

Financial Planning Association of Maryland COMMITTEE REPORT

Committee Name Program Committee

Chair None (Acting Chair: Charlie Wolpoff)

Date February 16, 2009

Committee Member names:

Ken Dixon, Celia Neville, Ken Franklin, Jeff Merwin

New members (names) since last committee report:

Members that have left (names) since last committee report:

Updates:

Each event is being coordinated by an event chair or co-chairs.

March: Michael Kitces and Joe Garrison have a Roth IRA seminar planned

April: Sharon Seal arranged a lacrosse social.

May: Dwight Mikulis in the process of planning Super Symposium, including alternate tracks.

June: John Hill and Bryan Kelly held their first substantive conference call (with Celia) last week.

July's pro-bono event is still uncertain. Both Ken and Pete are pursuing different types of pro bono ideas.

August: Lena is planning an Oriole social.

September: After the March event, Michael Kitces and Joe Garrison will start planning.

October (Financial Planning Week): Mary Dunlap is pursuing career day with Towson U.

Mike Curley arranging Junior Achievement event.

November: Regulatory/Legislative meeting (presumably with CE) to be planned by GR & Bissett.

December: Pam Gilmour planning photography class/dining social.

Concerns/Issues:

Need a program chair. Must decide on procedures for planning 2010 events.

Upcoming Committee Meetings (time, date, venue):

In process of planning a conference call, hopefully this week.

Succession strategy:

I have spoken with Celia about her becoming Program chair for 2010. Follow-up discussions are planned.

Financial Planning Association of Maryland COMMITTEE REPORT

Committee Name Government Relations

Chair Craig Berman

Date 2-12-09

Committee Member names:

William Bissett (Board Member)

Crystal Cooper

Adam Freeland

Michael Calebrese

New members (names) since last committee report:

Two new potential members have contacted me about joining --
But haven't signed up yet.

Members that have left (names) since last committee report:

Updates:

We are about to have our Annapolis evening - from the response so far, seems like many will participate hope this will lead into planning our Fall event - maybe another legislative roundtable, maybe a key note speaker. We also maybe called to testify for hearings in Annapolis for financial planning literacy initiative being advanced by certain assembly members - and we have certain volunteers who said they would be interested if we are asked to testify.

William Bissett and I have even discussed creating a larger event - may not happen this year, but at least can start thinking about - that is similar to the National legislative event put on by the Northern California FPA chapter.

Concerns/Issues:

Upcoming Committee Meetings (time, date, venue):

A March debriefing of the Annapolis event will be scheduled. This would be a phone based meeting. We will also talk about anything that the committee members are interested in getting involved with from a legislative standpoint.

Succession strategy:

If asked to be appointed to the Board, Crystal Cooper or Adam Freeland would probably be excited to take over.

Financial Planning Association of Maryland COMMITTEE REPORT

Committee Name Membership

Chair Mary Dunlap

Date 2/16/2009

Committee Member names:

Sharon Keys Seal P.C.C.; Edric McSween; Jean Dunn, CFP®; Glenn Ankenbrand; George S. Jankiewicz
CFP, CPA;

New members (names) since last committee report:

Robert (Bob) W. Cassel , CFP®, EA; David Froman, CFP®

Members that have left (names) since last committee report:

None

Updates:

1/26/2009 Phone meeting – Membership Committee

Initiatives for year 2009

I have listed the summary of our conversation on Monday 1/26. It was an exciting conversation and everyone, I feel, is ready to get started.

I feel everyone realizes that it takes more than one person to run these initiatives.

For each initiative, I list people:

- Who have either volunteered for an initiative (because this may be their passion and/or they feel they are suited to accomplishing the initiative)

OR

- Who have mentioned they are interested in this area

If you are listed for an initiative, I want to talk with you about your willingness to manage the project. We need people to manage the initiatives and we can find the people to assist you.

In our next phone meeting in February, (2/16 at 4 pm), we will review the initiatives and what is needed to run the initiative. Then I will schedule individual time with the members who are running initiatives to talk about what they need to help them in running and accomplishing the initiatives.

I always respect your time limits and please let me know if I am meeting these time limits.

a. **Recruit:**

i. **Outreach to Broker/Dealers**

1. Identify larger broker/dealer companies in our area and communicate the value of joining a local chapter.
2. Make certain we communicate the value of our chapter

What is needed and who will be working on it:

Edric McSween has talked with Lon Jury – regional manager for Ameriprise Financial in our area (Baltimore, Columbia, Frederick, Hagerstown, north to Delaware)

Lon Jury has agreed to pass out a letter from our FPA chapter inviting planners to join our chapter and the benefits of doing so.

What is needed:

Edric and Charlie Wolpoff are working on the letter.

What would Edric and Charlie need from the FPA chapter to include in their letter?

Mary Dunlap has talked with **David Forman**.

David is a CFP® and part of Ameriprise Financial – formerly H & R Block Financial Planning.

- David's passion is in educating advisors – exploring and sharing ideas and best practices.
- What he wants from the FPA of Maryland: Best practices to take back to his group of planners and also work to have his planners more involved in the chapter as well.

David has indicated that he is interested in this area and also has contacts with other managers in the area. He would be interested in working on the outreach to other broker/dealers.

Thank you Edric and Charlie for your help!

Thank you and Welcome to David Forman!

At our 2/16 phone meeting:

- **Talk about the letter Edric and Charlie are working on**
- **Mary Dunlap would have called Edric and Charlie previously to get a status update and to let them know that David Forman is a new member**
- **Let's talk about what we can do to outreach to other broker/dealer regional managers**
 - **What will that outreach be?**
 - **How will we do it?**
 - **Who will be involved?**

ii. **Member Get a Member**

1. At our 1/26 phone meeting, we agreed to continue to make our members aware of our FPA national chapter contest and to ask our members at each meeting to continue to refer other members.
2. Make certain we have a process to continue conversations with people who are referred and become members.
 - a. Make certain they are acknowledged at meetings
 - b. Find out what interests them
 - c. Call and remind them about meetings that are of interest to them.
3. Current budget does not allow

What is needed (and what we need to discuss at our 2/16 phone meeting):

- **Who should talk at meetings to encourage referring members?**
- **Can we identify chapter members who were referred by others and can they talk about the rewards and benefits they experienced?**
- **Do we wear something to meetings and socials that remind people to refer others?**
- **How do we continue the conversation with these new members?**
 - **Contact them about meetings that meet their interests**
 - **Follow-up with them about upcoming events and also to ask for their help (if they can give it)**

iii. Capture the CFP certificants

1. We decided to “hold off” on this initiative and concentrate on the current FPA national marketing campaign to reach out to the CFP certificants and non-member CFP.
2. Mary Dunlap needs to present details to our chapter board to develop a plan to follow-up on people who inquire about joining our chapter.

What is needed

Mary Dunlap will share more information on this after the chapter board meeting on 2/19.

iv. Colleges who offer financial planning courses

1. Go to colleges and talk to professors and department heads that run the programs – conduct some classes as part of the curriculum.
2. Go to career center and meet career counselor - talk about how the FPA can help college graduates make their financial planning careers a success.

What is happening:

This initiative is being developed through:

- Teaching Courses at Towson – George Jankiewicz and Charlie Wolpoff
- Developing a “Career Day” as part of the FPA meetings/events calendar next year – October 2009 – Mary Dunlap and George Jankiewicz are the members who are responsible for reporting and coordinating the event. Other committee members can assist in this area.
- **Timothy Chase and Tim Maurer – FPA of MD members (not committee members) have indicated interest in helping out.**
- **Jean Hyatt (a member of Maurice Offit’s office has told Mary Dunlap that she has experience in career days and can assist. Maurice Offit is a member of our chapter).**

At our 2/16 phone meeting:

Give committee members an update on our progress in this area.

v. Contact Allied Professionals

1. Identify allied professionals – such as mortgage industry, attorneys, accountants, banks – the FPA member contacts the allied professional and meets them for FPA meetings and also introduces the current membership campaign for allied professionals.
2. Send invites and follow-up with call or meeting

3. Utilize the allied professionals as speakers for FPA meetings on topics that are important to the FPA memberships.
4. Also use the chapter partners who sponsor FPA – have them as speakers or allow them to bring speakers, etc.

What is needed:

- Identify allied professionals and broker/dealers that would be open to having our chapter represented at meetings through – speaking, networking, being members, communications.
- Identify the process and who would be involved in maintaining communication or representation
- **We talked about asking members of our chapter who may be interested in making these outreaches. Mary Dunlap will contact the people we mentioned at our last phone meeting on 1/26.**
- **Jean Dunn (committee member) has indicated interest in this area and Mary Dunlap will talk with her about this.**

vi. Gen X Practice Development

1. Topics relevant to Gen X people
2. Have a theme for meetings or special study sessions

What is needed:

- Finding student and professor contacts at college(s) to create a financial planning group - -- Mary Dunlap met with Nick Critzos (a student at Towson) and he said that the students are trying to form such a group at Towson)
- Identify current members in our chapter who are considered Gen X and ask for their help (volunteering) to create the programs that would appeal to other Gen Xer's who are not members.
- **Edric McSween (committee member) has indicated interest in this area and Mary Dunlap will follow-up with him.**

b. Membership Retention – Appreciation

- i. “FPA Socials”. Invite new members and introduce them to people.

What is happening:

- **There are 3 social events this year and the first one is April 22**
- **Sharon Keys Seal and one other person could receive names of new members and call them to invite to Social.**
- **We need to talk about the process of sending the names**
- **We also need to talk with Michael Kitces about finding assistance.**

- ii. Renewing members appreciation events

What is happening:

- **Start recognizing people who are renewing and to thank them**
- **Mary Dunlap will contact Mike Curley. She will find generic “Thank you note” and sign them in advance. There are about 20 to 30 members renewing per month, We will send out these cards by mail.**

- iii. FPA Ambassadors at meetings

What is happening:

- This year Lena Nebel was assisting in this initiative by making certain an FPA Ambassador was on “on hand” at meetings to meet and talk with a new member.
- We will need to talk with Lena about her role for this year – can she help us and how?

Concerns/Issues:

Having enough volunteers – but we should have some FPA members who are not part of the membership committee now but can help us on some initiatives.

Making sure that are initiatives are not overwhelming so that goals are achieved and we have results.

Upcoming Committee Meetings (time, date, venue):

Phone meetings held 3rd Monday of each month at 4 pm.

Next meeting 2/16/2009 to discuss initiatives – who will be leading the initiative, what we need to accomplish (and by when) and what help do we need.

Succession strategy:

Financial Planning Association of Maryland COMMITTEE REPORT

Committee Name Public Relations

Chair Joy Slabaugh

Date February 16, 2009

Committee Member names:

Scott Millen

New members (names) since last committee report:

Scott Millen

Members that have left (names) since last committee report:

Not applicable.

Updates:

Committee Goals

Provide useable media list to members.

Release members' press releases on Chapter letterhead. (Craft guidelines for appropriate Chapter endorsement and submit recommendations to Board for approval. i.e., no product promotion, only educational?)

Send out press releases for and about Chapter activities, events and achievements.

Build Chapter relationships with media by dividing Chapter into regions, assigning a committee member to each region and tasking member with instigating media contact.

Pitch stories to media state-wide, direct media inquiries to regional committee member and/or local members.

Mike Curley has helped me survey the FPA membership regarding participation in this committee. I am still processing the results. Once I have finished, I will schedule a conference call between Charlie and committee members to kick-off this committee.

A useable media list is nearly ready to be shared with the FPA membership at large. I am waiting to do this until I have a committee built so that committee decisions are not unilateral.

I have enlisted a (young) writer who is willing to write Chapter press releases in exchange for items to fill her portfolio.

Concerns/Issues:

At this point, my largest concern is creating a committee of members willing to work.

I am concerned about lining up public relations training for committee members so that they are eligible to respond to media inquiries. I am not certain where to begin with this project and am hopeful the Programs committee will be able to work with me.

Upcoming Committee Meetings (time, date, venue):

Our first conference call is not yet scheduled but should be late this month.

Succession strategy:

Build the committee and from that, groom a replacement for the Chair.

Financial Planning Association of Maryland COMMITTEE REPORT

Committee Name Partners

Chair Lori Silverthorne

Date 2/17/09

Committee Member names:

Lori Silverthorne (chair)
Rosemarie Cohen
John Danz
Tres Hughes

New members (names) since last committee report:

none

Members that have left (names) since last committee report:

none

Updates:

-All existing partners have been given the opportunity to take advantage of 2009 partner benefits with the FPA of MD. We had several partners drop their partnership due to current state of economy and still a handful that say they are unable to commit for 2009. Right now the committee is focused on getting partners signed up for their speaking slots at quarterly meetings through out the year.

Upcoming Events:

Concerns/Issues:

-Having difficulty getting committee members to participate on monthly calls.

Upcoming Committee Meetings (time, date, venue):

None scheduled

Succession strategy:

Need to discuss with Mike Curley