

FPA of Maryland Board Minutes of October 25, 2007

Attendance

BOARD MEMBERS PRESENT

Eric Brotman, CFP®, MSFS, CLU

Lena Nebel, CFP®

Michael Kitces, MSFS, MTAX, CFP®, CLU, ChFC, RHU, REBC, CASL

Jeffrey Berman, CPA, CFP®

Scot Stark, CFP®, MBA, CMFC

George H. Collis, CFP®

Charles R. Wolpoff, JD, LLM, CFP®

Neil Sweren, CMC, CRMS

George Jankiewicz, CFP®, CPA

OTHERS PRESENT

F. Michael (Mike) Curley, ChFC/Executive Director

Approval of Minutes for August 23, 2007 meeting

Minutes were approved as posted on

http://www.fpamd.org/documents/FPAOFMDBOARDMINUTESOF082307_000.pdf

prior to the meeting.

Treasurer Report

Balance Sheet and P&L Budget vs. Actual statements as of October 31, 2007 were distributed by e-mail prior to the meeting, reviewed by Jeff Berman and **approved by the board at the meeting**. Copies of the statements are available to Board members upon a request to the ED (director@fpamd.org).

New/Old Business

Executive Director Report (Curley)

Re-characterization of 2007 board retreat charge is complete

Directions for accessing my PC using GoToMyPC.com are completed and ready for the secretary.

Directions for accessing Connected Data Protector are completed and ready for the secretary

Pinnacle award DVD is fantastic

Magnet Mail e-Marketing:

- Not all e-mails are received by our stakeholders formatted as intended when

using MS Outlook/Outlook Express (e. g, e-mail regarding speakers for 11/8 seminar)

- The appearance of messages received by our stakeholders is representative of our organization.
- With that in mind I'm looking at ways to improve our messaging.
- Magnet Mail features web-based integrated e-mail and fax delivery with iMIS integration, CAN-spam compliance, list management, and tracking and reporting.
- Based on an estimate of our usage, our estimated cost per month is \$75-\$100.

Social Responsibility

- My e-mail (two responses)
- In an article, *The Business Case for Socially Responsible Strategy* which appeared in the 9/07 issue of *Associations Now* (the journal of the ASAE), the author interviews David Cooperrider (sound familiar?), director of Case Western Reserve University's Center for Business as an Agent of World Benefit. In my estimation, Cooperrider makes an excellent case for incorporating social responsibility into association practices and goals. I believe that social responsibility can create passion, empowerment, and engagement of our stakeholders; increase the number of our stakeholders; and create increased media attention – all of which are either directly or indirectly part of our current mission. I suggest that you read the article, which I sent to your inbox last night, and I challenge you to consider how the chapter can develop a socially responsible strategy for the future. As always, I welcome your questions and comments.

Executive TF Report (Brotman)

FPA Aspirations and Agreements

Eric led a discussion of the document. **The board agreed to schedule a teleconference for all current board members, incoming board members, committee chairs, and the CEO at 2 PM on November 5, 2007 to discuss the document and prepare our representatives to the November 9-11, 2007 CLC in CO to make the feeling of the board known to other CLC attendees.**

Chapter surcharge

The board agreed to set the annual chapter membership surcharge at \$40 for all renewing members who are invoiced for the surcharge by FPA, beginning with January 2008 renewals. The board requested the ED to ask FPA about its plans for increasing its membership dues in the future.

Task Force Assignments

The board agreed on the following standing task force membership composition for 2008:

- ETF- Lena Nebel (Chair), Michael Kitces, Charlie Wolpoff, Mike Curley

- PPT- Michael Kitces (Chair), Scot Stark, George Collis, and Joe Garrison.
- POT-Charlie Wolpoff (Chair), Neil Sweren, Jeff Berman, and Bryan Kelly.

Board Retreat

The board agreed that the 2008 Board Retreat will be held on Saturday, January 26, 2008 in Severna Park MD.

Planning & Program Development TF Report (Nebel)

Listening Project Update

Interviews are being conducted and will continue into 2008.

Annual Retreat

Lena and Charlie Wolpoff are preparing the agenda for the retreat, which will be ready for board action in time for the December 6 board meeting.

Year To Date Progress

The Listening Project has been the sole focus of the PPT in 2007.

Performance Oversight TF Report (Kitces)

FPA of MD college student membership

Michael led a discussion regarding the funding of membership dues for college students in a financial planning track at Salisbury and Towson universities. **The board agreed to refer the matter to the Membership Committee for a proposal to the board.**

Committee Reports

Michael recited the highlights of the reports:

- Membership is at an all-time high
- Partners have been approached regarding renewals for 2008; there will be enhancements to the benefits packages for each partnership level in 2008.

Open Forum

There was no request for additions to the agenda.

Adjournment

The meeting was adjourned with the consent of all present. The next board meeting is scheduled for **December 6, 2007 (8-10 AM in Columbia)**. Details can be found at <http://www.fpamd.org/board.php>.