

## VIRTUAL MEETING

### Attendance

#### BOARD MEMBERS PRESENT

Charles R. Wolpoff, JD, LL.M., CFP®  
Scot Stark, CFP®, MBA, CMFC  
George Jankiewicz, CPA, CFP®  
Joe Garrison, CFP®  
William Bissett, CFP®  
Steve Larson

#### OTHERS PRESENT

Joy Slabaugh, CFP®/PR Committee Chair  
Craig Berman, JD, CPA  
F. Michael (Mike) Curley, ChFC/Executive Director

### Approval of Minutes for January 7, 2010 meeting

**Minutes were approved** as posted at <http://www.fpamd.org/board.php> prior to the meeting. Approved minutes are archived at [http://www.fpamd.org/board\\_archives.php](http://www.fpamd.org/board_archives.php).

### Treasurer Report

**Balance Sheet and P&L Budget vs. Actual statements as of February 28, 2010**, which were distributed by e-mail prior to the meeting, **were** reviewed by George Jankiewicz, 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](mailto:director@fpamd.org)).

### New/Old Business

#### Executive Director Report (Curley)

- **This is a virtual meeting.**
- **Bad debt expense** was incurred in 2009 for a \$1,750 unpaid platinum partner fee, and \$480 in unpaid chapter surcharges involving twelve chapter group members.
- **Consent agenda item regarding 2010 Planning and Program Task Force (PPT) Plan of Work**-The PPT presented its proposed 2010 plan of work **[FOLLOWS]**, and the plan was supported by all board members via electronic messaging to the ED. Acceptance of a consent agenda item requires that no Board member desires further discussion of the item.

#### Executive TF Report (Wolpoff)

- Charlie announced that board members and committee chairs are invited to a T Rowe Price-hosted/presented session regarding conducting effective meetings on a date between April 19-May 21.
- William is pursuing leadership succession; is asking for help from all board members regarding names of potential nominees; and will distribute a list of desired nominee characteristics to all board members.
- William reminded everyone that FPA of MD is celebrating its 10<sup>th</sup> anniversary in 2010.
- Charlie will respond to FPA's request to include FPA of MD in its 2010 Listening Tour.

### Planning & Program Development TF Report (Bissett)

**2010 PPT Members**-Bryan Kelly, Joe Garrison, and William Bissett.

#### **Work in Progress**

- a. 2010 Retreat follow up
  - i. PPT is working on inviting independent broker/dealer advisors and wire house branch managers/leaders to a steering committee-like meeting to discuss topics discussed as a follow up. Meeting date is May 6, 2010 at T Rowe Price in Owings Mills.
  - ii. Financial literacy efforts in Maryland: Can they be 'outsourced' and monitored?
  - iii. Utilization of Past Presidents-small meetings with volunteers group
- b. Development of PPT timeline/calendar recommendations-A preliminary timeline as been included for the PPT. As this is a "work in progress", we will continue to add to and adjust this throughout the year.

#### **Schedule and nature of PPT Meetings**

- a. First Wednesday of every month from 8-9 am.
- b. Summer golf outing (hopeful and not yet planned).
- c. Periodic lunch/breakfast meetings

**Timeline of PPT Tasks and Goals**-Make recommendations to the board on retreat follow up by August 2010

### Performance Oversight TF Report (Stark)

**Scot reported that the POT recommends the merger of the Program and Partners committees. After a discussion of the recommendation, all board members agreed to support the recommendation. Scot will brief involved committee chairs of the board-approved change.**

#### Open Forum

None

#### Adjournment

The meeting was adjourned with the consent of all present. **The next board meeting is scheduled for April 22, 2010.** Directions and additional details can be found at <http://www.fpamd.org/board.php>.

## FPA of MD Planning and Program Development Task Force

### Proposed 2010 Actionable Items

Our thoughts:

- 1) Community enhancement
  - a. Enhance our meetings (Joe)
    - i. More roundtable meetings/panels
    - ii. Small exercises before meetings (e.g., feed forward)
    - iii. Leader led networking
    - iv. More interactive meetings
    - v. Pre-assign tables at meetings
  - b. Membership outreach (Bryan)
    - i. Break down negative perceptions that FPA doesn't like warehouses
    - ii. Invite local broker/dealer branch managers to our meetings – free of charge
    - iii. Get B-D branches involved in membership/committees
  - c. Best practices sharing (William)
    - i. Develop a chapter demographic to assist in networking/mentoring/membership enhancement/partner development.
    - ii. Access the brain trust and facilitate study groups
  - d. Track our membership engagement percentage and create goals for increasing it annually
  - e. Enhance chapter websites (making the website work harder) – Can this go to POT?**
    - i. Use website member interaction**
    - ii. Have if/then propositions on the website**
    - iii. Have chart your own path on the website**
    - iv. Have a link on website for books recommended list for leadership skills**
    - v. Develop a community forum**

**1. Have a community tab on the website**

**vi. Blog/Twitter?**

2) Financial Literacy

- a. Financial Literacy – colleges/universities
  - i. Launch a Financial Literacy continuing education event for a local university.
- b. Bryan’s mention of “Academy of Finance”
- c. MACPA is making a push into Financial Literacy – Joe’s contact
- d. Further develop relationship with the MD Coalition for Financial Literacy (MCFL)
  - i. Have planners teach classes starting in high school thru college to educate next generation and create possible career path
  - ii. Educate legislature and regulators about the financial planning process
  - iii. Communicate to the public and media the six steps of what a financial planner is

3) Revenue Generation

- a. Continue diversification of meeting structure
  - i. A revenue meeting
  - ii. A leadership event
  - iii. Joint meetings with National Capital Area
- b. New Partner program
  - i. Introduction to FPA and how to effectively engage our membership.
  - ii. New Partner Breakfast/Ambassador Program
- c. Develop single event sponsorship
  - i. Increase number of targeted, smaller partnerships

- 4) Enhance our relationships with strategic alliances.
  - a. Match past presidents with committee chairs
  - b. Ask past leaders to serve on an “advisory board” that reports to the board on various things (i.e., GR outreach).
  - c. Focus group of ex-leaders whom we no longer see
  - d. Develop working relationships with other associations
  - e. Partner with other associations for joint events (NCA, NAIFA, NAPFA)
  - f. Do a competitive analysis of our competition and ourselves (maybe utilize past leaders)
- 5) Pro-Bono/Charitable efforts (to develop a better name than Pro-Bono due to National’s push on the use of Pro-bono)
  - a. Charitable efforts (Habitat) –
    - i. Should our charitable efforts be intertwined with our missions/values
  - b. Cultivate a Pro Bono Committee
    - i. Educate public through Pro Bono work, creating goodwill and collaboration between FPA members
  - c. Create a volunteers committee to provide a pro-bono help to non-profits or any type of socially responsible activity (i.e., Special Olympics).
    - i. Create “outside task force to go out and create relationships with community in general
    - ii. Ask past leaders to serve on an advisory board to talk to elected officials about the profession.
- 6) Leadership training (technically an issue that we are already starting)
  - a. Develop a more pronounced leadership training program for those seeking leadership skills from the chapter.
    - i. Book club/review – could be online.
    - ii. Leadership training for current and aspiring leaders
- 7) Build chapter business plan (i.e., plan of work)

- a. Work more effectively with our strategic alliances to educate them and increase our credibility

Pass on to the CEO/POT/Committees

8) Develop a system of meeting follow up

- a. A “What You Missed Report” for people that did not come to the chapter event.
  - i. Meeting List
  - ii. Testimonial from presentation
  - iii. Important announcements
  - iv. Other

9) Expand Career Day

- a. Have multiple career days in different areas of the state

10) Community announcements at the beginning/end of each meeting