

FPA of Maryland Partners Committee  
Committee Report  
November 20, 2005

1. The 2006 Chair of the Partners Committee will be Joe Garrison. I will be co-chair for part of the year.
2. Status of renewals:
  - a. 11 Platinum (one more spot available)
  - b. 1 Gold
  - c. Many prospective partners are currently evaluating the benefits outline and are communicating to a committee member on their decision.
3. 2006 Speaking Schedule – Joe Garrison has been keeping track of the calendar, but to-date the Super CE and September meetings are filled.
4. 2006 Goals
  - a. Encourage partners to refer partners/members – receive a discount, etc.
  - b. Develop codes of conduct for all partners and refine the pricing policy.
  - c. Neil Sweren will continue to be our liaison on the membership committee.
5. No outstanding items

## Leadership Principles Template

**FOSTERING TRUST:** What do I need to do to foster trust with other people (internally and externally) who can help me be successful?

- Accountability & Communication
- Keeping to word. Over deliver
- Relationship Mgr. Function

**VISION:** What is our shared vision for our (chapter/committee) and what is the general objective we seek to achieve? Does it create enough excitement that it is worth doing!

- To have an optimal number of quality partners that are active with our committee and the organization as a whole.
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**DEVELOPING STRATEGY:** What is our strategy for achieving our vision?

**Critical Success factors:** What are the most essential tasks that need to be performed to achieve our vision? Who is assigned to successfully complete each part of the work?

Factor	Who is assigned
Recruitment	• All FPA Members Year round • Member recruit & member program
Retention	• All FPA members
Program Design	committee
Relationships	committee members
Leadership / Communication / Coordination	committee chair

**Identifying Our Allies:** Who are potential allies within the FPA as well as outside the FPA, who can help us successfully achieve our vision and carry out our strategy?

Internal Allies	What do we want?
Members.	• Recruitment
Existing Partners	- Find Opportunities - Recruitment
Board	- Change perception of partners.
Other Committees.	- Provide speakers to programs. - Make partners a resource • Member referral prog. for partners.
External Allies	What do we want?
Co-workers / other Industry Professionals of Partners.	

**ENERGIZING ALLIANCES:** What do we want (see above) and need from our allies to achieve our vision and carry out our strategy? **What do they want and need from us?** Who will be assigned to structure and maintain the relationship with each alliance?

Ally	What do they want?	Who assigned
Partners	An organization that helps them grow their business	- All members of the committee as assigned by the Relationship Management System
Programs Committee	• Partners to speak at meetings • Experts on topics.	
Membership Committee	• Grow membership	- Partners (Partners get a member program) • All Committee members - Neal? as a Liason.

**ACTIVATING TRANSFORMATIONS:** What individual, team or organizational practices need to be changed to successfully carry out our strategy and achieve our vision? Consider: time management, personal communication skills, team communication methods, and improved teamwork and cooperation.

### Individual Changes You Need to Make

- Ensure our <sup>existing</sup> partners are happy. Periodic reminders to them of ways they can use the FPA to grow business.
- Grow our Gold level sponsorship.
- Keep Platinum fully booked in 2007
- Remind members about the member get a partner program.

### Team Changes

- Announcement at all meetings
- Email reminder once a quarter
- More contact with the partners you are a relationship mgr. for. Contact 5x per year to remind them of the things they should be utilizing the FPA for. (Article dist., both @ meetings, etc)
- Partner get a member program & partner get a partner.

### Organizational Practices

- Bi - Monthly breakfast meeting w/ Committee & Partners.
- Annual Partner appreciation meeting
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**ACHIEVING AND MEASURING RESULTS:** Establish a measuring program to ensure that we will measure both progress and results. Create a schedule where we receive reports about individual progress and about our progress in fulfilling critical success factors and developing productive allies.

