core values by creating a community that brings together those who deliver, support and benefit from financial planning.

***Developing Strategy:***

- Connecting with individual members, Board members, Partners and other organizations to promote our primary aim and core values.
- Providing direction and leadership to the Financial Planning Association of Minnesota to effectively use available resources to reach our chapter's objectives.
- Enhancing the effectiveness of the Directors and their committees to reach the FPA Primary Aim and Core Values through regular communication and assessment.
- Facilitating collaboration between Directors and their committees encouraging alliances between committees and organizations.
- Acting as Stewards of the organization's financial, intellectual and member resources

***Energize your Alliances:*** *(Good alliances work when we understand that everyone benefits and there is a clear structure for working together - Understand what do they want, what do we want)*

Co-create the future for FPA by understanding that we all benefit by asking for input from all stakeholders and by respectfully listening to the needs of all.

Our alliances include (but are not limited to):

- First and foremost, our members, and
- Directors and Committee Volunteers, Partners, FPA National, Chapter Leadership Resource Center and CLRC liaison, Alliance Forum, Allied Professionals, Other FPA Chapters, the MN Elected Officials, Municipalities and the Media.

***Activating Transformations:*** *(View Change as Growth)*

- Periodic meetings by the President or an assigned Executive Committee member with each applicable Director where the director will report on his/her Six Steps
- Review and determine how the stated objectives are progressing/unfolding
- Use of Board meetings to review Six Step progress during the year

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Becky Krieger  
Chairman



Lauri Salverda  
President



Mike Miller  
President-Elect



Bob Eichten  
Secretary/Treasurer



Bonnie Stanley  
Executive Director



**STRATEGIC PLAN SUPPORTING ACTIONS OF EXECUTIVE COMMITTEE - YEAR 2011**

(Chair, President, President Elect, Secretary/Treasurer and Executive Director)

*...continued from Page 8*

<b>Strategy</b>	<b>Actions</b>	<b>Who</b>	<b>Date/Deadline</b>
Connecting with individual members and Partners	Attend the majority of the monthly CE meetings and reach out especially to new members and guests.	All Executive Board Members	Monthly
Connecting with Board members	Monthly Board Meetings where EB attends the majority of mtgs.	Executive Board	Monthly
Connecting with individual members and Partners	Symposium Attendance where we reach out to members and Partners.	At least 50% of the EB will attend the Symposium	At least one time/year
Connecting with individual members and Partners	Representation by at least one EB member at special events (Golf Outing, PMF, Case Study, etc.)	All Executive Board Members	As needed
Connecting with individual members	President Letter	President	Newsletter for January & December with at least two more letters in the 2nd & 3rd qtrs.
Connecting with individual members	Ongoing communication responding to emails, telephone calls, etc. from members and non-members.	President or another Executive Board assigned by President to respond.	Ongoing
Connecting with Board members and other organizations to promote our primary aim and core values.	Participate in PR, ProBono and Financial Literacy Events.	Executive Board	Minimum of 2 events per EB member per year.
Provide direction and leadership to the Financial Planning Association of Minnesota.	Participate on national committees and encourage other Board members to participate on national committees. Each year identify the national committees and FPA of MN members participating	Executive Board and Board Members	Ongoing
Provide direction and leadership to the Financial Planning Association of Minnesota.	Participate on the Alliance Forum by attending two meetings each year.	President, President-Elect, Executive Director	FPA Retreat, Leadership Conf., (meetings held 1 ½ days before the event)
Provide direction and leadership to the Financial Planning Association of Minnesota.	Attend Leadership Conference and national conference	President, President-Elect, Executive Director	Annual
Provide direction and leadership to the Financial Planning Association of Minnesota.	Strategic Planning Leadership Retreat	President-Elect	Sept/Oct

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**STRATEGIC PLAN SUPPORT ACTIONS OF EXECUTIVE COMMITTEE - YEAR 2011**

(Chair, President, President Elect, Secretary/Treasurer and Executive Director)

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<b>Strategy</b>	<b>Actions</b>	<b>Who</b>	<b>Date/Deadline</b>
Provide direction and leadership to the Financial Planning Association of Minnesota.	Coordination of activities promoting Financial Planning Week with ongoing updates at monthly Board meetings.	Chair	July
Provide direction and leadership to the Financial Planning Association of Minnesota.	Expand our efforts to build and develop leaders on the chapter level; utilizing volunteers on committees to maximize value. <i>[Measurement: 12% of membership on committees]</i>	Exec Committee	Qtrly Assessment
Provide direction and leadership to the Financial Planning Association of Minnesota.	Develop and formalize a nominating process for the succession planning of the FPA Board	Chair with input from the other EB members.	August
Enhance the effectiveness of the Directors and their committees to reach the organization's mission.	Develop an evaluation process for Board of Directors – self assessment by Board members using the six step process.	Executive Committee	June
Enhance the effectiveness of the Directors and their committees to reach the organization's mission.	Each committee has detailed Six Steps and made available to all board members; individuals are being held accountable.	President and President-Elect	January; ongoing
Enhance the effectiveness of the Directors and their committees to reach the organization's mission.	Attend Monthly Committee Meetings. Assignment of committee and participation level determined by the President.	President, President-Elect, Executive Director	Monthly
Enhance the effectiveness of the Directors and their committees to reach the organization's mission.	To respond to the needs of the FPA of MN members, Board members, committee volunteers, partners, allied professionals and others as defined in the Management Agreement between Office Connection and FPA of MN.	Executive Director	Ongoing
Enhance the effectiveness of the Directors and their committees to reach the organization's mission.	To write grants, after requesting input from the other board members, for additional funding for public and pro bono events including Ethics/Government Relations that will enhance the FPA mission statement and cor values	Executive Board and Board member(s) whose committee(s) will benefit from the grant writing.	Determine Deadlines for various grants from CFP Board of Standards, Foundation of Financial Planning, etc.
Facilitate open communication and collaboration between Directors and their committees	Reaching out by example to form additional alliances with allied professional associations, other industry leaders (AMEX, NAIFA, etc). to better serve our publics and members.	Executive Board	Ongoing

**STRATEGIC PLAN SUPPORT ACTIONS OF EXECUTIVE COMMITTEE - YEAR 2011**

(Chair, President, President Elect, Secretary/Treasurer and Executive Director)

...continued from Page 10

<b>Strategy</b>	<b>Actions</b>	<b>Who</b>	<b>Date/Deadline</b>
Facilitate open communication and collaboration between Directors and their committees	Investigation and implementation of FPA of MN Board and Committee Connections where Board and Committee members can communicate with each other about various issues.	Executive Board	Ongoing
Stewardship of our Chapter	Legal Compliance: Oversee the preparation of the annual 990 return; assure filing no later than <i>May 15</i> .	Treasurer Executive Director	May 15
Stewardship of our Chapter	Support Office Staff in the financial affairs of the Chapter through on-going approval of expenditures and review of internal controls.	Treasurer	Monthly
Stewardship of our Chapter	Present Budget, Balance Sheet & Investment Summary Report of Invested Cash Reserve with a comparison for the preceding year. Present to the Board and Committees at the <i>September</i> Strategic Planning Meeting. Present the Budget to the Board at the <i>February</i>	Treasurer	February Sept/Oct
Stewardship of our Chapter	<i>Annual</i> presentation of the Budget in the March Chapter newsletter. Review monthly budget and actual receipts and expenditures during monthly Board of Directors meetings. Quarterly review of actual FPA of MN financial statements.	Treasurer	February Monthly/ Qtrly, as necessary
Stewardship of our Chapter	Publish Board of Director Minutes in a secured location of the Chapter Website on a monthly basis.	Treasurer Executive Director	Monthly

**STRATEGIC PLAN SUPPORTING ACTIONS FOR  
CAREER DEVELOPMENT COMMITTEE - YEAR 2011**

Ben Wacek  
Director



***PASSION STATEMENT:***

The Career Development Committee is dedicated to supporting the FPA in its efforts to build a strong professional community.

***Fostering Trust:***

- Open and honest communication
- Shared responsibility
- Accountability to each other and to our vision

***Creating Vision:***

We will provide members with opportunities to enhance their careers and deepen their involvement in our profession, specifically in the areas of employment, education, professional development, leadership and community involvement

***Developing Strategy:***

Career Day

An annual, day-long event designed to help individuals explore career opportunities in financial planning, and facilitate the interview process between financial planning students/career-changers and Minnesota FPA financial planning professionals.

Scholarship Programs

Scholarships are available to encourage students and FPA members to learn and grow in the financial planning field, and to attain and enhance their CFP designation.

Financial Essentials

Program at FPA MN Symposium each year designed for those attendees who are newer to financial planning.

***Energizing Alliances:***

Committee Leadership Positions

Members will develop and refine their skills within defined Committee leadership positions. As new members are added to the team, the Committee will add co-leads to existing leadership positions to foster involvement and enhance achievement.

Local and National Organizations

We will nurture our natural alliances with National FPA, Member Services Committee, Public Relations Committee, Programs Committee, Partnerships Committee, and Symposium Committee. We will also identify and establish relationships with colleges and universities, and other organizations that share or support our vision.

**STRATEGIC PLAN SUPPORTING ACTIONS FOR  
CAREER DEVELOPMENT COMMITTEE - YEAR 2011** ... continued from Page 12

***Activating Transformations:***

Career Day Sub-Committee

- Promote Career Day through local colleges and universities.
- Enlist the help of Membership Committee to introduce new planners and student members to our committee
- Advertise event in the monthly newsletter, handout at monthly chapter meetings, and meeting announcements
- At event, promote a new committee Facebook page that will serve as a direct line of communication between our committee and students.

Scholarship Sub-Committee

- Continue to build relationships with professors at local colleges/universities
- Increase scholarship announcements to our membership

Financial Essentials Sub-Committee

- Promote Symposium through local colleges and universities
- Develop program that is relevant and interesting to newer financial planning professionals

***Achieving and Measuring Results:***

Career Day Sub-Committee

- Minimum of 40 student/career-changer attendees and 7 employer interviewers
- Develop timeline to follow in future years
- Develop survey for students/career-changers to gauge what can be improved upon for the following year and to find out how many employers made job offers and hired

Scholarship Sub-Committee

- At least eight students applicants for a 2011 Symposium scholarship
- At least three member applicants for the Montgomery Scholarship
- At least two applicants for the Residency Scholarship

Financial Essentials Sub-Committee

- Develop a program that attracts at least 15 attendees

**STRATEGIC PLAN SUPPORTING ACTIONS FOR  
ETHICS/GOVERNMENTAL RELATIONS COMMITTEE - YEAR 2011**

John Bergstrom  
Director



**PASSION STATEMENT:**

*To actively monitor legislative and regulatory issues and developments relevant to the mission of the FPA and bring our mission to the community as a whole, through education and dissemination of information. To help FPAMN members build and maintain a practice based on strong professional ethics by communicating clearly to the membership and the leadership about legislative and regulatory matters.*

**Fostering Trust:**

We will foster trust by:

- Clear and open communications
- A detailed understanding of roles and expectations
- A commitment to follow-through on expectations; and
- Development of meaningful relationships between members

**Creating Vision:**

- Respond to critical legislative issues that affect the interests of our members and their constituencies.
- Communicate effectively with all of our constituents, including FPA members, other FPA/MN committees, the FPA/MN Board/leadership, and the public.
- Communicate effectively with the national FPA, in cooperation with the FPA/MN Board.

**Developing Strategy:**

- Develop a process to increase our influence on regulatory issues affecting the financial planning profession, including establishing and nurturing relationships with key regulatory and legislative
- Develop a list of key issues and our position on each of those issues, along with the MN Board, with input from national FPA.
- As needed, develop position statements for submission to the FPA/MN Board, and ultimately (as appropriate) to the National Board
- Enhance data in the Minnesota FPA database to identify members' Congressional and legislative districts
- Establish calls and in-person meetings with elected officials and/or their staff to create a dialogue about key issues affecting the financial planning community
- Research upcoming bills and provide proactive information to members on potential impact
- Define newsletter engagement to include both regulatory updates and other educational columns on critical issues (such as implementation of a fiduciary standard) in monthly FPA MN newsletter
- Maintain roster of committee members and implement two face time social events per year
- Implement one face time Strategic Planning Committee Meeting per year
- Ensure that the information for our Committee on the FPAMN website is accurate, that all links in newsletters and website are correct and reach the destination, and all posted information is up-to-date

**Energizing Alliances:**

- Education/Programs Committee -
  - What do we want? Link timing of newsletter article with speaker on government relations issues
  - What do they want? Reinforcement of key program messages
- Financial Literacy & Stability Committee –
  - What do we want? Collaborate with key stakeholders who have a stake in the financial literacy issue
  - What do they want? Assistance in development of a comprehensive plan for enhancing financial literacy
- Periodically request agenda time at the monthly FPA/MN Board Meetings for critical issues identified
- Have as many committee members as possible attend the annual FPA/MN Strategic Planning Meeting
- Invite Directors/Members of other Committees to our monthly meetings to explore possible synergies

**STRATEGIC PLAN SUPPORTING ACTIONS FOR  
ETHICS/GOVERNMENTAL RELATIONS COMMITTEE - YEAR 2011** ... *continued from Page 14*

**Activating Transformations:**

- Add new committee members through active recruitment at monthly FPA meetings, new member receptions and enhancements to information on FPA MN site
- Develop a succession plan for new committee director every two years.

**Measuring Progress, Achieving Results, and Resetting the Vision**

- Each strategy assigned to a specific committee member to promote ownership and assure that goals are accomplished
- Quarterly meetings (including at least two with in-person attendance) structured to assess progress toward meeting specific goals

**Website Additions:**

Trying to find your legislative district or representatives? [Click here.](#)

Library - Attachments:

- [Legislative Model Letter - Initial Contact to be a resource](#)
- [Alternative Minimum Tax Information Summary - HR2643/S-2683 or HR2929/S-2701](#)
- [Alternative Minimum Tax Sample Letter to Legislators](#)

## STRATEGIC PLAN SUPPORTING ACTIONS FOR FINANCIAL LITERACY - YEAR 2011

Jason Plank  
Director



### ***Fostering Trust:***

Frequent and scheduled communication within the committee will allow each committee member to accept and accomplish specific tasks that they have agreed to accomplish. Committee chair will also accomplish and report on specific tasks agreed to and accomplished. We will identify a vice director for the committee to smooth transition to new leadership in 2012.

External to the committee, we will communicate frequently with other FPA-MN committees and look for opportunities for the Financial Literacy Committee to work with and fulfill its mission through cooperation with other committees. We will also establish lines of communication with outside organizations that can help FPA Financial Literacy Committee fulfill its mission.

### ***Creating Vision:***

We will identify opportunities for members to help build a financially literate community. We will identify opportunities for FPA to assist members in achieving professional and personal fulfillment. We will also work with other committees to increase awareness of the FPA within the community, especially that segment of the community that our members seek to serve.

### ***Developing Strategy:***

We will achieve these goal by building a cadre of members who wish to volunteer and members who wish to be included in a speakers bureau. These volunteers and speakers will be utilized by complementary organizations that foster financial literacy within specific population segments. These organizations will include local not-for-profit organizations, schools, employers, community organizations and professional organizations.

### ***Energizing Alliances:***

Internal allies are, of course, committee as well as board and FPA members. External allies are the not-for-profit organizations and community organizations that need volunteers and speakers on financial literacy. We continue to build relationships with BestPrep, Junior Achievement and the Minnesota Jump\$tart Coalition for Personal Financial Literacy. We will foster relationships with community libraries and higher education. Future alliances may be built with the Minnesota Department of Commerce, Financially Fit Minnesota, Twin Cities Public Television, other non profit organizations and other professional organizations as capacity allows and opportunities arise.

### ***Activating Transformations:***

Each committee member will be responsible for specific duties for the committee. We will need people contacting the members to get volunteers, we will need people building relationships in the community to sign up organizations and we will need a method of evaluating speakers who speak on behalf of the FPA. These duties will be assigned based on the skills and interest of the committee members. We will find volunteers, committee members and community resources by effectively communicating the benefits of this work to the volunteers and the community.

### ***Measuring Progress, Achieving Results, and Resetting the Vision:***

We will measure our results by the number of volunteers and speakers in our database, by the number of placements of volunteers and speakers, by the number of organizations in our database and by the relationships we are developing in the community.

**STRATEGIC PLAN SUPPORTING ACTIONS FOR  
MEMBER SERVICES COMMITTEE - YEAR 2011**



Stephen Hampton  
Director

***Fostering Trust:***

We will foster trust by...

- Be a fully engaged active, prepared, and consistent participant in committee meeting/assignments.
- Be responsible and accountable to each other. Do what you say you will do.
- Bringing forward ideas and suggestions to improve and add member value, benefits, and connections.

***Creating Vision:***

Our vision is to...

Create **“Raving Fans”** of FPA Members by enhancing FPA MN membership value and connections, understanding member needs, and providing extraordinary benefits and activities.

***Developing Strategy:***

Strategy	Target Date	Committee Member(s) Spearheading	Critical Success Factors Including Budget
A documented member retention strategy/system	Dec 1	Entire Committee	Identify focus areas; develop tactics; document process
“Do One Thing” Initiative - Engage more members doing one thing. They do not have to serve on a committee.	Progressing throughout the year	Jim Grunig	Review strategies, recommend, and implement.
Colleague Connection	Begin June 1	Beth Monge	New members will receive personal contact from committee member—welcome, invite to meeting, website discussion, and connectivity options.
Resource Program Promotion documented system—A volunteer can do this. Does not have to be on committee.	Feb. 1	A volunteer is needed to accomplish this.	1 article per month - Platinum Priority; website accuracy-EMAIL current participants for accurate data; Application process
Annual Golf/Bocce Ball Tourn Island View—Waconia	August 2, 2011	Sub-committee	Committee soliciting sponsors, donors, etc. Promoted in newsletter, at meetings, and evite Charity: Emergency Foodshelf Network
Member Discounts	Monthly	Damian Winther	Article on featured discount in monthly newsletter.
Communicate FPA benefits	Monthly	Larry Menzel	Article submitted to monthly newsletter/email blasts

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**STRATEGIC PLAN SUPPORTING ACTIONS FOR  
MEMBER SERVICES COMMITTEE - YEAR 2011** ...continued from Page 17

***Energizing Alliances:***

Alliance	What Do We Want?	What Do They Want?
Bonnie	Bonnie	Bonnie and; Knock your socks off FPA of MN
Membership	Raving Fans of FPA MN	New Members
Career Development PR	Raving Fans of FPA Communicate bene's FPA	Professional Development Promote Market FPA
Symposium	Communicate Membership Value and gain new members. Build on past recruiting effort.	Member education
Programs	Raving Fans of FPA MN	Best of Class monthly programs

***Activating Transformations:***

- Each committee member becomes fully engaged taking responsibility for results and adding value to FPA membership

***Measuring Progress and Achieving Results:***

Strategy	Monthly Report Achieved Progress	Current Action Item	Person Responsible	Critical Deadline for Current Action
A documented member retention strategy/system	Quarterly updates	Identify Key Components Systematize each component	Mike and committee members	June 1 <sup>st</sup> Completed by year end
New Member Orientation documented system that also invites non-members who may be considering membership	Quarterly updates	Identify key components for 15 minute education segments after chapter meetings each quarter	Mike, Lynsey, and volunteers needed	Hold first session after June 15 <sup>th</sup> chapter meeting
Resource Program Promotion documented system	Article each month in newsletter	Ask each Platinum Partner for article	Volunteer needed	ASAP
Annual Golf/Bocce Ball Tournament documented system	Monthly update on sponsors obtained	Course date selection Market to members Sponsors contacted Raffle items obtained Setup organized	Deb Newman Jack Pickler Bonnie	Nov. of prev. year Begin February April 1 <sup>st</sup> July 15 <sup>th</sup> July 15 <sup>th</sup>
Member Discounts documented system	Printed in each monthly Newsletter	Select 2-3 each month	Volunteer Needed	ASAP
Member Discounts documented system	Printed in each monthly newsletter	Select at least one per month	Volunteer needed	ASAP

**STRATEGIC PLAN SUPPORTING ACTIONS FOR  
MEMBERSHIP COMMITTEE - YEAR 2011**

Lynsey Wallin  
Director



***Fostering Trust:***

- Use open communication to help energize and integrate strategies, be action-oriented when implementing them and be accountable to the public, our members and the community.
- Empower committee members with specific responsibilities and monitor accountability on an ongoing basis.
- Project enthusiasm, passion and excitement. Have regular in person meetings. Spend time getting to know each other personally.
- Stick to a working plan.

***Creating Vision:***

Proactively and effectively communicate the benefits of FPA membership to the Minnesota financial planning community with the intent to increase membership.

***Developing Strategy:***

Strategy	Responsibility	Target Date	Critical Success Factors	Details
Develop Plan of Work	Committee	January 1	Work with committee members to allocate duties	
	Committee	January 1	Incorporate Roadmap to Success	
	Committee	Monthly	Monitor progress at monthly committee meetings	
Committee Growth	Committee	Ongoing	Proactively invite chapter members to join committee	
Energize Committee	Lynsey Wallin	Ongoing	Recognize active committee members on website, in newsletters, at meetings, etc.	
	Committee	Ongoing	Identify strengths and interests of committee members	Increase participation level of committee members
Hold Committee Meetings	Committee	January 15	Schedule monthly meetings	
Membership Growth: 15% Goal  2011: 121 New Members  (2010: 114 New Members)	Committee	Monthly	Monthly monitoring of tactical efforts	See Page 20 for Benchmarks and Historic Counts
	Committee	Ongoing	Activate current members to get non-members to join	
	Committee	Ongoing	Promote Member-Get-A-Member Campaign	
	Committee	Monthly	Staff membership table at monthly meetings, have guests register at membership table, and have membership materials available	
	Craig Dahl/ Joel Johnson Jerry Patterson	Monthly	Call first-time attendees from each chapter meeting	

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**STRATEGIC PLAN SUPPORTING ACTIONS FOR  
MEMBERSHIP COMMITTEE - YEAR 2011** ...continued from Page 19

Strategy	Responsibility	Target Date	Critical Success Factors	Details
	Lynsey Wallin	As needed	Respond to emails/calls from potential members regarding membership	2010 Benchmark: 808 members 2009 Benchmark: 763 total members Historic new member count: 2010: 92 new mbrs 2009: 74 new mbrs 2008: 145 new mbrs 2007: 97 new mbrs 2006: 115 new mbrs 2005: 100 new mbrs 2004: 111 new mbrs
	Lynsey Wallin	June	Have committee members speak at chapter meetings about new incentives and membership activities	
	Committee	Monthly	Monthly newsletter submissions	
	Committee	October	Promote membership at syposium to non-members and staff FPA-MN booth	
	Committee	Ongoing	Continually develop new recruitment strategies (possibilities could be a reception after CFP exam, free members-only meetings or local recruitment campaigns)	
New Member Reception	Committee	August 1	Plan new member reception	Historically, the new mbr reception is held in Sept/Oct
	Committee	September/October	Hold annual new member reception	
Committee Webpage	Committee	Monthly	Ensure content accuracy	
Roadmap to Success	Lynsey Wallin	July 31	Complete Membership Committee portion of Roadmap to Success submission	
2011 Strategic Planning	Committee	November 1	Create Draft Strategic Plan	
	Committee	November 18	Attend Strategic Planning Meeting	

***Energizing Alliances:***

Alliance	Responsible Party	Target Date	What do we want?	Critical Success Factors
<b>INTERNAL ALLIES</b>				
Current Members			New member referrals	Educate members on benefits
FPA National	Committee	Ongoing	Recruiting tools	
	Lynsey Wallin	Monthly	New membership ideas, updates from national, etc.	Monthly Membership Director's conference call
Career Development Committee	Lynsey Wallin	February	Exposure to non-members at Career Day	Membership presentation at Career Day

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**STRATEGIC PLAN SUPPORTING ACTIONS FOR  
MEMBERSHIP COMMITTEE - YEAR 2011**     *...continued from Page 20*

***Energizing Alliances:***

<b>Alliance</b>	<b>Responsibility</b>	<b>Target Date</b>	<b>What do we want?</b>	<b>Critical Success Factors</b>
<b><i>INTERNAL ALLIES continued</i></b>				
Member Services Committee	Lynsey Wallin	February	Synergy between committees to support FPA-MN's overall membership goal	
Programs Committee	Committee	Ongoing	Encourage non-members at chapter meetings to join FPA	Encourage speakers to offer incentives to FPA members and/or non-members who join "today"
Symposium Committee	Committee	Ongoing	Exposure to non-members at Symposium	Pitch FPA membership to non-members at Symposium through announcements and membership booth
				Encourage speakers to offer incentives to FPA members and/or non-members who join "today"
<b><i>EXTERNAL ALLIES</i></b>				
Local allied professional organizations	Committee	Ongoing	Support in pitching FPA to their members	
Program Directors/ Instructors – local CFP® programs	Committee	Ongoing	Access to students to pitch membership	Create a PowerPoint that instructors can use to talk about FPA Promote Program Directors campaign
CFP Board and Exam Facilitators	Committee		FPA Recruitment through exposure before/after CFP Exam (ie. Host a lunch or dinner and publicize the event at the testing site)	

## STRATEGIC PLAN SUPPORTING ACTIONS FOR PARTNERSHIP COMMITTEE FOR YEAR 2011



Todd Fierst  
Co-Director



Michelle Marquez  
Co-Director

### ***Fostering Trust:***

In a team atmosphere, we leverage the strengths of each committee member to accomplish the goals we have established. The monthly meetings give us a chance to report on the progress and to maintain direction.

### ***Creating Vision:***

Our vision is to create a mutually beneficial relationship for the members and the partners. Encourage the members of FPA using the partners as their first resource for business, it helps attract new partners and maintain the current partners for future revenue.

### ***Developing Strategy:***

- Membership awareness of partners - through print and networking
- Solidify relationships with current partners - through assigning each partner a committee member liaison
- Attract new partners and/or develop other benefit packages for businesses to partner with FPA.
- Encourage partners to attend chapter meeting in order to network and gain better exposure.
- End of year survey to track satisfaction/retention
- Develop an Alliance survey to maximize relationships between members and partners

### ***Energizing Alliances:***

- Write quarterly newsletter articles to highlight benefits of working with partners.
- Encourage members to participate in annual symposium for maximum exposure
- Encourage partners to invite guests to meetings
- Emphasize to members how important the partners are to the success of the Association. Encourage the members to look to the partners as a first call for their business needs.
- Utilize current membership to identify other potential partners for current existing partnership packages and also try and build alliances with other companies to increase revenue.
- Encourage partners to participate in annual golf event through opportunities for additional exposure.

### ***Activating Transformations:***

- Delete the new Signature level
- Grow committee
- Research and develop new partner benefits
- Make mention of the Platinum Partner at each meeting stressing how important the partners are for our survival.
- Encourage partners to provide speakers for monthly meetings to promote active involvement.
- Solidify current and new relationships by:
  - Quarterly conference calls with partners to provide an update on benefits and activities, as well as garner their feedback
  - Marketing calendar for each partnership level to help show them how to take advantage of all the benefits.
- Continue to explore the possibility of creating a new "Signature Partner" level for 2011.

### ***Measuring Progress, Achieving Results, and Resetting the Vision:***

- Attain \$142,874 in revenues with the fulfillment of the following partnership levels: 10 Platinum, 8 Gold, 23 Silver, and 3 non-profits
- Promote additional sponsorship opportunities for FPA events such as golf and Symposium

**STRATEGIC PLAN SUPPORTING ACTIONS FOR  
PRO BONO COMMITTEE FOR YEAR 2011**

Melanie Hardie  
Director



**PASSION STATEMENT:**

Providing financial guidance to those in need or crisis

**Fostering Trust:**

We will foster trust by...

- Attending Committee Meetings
- Following through on our commitments
- Having Open Communication
- Listening to others

**Creating Vision**

Our vision is to:

- Develop programs that meet the goals of our partners and document them so they can be transferred to other organizations.
- Be a liaison between people in need and/crisis and the Pro Bono Volunteers of FPA-MN.
- Provide opportunities to give and receive financial planning assistance.
- Demonstrate to the non-profit community that FPA is the Heart of Financial Planning.

**Developing Strategy and Measuring Progress:**

Strategy	Target Date	Committee Member(s) Spearheading	Critical Success Factors Including Budget
Perspectives Supportive Housing	Ongoing	Lauri Salverda	Continue Financial Education Program as requested by partner
MN Law Enforcement Memorial Association	Ongoing	Lauri Salverda	Continue working with the families of officers who have fallen in the line of duty
Accountability Minnesota	Ongoing	Jason Plank Steve Gilbertson	Business Saving 1-to-1 FP sessions Credit Report Reviews Financial Planning Seminars
Financial Planning Day Event	October, 2011	Melanie Hardie Becky Krieger (Chairperson)	Advance planning for 2011 City Coordinating event planning
Acquire Volunteers	Ongoing	Melanie Hardie	Communication
Raise Awareness of Membership	Ongoing	Melanie Hardie	Communication
Individual Requests and Referrals from FPA Website	Ongoing	Melanie Hardie	Direct to volunteers
Develop 1-2 new partnership	2011	Melanie Hardie	Identify opportunities throughout 2011
Resource List	Ongoing	Melanie Hardie	Review and update links for the FPAMN Resource List
Work with other Committees	Ongoing	Melanie Hardie	Publicize Accomplishments Volunteer data base with Financial Literacy

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**STRATEGIC PLAN SUPPORTING ACTIONS FOR  
PRO BONO COMMITTEE FOR YEAR 2011** ...continued from Page 24

***Energizing Alliances:***

<b>Alliance</b>	<b>What Do We Want?</b>	<b>What Do They Want?</b>
Non-Profit Partners	Sharing of vision and program development	Help for their clients
PR Committee/Government Relations	PR for Pro Bono Committee	Assistance with PR efforts
Financial Literacy Committee	People to help with projects	Reciprocation
Career Development	People to volunteer	Career experiences

***Activating Transformations:***

- Encourage all committee members to take an active role in leading a Pro Bono Initiative.
- Take an active role in participating in the projects.
- Assist in soliciting volunteers to support the pro bono partnership projects and activities.
- Acknowledge committee members and express gratitude for their work.

**STRATEGIC PLAN SUPPORTING ACTIONS FOR  
PROGRAMS COMMITTEE FOR YEAR 2011**

Mark Duder  
Director



***PASSION STATEMENT:***

With the interest of the membership in mind, we seek to ensure the monthly programs have a strong educational basis as well as engaging, non-soliciting speakers. By polling the members on topic, speakers, and location, we attempt to identify their wants and needs in an effort to maximize membership attendance.

***Fostering Trust:***

We will foster trust by:

- Clear and open communications
- A detailed understanding of roles and expectations
- A commitment to follow-through on expectations
- Development of meaningful relationships between members
- Having fun!

***Creating Vision:***

We will help fulfill the FPA of Minnesota's mission by creating programs which

- Foster competent, committed, and ethical members
- Provide education and networking opportunities
- Assist members in achieving professional and personal fulfillment

***Developing Strategy:***

<b>Strategy</b>	<b>Target Date</b>	<b>Committee Member(s) Spearheading</b>	<b>Critical Success Factors Including Budget</b>
10 Monthly Meetings with high quality speakers to "feed the monster," i.e., attendees to members to volunteers leads to credibility for profession and political influence.	See schedule	All	\$17K budget. Many good speakers available at low/no cost from partners.
Identify Back up for Programs Director for Meetings and as Vice Chair	During Year	Programs Director	Willing Member
Pricing of Meetings	During year	Will ask treasurer to do with Bonnie	Pricing should be reviewed each year to determine if we are breaking even (start with 2010 results and Bonnie). To be put on Board agenda for Dec., 2010, or Jan., 2011.
Continue Updating Documentation on Hidden Website	During Year	Various, as opportunity arises.	Challenge is time requirement from Programs Director on top of many other time commitments. Will seek help from committee members and Bonnie.
Get speaker materials to Bonnie on time	Two months before each meeting	All	Costs: member time, speaker time, coordinator time. Nobody makes the materials a priority.

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**STRATEGIC PLAN SUPPORTING ACTIONS FOR  
PROGRAMS COMMITTEE FOR YEAR 2011** ...continued from Page 26

***Energizing Alliances:***

<b>Alliance</b>	<b>What do we want?</b>	<b>What do they want?</b>
Partnership Committee	Support and leverage partner relations.	Fair, clear treatment in terms of speaker offers.
Symposium Committee	Coordination	Coordination
P.R. Committee	Topics/speakers advertised on Twitter, etc. Members be resource for media.	Content. Coordination. Good resources for media.

***Activating Transformations:***

- Each committee member is responsible for ONE to TWO Monthly Meetings in terms of speaker search and support.

***Measuring Progress and Achieving Results:***

<b>Strategy</b>	<b>Measurement</b>	<b>Report of Achieved Progress</b>
10 Monthly Program meetings	Seek to retain or increase average speaker ratings and attendance from 2010. 2010 #'s: (As of Nov, 2010) average ratings 3.43 and average attendance 213.	See surveys and attendance numbers.
Pricing of Meetings	Should break even based on average attendance of 6 meetings a year	Please See FPA Monthly Meeting Pricing Yearly
Continue updates to documents on hidden website. Delete unnecessary documentation.	Done yearly	Compensated and uncompensated speaker engagement letters, and webcasting release, done for 2011. Work with Mark Rekow - what should stay/go and/or be updated.
Identify Back up for Programs Director for Meetings and as Vice Chair	Subjective evaluation of interested person who is right fit.	Be on the look out.
Get speaker materials to Bonnie on time	Laura/Bonnie track: meet goal vs. no.	Report tracking and stress back to group. Kudos to those who are time. <b>STRONGLY SUGGEST STARTING EARLY AND KEEPING AFTER IT EARLY</b> - easier for speaker handler and everyone.

***Annual Budget:***

- Committee Meeting Expense (includes any teleconference costs) - \$600
- Speaker Expense (includes travel and lodging costs) - \$17,000

**STRATEGIC PLAN SUPPORTING ACTIONS FOR  
PUBLIC RELATIONS COMMITTEE FOR YEAR 2011**

Mike Westling  
Director



***Fostering Trust:***

We will develop trust by...

- Building significant relationships with Twin Cities media outlets
- Fostering relationships with key organizations and FPA partners in Minnesota
- Enlightening the public on the need to engage a financial planner and the power of the FPA consumer web site

***Creating Vision:***

***Our vision is to...***

- Be the trusted source for financial planning resources in Minnesota
- Create public awareness of the importance of the financial planning profession
- Be unselfish and giving members of the business community in Minnesota
- Foster the image of FPA MN members as ethical and client-centric advisors

***Developing Strategies, Measuring Progress and Achieving Results:***

<b>Strategy</b>	<b>Current Action Item(s) for Strategy</b>	<b>Person Responsible Alliances?</b>	<b>Deadline for Current Action</b>
Continue communicating with other committees	– Visit other committee meetings to learn how the PR team can best serve them	Mike Westling	Continuous, monthly
Develop new tools and improve existing tools	– Utilize YouTube to promote meeting speakers and highlight FPA events – Use Twitter and LinkedIn to brand the CFP designation and promote FPA as the authority on financial planning – Develop a Twitter/LinkedIn campaign to strategically communicate our message – Assist in the redesign of the FPA of Minnesota website – Update the media list – Provide media training; coordinate with national office as appropriate – Develop a FaceBook page along with a Career Day page	Grant Meyer, Mike Westling Patty Dunn Committee Mike Westling, Patty Dunn, Bonnie Stanley, Mike Miller Mike Westling Mike Westling, Patty Dunn Grant Meyer	Continuous, monthly
Pursue earned media opportunities	– Using the FPA calendar of events, be proactive in creating awareness by publicizing key events – Anticipate media story ideas and reach out to reporters on trends and breaking news stories – Continue to tweet the press releases from FPA national	Various committee members Various committee members Patty Dunn	Continuous, monthly
Other	– Cross-pollinate with other financial organizations to grow membership and create public awareness – Collaborate with AARP on public events	Mike Westling, Patty Dunn Mike Westling, Lauri Salverda	Continuous, monthly

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**STRATEGIC PLAN SUPPORTING ACTIONS FOR  
PUBLIC RELATIONS COMMITTEE FOR YEAR 2011** ...continued from Page 28

***Energizing Alliances:***

<b>Alliance</b>	<b>What Do We Want?</b>	<b>What Do They Want?</b>
Local Media	To strengthen relationship	Hot topics and trends as it relates to the local market
All FPA Committees	Help in fostering relationships	Providing exposure to the media
Business organizations e.g. AARP	Relationship and exposure	Financial education for their members

***Activating Transformations:***

- Promote FPA MN members' success to the public on a regular basis
- Seek more public speaking opportunities to promote FPA MN
- Recruit new talent to serve on committee and develop succession plan

***Resetting the Vision:***

We will review monthly and reset the vision this fall prior to the Strategic Planning meeting for next year.

**STRATEGIC PLAN SUPPORTING ACTIONS FOR  
THE SYMPOSIUM - YEAR 2011**

Julieann Schroeder  
Director



***Passion Statement:***

Ever mindful of our membership and the financial services community, our primary goal is to offer an extraordinary annual Symposium event. This event is intended to be a strong educational forum as well as an opportunity to bring people and resources together. By attending this event we want each attendee to have the opportunity to take away ideas that they can apply to their practices in a most beneficial manner.

***Fostering trust:***

We will foster trust by:

- Ensure / invite open communications of the board, committee members and entire FPA MN membership.
- Clear understanding of the committee member roles, expectations and responsibilities. The Symposium committee agrees on a common vision and strategy.
- Commitment to carry out expectations of attendees to the annual Symposium event with good, high quality leadership from our committee members.
- Foster meaningful relationships between committee members. Although the strengths and interests of each individual committee member may vary. All members are expected to demonstrate their leadership to support the mission of this committee.
- Be lighthearted, open minded and make sure to have fun!

***Vision:***

We will help fulfill the FPA of MN mission by creating an annual event that:

- Fosters competent, committed and ethical members
- Provides education enrichment and a networking opportunity for attendees
- Assists members in achieving professional growth and personal fulfillment, including membership retention and new member recruitment
- Forges alliances with other FPA MN committees, partners, members, and other individuals serving the financial services community including lawyers, accountants and insurance professionals.

***Developing Strategies and Measuring Results:***

<b>Strategy</b>	<b>Target Date</b>	<b>Committee Members Assigned</b>	<b>Critical Success Factors</b>
Secure Annual Symposium Event Dates and Venue	January 1st	Executive Director and Symposium Director	Capacity of facility, Cost effective, Food Quality, Attendee access
Establish monthly meeting date, time, and place	January 1st	Executive Director and Symposium Director	Agreement of all committee members, usually 1st Tuesday of the month
Create agenda syllabus- topics and presenters. Finalize budget	February 28th	Entire Committee	Previous Year's evaluations, other Symposium agendas, "hot" topics
Assign Handler for each presenter	March 31st	Entire Committee	Costs, sponsorship, CE credits, ensure timelines are met, newsletter article

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**STRATEGIC PLAN SUPPORTING ACTIONS FOR  
THE SYMPOSIUM - YEAR 2011** ...continued from Page 30

<b>Strategy</b>	<b>Target Date</b>	<b>Committee Members Assigned</b>	<b>Critical Success Factors</b>
Secure Annual Symposium Event Dates and Venue	January 1st	Executive Director and Symposium Director	Capacity of facility, Cost effective, Food Quality, Attendee access
Establish monthly meeting date, time, and place	January 1st	Executive Director and Symposium Director	Agreement of all committee members, usually 1st Tuesday of the month
Create agenda syllabus- topics and presenters. Finalize budget	February 28th	Entire Committee	Previous Year's evaluations, other Symposium agendas, "hot" topics
Assign Handler for each presenter	March 31st	Entire Committee	Costs, sponsorship, CE credits, ensure timelines are met, newsletter article
Symposium Promotion and Marketing	July 31st and throughout year	Entire Committee	PR committee, Partners committee, Large company solicitation, periodicals, phone-a-thon, monthly chapter meetings, newsletter articles
Secure CE Credits	July 31st	Executive Director	CFP, MNCE, WICE, CPE, CLE, Cima >13
Prepare for actual event: hand-outs; set-up; logistics; technology; exhibit hall	October 24th	Entire Committee and Volunteers	Positive, glowing evaluations
Review partner and attendee evaluation forms	December	Entire Committee	Top 10 topical areas of interest, solicit speakers, budgetary considerations
Recruit new committee members and volunteers	Ongoing throughout the year	Entire Committee and Board	Placards at monthly meetings, newsletter articles and solicitation, proactive recruitment. Symposium registration complimentary. Goal is to maintain 10 active members.
Be ever aware of "hot" new topics	Ongoing	Entire Committee, especially Chair and Executive Director	Read, read, read!

***Energizing Alliances:***

<b>Alliance With</b>	<b>What do we hope to accomplish?</b>
Partnership Committee	Solicit partners to sponsor a booth in Exhibit Hall at Symposium. Solicit partners to host lunches, 1st day reception, snacks/beverages during breaks, attendee promotional giveaways, Educational forum and networking
Public Relations Committee	Promotion of Symposium - social media, take pictures
Membership Committee	Booth at the event to promote FPA MN to attract at least 12 new members
Programs Committee	Regular, ongoing communication to share ideas about what has work @ monthly meetings - hot topics, attendee evaluations
Career Development Committee	Present "financial essentials" program. Invite 10 scholarship applicants to Symposium

**STRATEGIC PLAN SUPPORTING ACTIONS FOR  
THE SYMPOSIUM - YEAR 2011** ...continued from Page 31

*Measuring Alliances:*

<b>Strategy</b>	<b>Measurement</b>	<b>Report of Achieved Results</b>
Successful annual Symposium Event	Seek to increase presenter ratings and increase attendance at event	2010 average was less than 2009. Glowing evaluations. 2010 attendance (470). Presenter average was 3.56.
Budget: overall event; registration rates; and partnership offerings	Control cost of speakers, utilize partners to sponsor. Competitive, comparable registration rates, conservative event costs (rent, food, etc.)	Make a profit of \$_____
Partner support	Positive evaluations from partners and exhibitors	Secure 45 partner booth sponsorships. Evaluation commentary less favorable than 2009.

	By Whom	When
<p><b>Financial Planners are helping people of all income levels</b></p> <ul style="list-style-type: none"> <li>Public service to poor greatly enhanced</li> <li>FPA members offer more pro-bono services</li> <li>Financial planners are helping people of all income levels</li> <li>Financial planners are involved in community outreach</li> <li>Local foundation to promote financial education and financial health within community</li> </ul>	<p>PBono PBono PBono,VC PBono,VC GR,PR</p>	
<p><b>Focused informative programs based on greatest member needs</b></p> <ul style="list-style-type: none"> <li>Meeting attendance above 200 (including psychologists, CPAs, attorneys, physicians, and clergy)</li> <li>300+ at every event (monthly meetings/symposium, etc.)</li> <li>Focused, informative programs based on greatest member needs</li> <li>Fully sponsored pre-planned meetings and events</li> <li>Our organization is providing technological expertise</li> <li>Develop Practice Development Groups/Programs for out-state members</li> <li>Opportunity to grow professionally through practice management education</li> </ul>	<p>PG, MS, Mshp SYMP PG Partnership PG, SYMP MS, PG SE, MS</p>	
<p><b>FPA membership is essential to planners</b></p> <ul style="list-style-type: none"> <li>1,000 members or 80% of financial planners/practitioners in state</li> <li>FPA membership essential to planners</li> <li>(You) Wish you were here</li> <li>Single shared vision</li> <li>The FPA culture will have emerged</li> <li>Encouragement of diversity of FPA members</li> <li>Leadership composed of broad base (10%) of members</li> <li>FPA offices and staff (meeting and education facilities)</li> <li>Activities that encourage development of professional and personal relationships</li> </ul>	<p>BD BD BD BD BD Mshp BD BD BD</p>	
<p><b>All levels of formal education, includes financial planning curriculum</b></p> <ul style="list-style-type: none"> <li>Facilitation of financial planning curriculum (secondary schools) through FPA</li> <li>Education in K-12 with FPA members acting as co-educators</li> </ul>	<p>GR,VS VS</p>	
<p><b>Collaborative relationships have been pro-actively established with other professionals</b></p> <ul style="list-style-type: none"> <li>Board members pursue cooperative relationships w/allied profession</li> <li>Joint meetings with other professionals</li> <li>Mutually supportive relationships developed between sponsors and members</li> </ul>	<p>BD BD Partnership</p>	
<p><b>Collaborative relationships have been pro-actively established with legislative community</b></p> <ul style="list-style-type: none"> <li>Legislators seek our input</li> <li>Active political presence</li> <li>State legislative standards for holding yourself out as a financial planner</li> <li>Interpersonal dialogue with legislative community</li> </ul>	<p>GR GR GR GR</p>	
<p><b>Professional capacity has been dramatically enhanced through mentoring, internship, and educational programs</b></p> <ul style="list-style-type: none"> <li>Mentoring programs</li> <li>Internship program for all college students majoring in financial planning</li> <li>Mentoring program for all FPA members enrolled in CFP</li> <li>Support and guidance at all levels of a fp's career from entry to succession planning in the profession</li> <li>Help non-CFP certficants become CFP certficants</li> <li>Guidance regarding succession planning for members</li> </ul>	<p>CD CD CD CD CD CD</p>	
<p><b>FPA of MN is recognized as the financial planning resource center</b></p> <ul style="list-style-type: none"> <li>Nationally recognized by FPA for leadership, programs, management</li> <li>Immediate public recognition of FPA of MN</li> <li>High degree of respect by public of FPA member with CFP designation as preferred financial advisor</li> <li>Other state chapters call us for advice</li> <li>Media contacts FPA on all financial planning matters</li> <li>Speakers seek to present programs in Minnesota</li> <li>FPA is as recognizable as any other professional organization</li> <li>Having a financial planner is no longer a luxury</li> <li>PR/media events held quarterly, enhanced website, including educational video tracks for the public; seen everywhere - billboards, tv, radio, newspaper, magazines</li> </ul>	<p>BD PR PR  ED PR BD BD PR  BD</p>	