

## FPA OF MD BOARD MINUTES OF NOVEMBER 30, 2006

### **Board Members Present:**

Shaun Eddy, CFP®  
Eric Brotman, CFP®, MSFS, CLU  
Jeffrey Berman, CPA, CFP®  
George H. Collis, CFP®  
Charles R. Wolpoff, JD, LL.M., CFP®  
Michael Kitces, CFP®, CLU, ChFC, MSFS  
Herb Meushaw  
Lena Nebel, CFP®

### **Others Present:**

Mike Curley, ChFC (ED/CEO)  
Scot Stark, CFP®, MBA, CMFC (Director Elect)  
Dwight Mikulis, CFP® (FPA CLRC member)

**Minutes:** Minutes for meeting of September 28, 2006 were accepted as posted on the Chapter web-site prior to the meeting, **with the following clarification: assignments to the POT and PPT were, and will continue to be, made based on the board member's experience – not the board member's title.**

**Treasurer's Report:** *Balance Sheet, and P&L Budget vs. Actual statements, and Opportunity Fund 2006 Detail* as of November 30, 2006 were distributed and reviewed.

**No action was taken by the Board.** Copies of the statements are available to Board members upon a request to the ED ([director@fpamd.org](mailto:director@fpamd.org)).

**Business:** Business was conducted based on the agenda set by the Executive (Governance) Task Force and posted on the web-site prior to the meeting.

### **Executive Task Force Report**

1. **2007 Budget (Berman)** – The budget, a copy of which was sent (via e-mail) to each board member prior to the board meeting, was approved as presented, **with the following exception: the name of Expenses/Board Expenses line item *Annual Board Social* was changed to *Leadership Dinner*.** Copies of the budget are available to Board members upon a request to the ED ([director@fpamd.org](mailto:director@fpamd.org)).
2. **New Board Member Orientation (Nebel)** – The contents of the *Board Member Manual* was presented/discussed, and **the *Manual* was approved for distribution to new board members Sweren and Stark prior to the January board meeting, and all existing board members at the January board meeting.**
3. **Attorney on the Board (Brotman)** – Eric told the meeting that four chapter members (who are attorneys) responded to the board's request for interest in serving as the Attorney on the Board. After some discussion, it was determined that none of the four members had direct experience working with not-for-profit associations, and **George Collis was asked to contact Marshall Paul of Saul**

Ewing to see if his offer of April 2006 was standing, and, if so, to offer him the position.

4. **2007 Calendar (Nebel)** – Lena proposed the dates/locations for the Leadership Dinner, Board Meetings, and Strategic Planning Meeting. **The Board acted to approve the calendar.** (The master calendar is posted online at <http://www.fpamd.org/newsletter.php>, and the board meeting times/dates/locations are posted online at <http://www.fpamd.org/board.php>.)
5. **Pro Bono program update (Nebel)** – Lena reported on the results of the second *pro bono* (Survey Monkey) survey, and **the Board acted to send the program back to the PPT.**

### **Planning and Program Development Task Force Report**

1. **Media Policy (Brotman)** – The PPT proposed the following requirements for inclusion in the chapter media distribution list:
  - ◆ must be an active member in good standing of the FPA and of the chapter.
  - ◆ must be a CFP® (for consumer press items only, not required for industry press).
  - ◆ must be a current FPA of Maryland board member, a current committee chair, a current committee member, or a past board member.
  - ◆ must complete at least a one-hour media training session.The media training sessions are available as one (1) or three (3) hour presentations, conducted by FPA National. The plan is to invite Heather Almand (Director of Public Relations; Financial Planning Association®) or someone from her team to Maryland in February to do both sessions, which will be open to all chapter members. The sessions will be on the same day, but members will be able to opt for either session. Ideally, the one-hour session will be repeatable and handled locally, so we can offer it periodically throughout the year to add to the number of opportunities to get on the distribution list. The Public Relations Committee will be responsible for both the National-run sessions in February 2007 and the ongoing implementation and delivery of the local one-hour sessions. **The Board acted to approve the PPT recommendations, and requested that the first additional one-hour training session take place in March.**
2. **NAWBO (Brotman)** – The PPT proposed that the Public Relations Committee be responsible for the coordination of efforts with NAWBO, including budgeting for involvement, filling the seats at the FPA booth at NAWBO events, and possibly for working towards finding speakers for an educational meeting. Linda Tice will head up this subcommittee of PR. **The Board acted to approve the PPT recommendations.**
3. **Speakers Bureau (Brotman)** – The PPT reported that it spent considerable time on a Speakers Bureau concept without resolution, and this will require more efforts. However, the general consensus involves the following elements:
  - ◆ PPT is in favor of a Speakers Bureau if there is a component of the program that involves training (Toast Masters, etc...)
  - ◆ any inclusion in the Speakers Bureau must be decided by an objective set of

criteria.

◆ more discussion is needed on how to **market** a Speakers Bureau, as this was a critical discussion point.

◆ a poll of our chapter membership is a good next step to determine levels of interest and likelihood of participation in a Speakers Bureau.

**The Board acted to send the project back to the PPT for additional work.**

### **Performance Oversight Task Force Report**

1. **Committee Plans of Work (Nebel)** – Lena reported that the 2007 plans of work were received by the POT on the November 1<sup>st</sup> deadline, and that they had been reviewed and discussed with the CEO, and comments/suggestions were shared.

2. **Committee Reports (Nebel)** – Lena reported that committee reports were received and that the POT had taken no action regarding them.

**Adjournment:** The meeting was adjourned by a consensus of the Board members.

**NEXT BOARD MEETING WILL BE HELD Thursday, January 25, 2007, from 8-10 AM at the offices of:**

**Pinnacle Advisory Group, Inc.**

*6345 Woodside Court-Suite 100*

*Columbia MD 21046*

*phone: 410-995-6630*

DIRECTIONS: US-29 (Columbia Pike) to Broken Land Parkway (East) to Stevens Forest Road. Turn right to Woodside Court, and turn left to 6345 Woodside Court (on your left).