

FPA of Maryland Partners Committee  
Committee Report February 18, 2005  
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1. Overall Mission:

The Partners Committee of the FPA of Maryland has two primary missions. The first is the organization focused mission to provide strong partnerships with vendors and sponsors to facilitate education in terms of practice development and product knowledge. The second is the partner focused mission to create a value added opportunity for vendors and sponsors to have favorable access to Certified Financial Planner Practitioners® and other financial service professionals for the purposes of business development.

2. Current Committee Members:

- a. Lena Mummert (Chair)
- b. Dave Sloper (liaison to study group committee)
- c. Neil Sweren (Partner and liaison to social event committee)
- d. Dan Reilly (Partner)

3. Committee Meetings

We are holding structured meetings every month until the Super CE Meeting. We will then have our meetings every other month. Mike Curley has been in attendance. Eric Brotman (2004 Chair) will also serve as our guide. All partners are welcomed and encouraged to attend.

4. Partners Breakfast

This is currently scheduled for April 29<sup>th</sup> in Columbia. This is an annual opportunity as a group to have partners voice their concerns and share their thoughts on the FPA and the new partner benefits and programs. We will be drafting our agenda during our March 24<sup>th</sup> Committee Meeting.

5. Partners List

As of today we have 10 Platinum Partners (12 is our capacity), 3 Gold Partners and 1 Silver Partner. Out of our Partners: 3 increased their sponsorship to Platinum this year, 4 are new partners. We are actively seeking non-traditional partners to fill the spots as well as attend the social events.

6. Items currently Implementing

- a. Relationship Manager-Each committee member is assigned a few partners to contact them on the following topics: feedback from meetings they attended, reminder about meetings (membership, committee, social events)

and study group), liaison between them and the committee, touch base calls.

- b. Committee Members are also serving on select committees within the programs committee.
- c. All platinum partners will have a booth at all membership meetings and all partners will be introduced at every meeting. Platinum partners speaking time has also increased by 10 minutes.
- d. During the Super CE Meeting, all partners will be aligned around the room so that they can have more visibility than last year.
- e. All renewing Platinum Partners have first take on the speaking slots. If a platinum partner drops down a level one year, then back up to Platinum the next, they are not considered a renewing Platinum Partner during that year.
- f. All partners are encouraged to bring non-FPA members to all FPA events.

7. Action Items to discuss for 2006 (and possibly late 2005)

- a. Referral Program-encourage current members to refer partners. If those partners join, that member will receive a discounted or free membership for one year.
- b. A la Carte Options-many partners have inquired about sponsoring one meeting and/or event
- c. Increase committee members
- d. Develop a marketing program for the partners so that they can utilize all of their benefits to the maximum potential.