



FINANCIAL  
PLANNING  
ASSOCIATION

MINNESOTA



# 2021 ORGANIZATIONAL MANUAL

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## Minnesota

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PLANNING  
ASSOCIATION

MINNESOTA

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Minnesota**

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**Change Tomorrows™**



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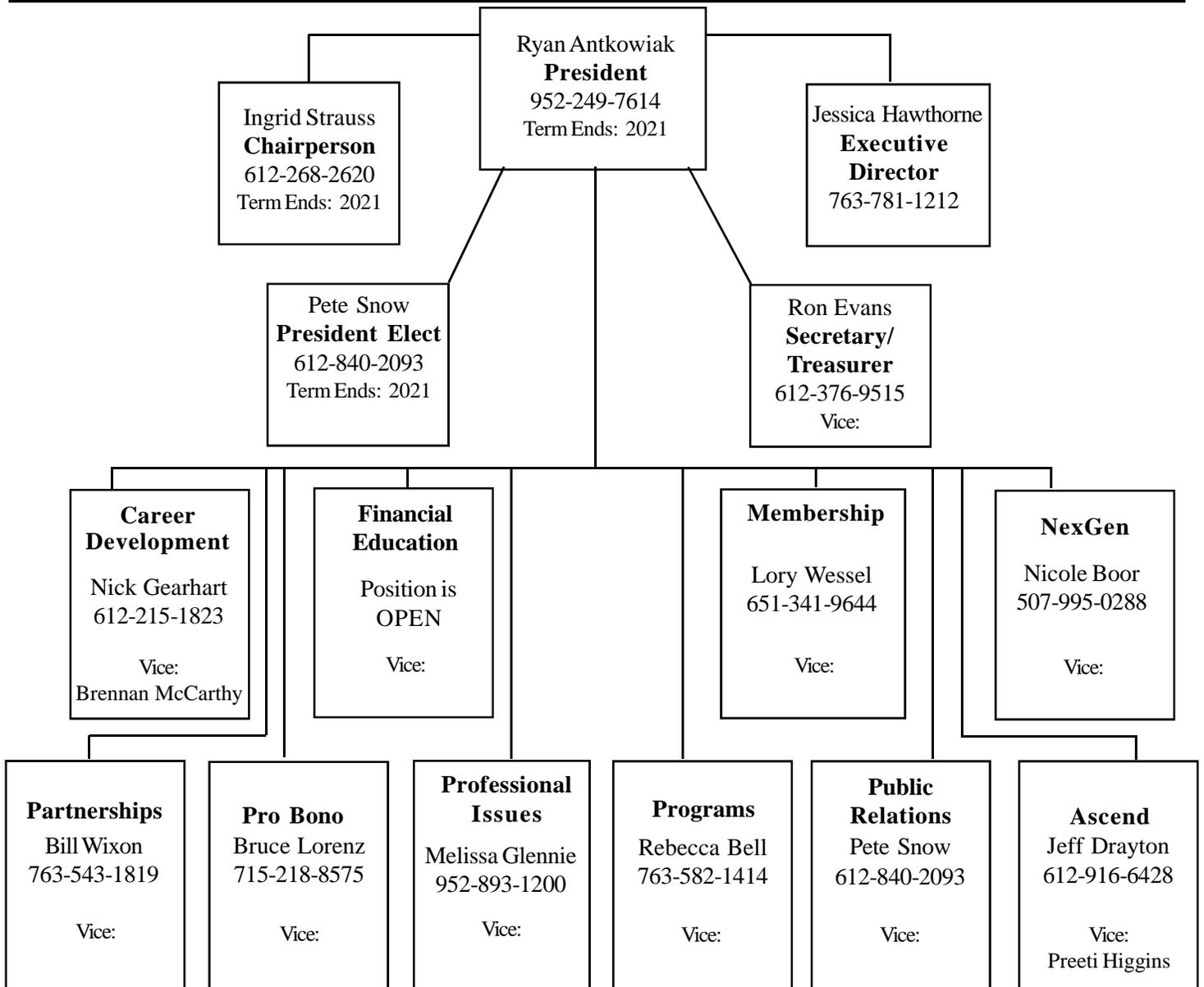
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*Are you interested in shaping the future of FPA?  
Do you want a hands-on experience using a leadership system  
which can be incorporated into your business and personal life?*

*Call 763-781-1212 now to volunteer!*

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- All Directors

*As a thank you for making FPA of Minnesota a better chapter,  
active committee members will receive 50% off the cost of their ASCEND registration.*



**PRIMARY AIM:**

Our primary aim is to elevate the profession that transforms lives through the power of financial planning.

**STRATEGIC DIRECTIVE:**

To be the indispensable resource for CFP® Professionals.

**MINNESOTA VISION STATEMENT:**

In our interactions with one another, we are committed to honesty, integrity, and open communication. Through the spirit of service, we foster stewardship and the development of recognized knowledge and competence. The FPA aim is achieved through its objectives:

- Facilitate the success of our members
- Cultivate the body of knowledge of personal financial planning.
- Grow the organization by bringing together those who champion the financial planning process.
- Unify the voice, focus and resources of the financial planning community.
- Advance brand awareness for professional financial planners, building the CFP® certification as the hallmark of the brand.
- Define and effectively communicate a common understanding of the discipline of personal financial planning and the benefits of its use.

**MINNESOTA MISSION STATEMENT:**

The Financial Planning Association of Minnesota champions the value of the financial planning process and advances the financial planning profession with the CFP® mark as its cornerstone. FPA of Minnesota seeks to:

- Foster competent, committed and ethical members;
- Provide educational and networking opportunities to assist members in their efforts to achieve personal and professional fulfillment;
- Build and retain a growing membership with a shared vision; and
- Help people recognize the value of the financial planning process as a way to achieve their goals and dreams.

**MINNESOTA PROGRAM SCHEDULE**

January 19, 2021 .....	Chapter Mtg 7:30 am, Virtual
February 16, 2021 .....	Chapter Mtg, 7:30 am, Virtual
March 16, 2021 .....	Chapter Meeting, 11:30 am, Virtual
April 7, 2021 .....	FPA of MN 8th Advocacy Day 9:00 am, Virtual
April 20, 2021 .....	Chapter Meeting, 7:30 am, Virtual
April 23 2021 .....	Career Day, 9:00 am - 4:00 pm, Virtual
April 29 2021 .....	Special CFP® Ethics Sesion- 2 hours 10:30 am, Virtual
May 5 2021 .....	MN Insurance ETHICS up to 3 hours of CE 10:30 am, Virtual
May 18, 2021 .....	Chapter Meeting, 2:30 pm, Virtual
June 15, 2021 .....	Chapter Meeting , 7:30 am, Virtual
July 21, 2021 .....	Chapter Meeting, 11:30 am, Virtual
August 2021 .....	No Chapter meeting
August 27, 2021 .....	Annual Golf & Bocce Ball Tournament 10:30 am, Bunker Hill GC
September 21, 2021 .....	Chapter Meeting , 7:30 am, TBD
October, 26-28, 2021 .....	FPA of MN Annual ASCEND conference Virtual
November, 16, 2021 .....	Chapter Mtg 7:30 am, Virtual
December 21, 2021 .....	Chapter Meeting and Networking Social, 2:30, TBD

See Website for Details: <http://www.fpamn.org/financial-professionals/calendar2/>

*Programs are held the 3rd Tuesday of the month. We rotate between breakfast, lunch and late afternoon. It is our goal to have the regular monthly meetings qualify for CFP, MN insurance, CPE, CIMA, and CLE continuing education. Practice management sessions follow some of the regular meetings. We also have NexGen Socials, First Year Member Socials, Partner-Member Socials, and a Volunteer Appreciation Event. Check the website for updates - Calendar / Events: <http://www.FPAMN.org>*



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ASSOCIATION**

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# **ABOUT FPA...**

## **One Leadership - Many Volunteers**

### **EXECUTIVE COMMITTEE**

We are here to serve our FPA of MN community by personally embracing the primary aim and core values of the Financial Planning Association. At the heart of our service is our membership.

### **CAREER DEVELOPMENT**

The Career Development Committee is dedicated to supporting the FPA in its efforts to build a strong professional community, especially through those new to the profession.

### **FINANCIAL EDUCATION**

The Financial Education Committee cultivates volunteer opportunities for FPA Minnesota members to enhance financial capability through education and outreach with community-based organizations while building awareness of the Financial Planning profession.

### **MEMBERSHIP**

The Member Services Committee and the New Member Committee merged on September 1, 2018 to work together to enhance the FPA of Minnesota's membership value, and to understand and respond to member needs. They will work closely with the recruitment and integration of new members during the first year of membership as well as with tenured members to provide extraordinary benefits and activities providing them the connections that enhance their practice and service to their clients.

### **NEXGEN**

The NexGen Committee creates opportunities for growth, education and networking for "non-member students and FPA MN members who are aspiring or early-career CFP® professionals", promoting the vision and mission of the both the national FPA NexGen group and the FPA MN chapter. The NexGen committee works to uphold and grow the community of NexGen within FPA MN membership with inspiration, encouragement and support for members of FPA.

### **PARTNERSHIPS**

The Partnership Committee's objective is to obtain partners and sponsors for the FPA so that the organization has enough money to fund its programs and operations. There are several different packages that the Committee offers and "sells" to prospective partners. It is the Partnership Committee's goal to completely sell out the annual symposium booth slots through these annual packages as well as solicit participation from the partners for various marketing opportunities throughout the year. It is also the Partnership Committee's objective to encourage partners to be involved with the FPA community and to take advantage of their various benefits in order to maximize their partnership dollars and retain their partnership commitment.

### **PRO BONO**

Making wise financial decisions aligned with one's values is a defining part of a fulfilling life. As such, we believe that every individual and family deserve access to quality financial planning services, regardless of their financial means or background.

We passionately serve the underserved members of our community. We believe that the most effective way to advance the practice and profession of financial planning is to share its power with those in need in our community, and that in doing so we **GROW** as much as we **GIVE**. This is why we

actively work to build relationships with Community Based Organization (CBO) partners, connecting members of underserved communities with opportunities to engage in pro bono financial planning engagements with the nearly 300 qualified CFP® practitioner members of FPA of Minnesota.

### **PROFESSIONAL ISSUES**

The Professional Issues Committee tracks legislative and regulatory issues and other developments relevant to financial planners. We work on developing and maintaining a relationship with legislators and regulators through our advocacy efforts. We also spend time discussing and considering best practices on issues that financial planners face every day. We seek to inform and promote discussion on issues such as cybersecurity and eldercare through our writings in FPA publications. We look to highlight the steps all financial planners need to address in order for financial planning to be recognized as a profession.

### **PROGRAMS**

The Program Committee ensures the monthly programs have a strong educational basis as well as engaging, non-soliciting speakers. Through polling we attempt to identify the needs and wants of the membership. We look for input on topic, speakers, and location in an effort to maximize membership attendance.

### **PUBLIC RELATIONS**

The Public Relations Committee members plan and direct programs designed to create and maintain a favorable public image of the financial planning profession. We work together to develop strategies for increasing public awareness of financial planning in general and the FPA specifically. We also promote financial planning and the FPA association to the media as well as coordinate the dissemination of news releases, public service announcements, financial news and other information to local news outlets.

### **SYMPOSIUM**

The primary mission of the Symposium Committee is to create a premier educational conference for financial professionals. Members of the committee work together to secure speakers, create the agenda, determine the marketing components to drive higher attendance, increase membership and work to obtain CE approval. Promotion of the annual Symposium is key as is excellent speakers and agenda of topics. Our committee seeks to increasing attendance, enhance professional development, support education of practitioners and provide networking and partner opportunities.

**Welcome to FPA**

**One Profession.  
One Designation.  
One Association.**



**NATIONAL'S CORE IDEOLOGY:**

**Primary Aim:** Our primary aim is elevate the profession that transforms lives through the power of financial planning.

**Core Values:**

**We lead with power and purpose:**

We take bold, courageous and visionary action.

**We are passionate about our calling:**

We pursue passion with heart, spirit and drive.

**We strive for personal and professional excellence:**

We pursue learning and continuous improvement, always and everywhere.

**We connect for collaborative impact:**

We forge communities to make a difference knowing we are wiser together.

**We care for and support each other:**

We foster belonging, mutual care and the spirit of service in our relationships.

**FPA's Business Objectives:** Our Business Objectives describe actions we will take to achieve our Primary Aim. We seek to accomplish this through strong and active leadership in partnership with FPA's community of chapters.

- Unify the voice, focus and resources of the financial planning community, bringing together those who champion the financial planning process.
- Facilitate the success of our members and grow the organization.
- Cultivate the body of knowledge of personal financial planning.
- Advance awareness of the characteristics of professional financial planners and support the standards of the CFP® certification in order to serve the public.
- Define and effectively communicate a common understanding of the discipline of personal financial planning and the benefits of its use.

**CODE OF ETHICS:**

This Code of Ethics is an expression of the financial planning profession's recognition of its responsibilities to the public, to clients, to colleagues, and to employers. These principles apply to all Financial Planning Association (FPA) members and provide guidance to them in the performance of their professional services.

***Principle 1 - Integrity***

An FPA member shall offer and provide professional services with integrity.

***Principle 2 - Objectivity***

An FPA member shall be objective in providing professional services to clients.

***Principle 3 - Competence***

An FPA member shall provide services to clients competently and maintain the necessary knowledge and skill to continue to do so in those areas in which the designee is engaged.

***Principle 4 - Fairness***

An FPA member shall perform professional services in a manner that is fair and reasonable to clients, principals, partners, and employers and shall disclose conflict(s) of interest(s) in providing such services.

***Principle 5 - Confidentiality***

An FPA member shall not disclose any confidential client information without the specific consent of the client unless in response to proper legal process, to defend against charges of wrongdoing by the FPA member or in connection with a civil dispute between the FPA member and client.

***Principle 6 - Professionalism***

An FPA member's conduct in all matters shall reflect credit upon the profession.

***Principle 7 - Diligence***

An FPA member shall act diligently in providing professional services.

# FPA STRATEGIC FRAMEWORK

## Our Primary Aim

To elevate the profession that transforms lives through the power of financial planning

## Our Core Values

**We lead with power and purpose**

We take bold, courageous and visionary action.

**We are passionate about our calling**

We pursue our passion with heart, spirit and drive.

**We strive for personal and professional excellence**

We pursue learning and continuous improvement, always and everywhere.

**We connect for collaborative impact**

We forge communities to make a difference, knowing we are wiser together.

**We care for and support each other**

We foster belonging, mutual care, and the spirit of service in our relationships.

## Our Strategic Directive

To be the indispensable resource for CFP® professionals

## Our Value Lines

Advocacy	Business Support	Community	Education
<p><b>The CFP® Professional's Voice</b></p> <p>Where members engage in protecting their practices and guiding the profession.</p>	<p><b>The Resource for Business Success</b></p> <p>Where members enhance their ability to build and manage their businesses.</p>	<p><b>The Diverse Gathering Place</b></p> <p>Where members connect with and learn from their peers.</p>	<p><b>The Authoritative Source</b></p> <p>Where members fulfill their educational needs to become better practitioners.</p>



By Whom

<p><b>Financial Planners are helping people of all income levels</b></p> <ul style="list-style-type: none"> <li>• Public service to underserved communities greatly enhanced</li> <li>• FPA members offer more pro-bono services</li> <li>• Financial planners are helping people of all income levels</li> <li>• Financial planners are involved in community outreach</li> <li>• Local foundation to promote financial education and financial health within community</li> </ul>	<p>Pro Bono Pro Bono Pro Bono, Fin'l Education Pro Bono, Fin'l Education Prof Issues, Public Rel</p>
<p><b>Focused informative programs based on greatest member needs</b></p> <ul style="list-style-type: none"> <li>• Meeting attendance above 200 (including psychologists, CPAs, attorneys, physicians, and clergy)</li> <li>• 300+ at every event (monthly meetings/symposium, etc.)</li> <li>• Focused, informative programs based on greatest member needs</li> <li>• Fully sponsored pre-planned meetings and events</li> <li>• Our organization is providing technological expertise</li> <li>• Develop Practice Development Groups/Programs for out-state members</li> <li>• Opportunity to grow professionally through practice management education</li> </ul>	<p>Programs, Membership Symposium Programs Partnership Programs, Symposium Membership, Programs NexGen, Membership</p>
<p><b>FPA membership is essential to planners</b></p> <ul style="list-style-type: none"> <li>• 1,000 members or 80% of financial planners/practitioners in state</li> <li>• FPA membership essential to planners</li> <li>• (You) Wish you were here</li> <li>• Single shared vision</li> <li>• The FPA culture will have emerged</li> <li>• Encouragement of diversity of FPA members</li> <li>• Leadership composed of broad base (10%) of members</li> <li>• FPA offices and staff (meeting and education facilities)</li> <li>• Activities that encourage development of professional and personal relationships</li> </ul>	<p>Board Board Board Board Board Membership Board Board Board</p>
<p><b>All levels of formal education, includes financial planning curriculum</b></p> <ul style="list-style-type: none"> <li>• Facilitation of financial planning curriculum (secondary schools) through FPA</li> <li>• Education in K-12 with FPA members acting as co-educators</li> </ul>	<p>Professional Issues Financial Education</p>
<p><b>Collaborative relationships have been pro-actively established with other professionals</b></p> <ul style="list-style-type: none"> <li>• Board members pursue cooperative relationships w/allied profession</li> <li>• Joint meetings with other professionals</li> <li>• Mutually supportive relationships developed between sponsors and members</li> </ul>	<p>Board Board Partnership</p>
<p><b>Collaborative relationships have been pro-actively established with legislative community</b></p> <ul style="list-style-type: none"> <li>• Legislators seek our input</li> <li>• Active political presence</li> <li>• State legislative standards for holding yourself out as a financial planner</li> <li>• Interpersonal dialogue with legislative community</li> </ul>	<p>Professional Issues Professional Issues Professional Issues Professional Issues</p>
<p><b>Professional capacity has been dramatically enhanced through mentoring, internship, and educational programs</b></p> <ul style="list-style-type: none"> <li>• Mentoring programs</li> <li>• Internship program for all college students majoring in financial planning</li> <li>• Mentoring program for all FPA members enrolled in CFP</li> <li>• Support and guidance at all levels of a fp's career from entry to succession planning in the profession</li> <li>• Help non-CFP certificants become CFP certificants</li> <li>• Guidance regarding succession planning for members</li> </ul>	<p>Career Development Career Development Career Development Career Development, NexGen  Career Development Career Development, NexGen</p>
<p><b>FPA of MN is recognized as the financial planning resource center</b></p> <ul style="list-style-type: none"> <li>• Nationally recognized by FPA for leadership, programs, management</li> <li>• Immediate public recognition of FPA of MN</li> <li>• High degree of respect by public of FPA member with CFP designation as preferred financial advisor</li> <li>• Other FPA chapters call us for advice</li> <li>• Media contacts FPA on all financial planning matters</li> <li>• Speakers seek to present programs in Minnesota</li> <li>• FPA is as recognizable as any other professional organization</li> <li>• Having a financial planner is no longer a luxury</li> <li>• PR/media events held quarterly, enhanced website, including educational video tracks for the public; seen everywhere - billboards, tv, radio, newspaper, magazines</li> </ul>	<p>Board Public Relations Public Relations  Executive Director Public Relations Board Board Public Relations  Board</p>

# *Team Leadership System*

- **Fostering Trust™**  
Trust is the intangible bond between leader and follower that is the basis for all leadership.
- **Creating Vision™**  
Vision is a view of the future people create themselves or accept from others. A vision presents risk and requires sacrifice but excites and inspires.
- **Developing Strategy™**  
Strategy is the essential plan which focuses and organizes the work of achievement. It links effort to outcome by bringing people and resources together, dividing the work, forming sequences of performance, establishing accountability, and giving meaning to responsibility.
- **Energizing Alliances™**  
Personal and organizational achievement typically result from the joined efforts of people who forge alliances based on the belief that efforts to achieve will produce mutual benefits; skill at creating alliances is basic to success.
- **Activating Transformations™**  
Changes in individual performance and changes in organizational practice are necessary to achieve new results. Facing change forthrightly is part of successful leadership.
- **Measuring Progress, Achieving Results, and Resetting the Vision™**  
Actively measuring progress maintains focus and permits course corrections before time runs out.

# *Leadership Doctrines*

Consider these statements of “leadership doctrines.” These doctrines are integral to a general theory of leadership. They lead to principles that define the effective process of leading.

## **1. Leaders Activate the Freedom to Choose**

Human beings are the most intelligent of all creations and are uniquely and inherently free to choose. Even though some people may resist freedom and the responsibility which comes with it, they achieve more and sustain their performance better when their freedom is activated by those who lead them. Leaders who activate the freedom to choose use the inviting words, “will you?” rather than “you will.”

## **2. Leaders Create Accountability and Responsibility**

Leaders create accountability and responsibility by involving others in setting goals and developing plans. Along with their option to choose, people have some measure of power in pursuing and achieving their goals, to act and not only be acted upon. Accountability and responsibility are greater when leaders involve those they lead in developing the means or methods of achieving and measuring the results.

## **3. Leaders Motivate and Inspire by Establishing High Standards of Performance**

People generally have goals to preserve and enhance life, liberty, and the pursuit of happiness. They are more motivated and inspired to achieve when leaders establish high standards of performance and link them to followers’ individual goals and objectives.

## **4. The Power of Leadership is Shared with Those Who Are Led**

The choices of one person are tempered by the choices of others, thereby restricting the ability to act unilaterally or to stop others from acting even where there is enough time and there are enough resources to spare. Coercion, threat, or any other form of excessive control may temporarily move people to act but eventually will diminish their willingness to achieve.

## **5. Leaders Bring People Together in a Common Cause**

People voluntarily align themselves with others to increase the power to achieve their goals when there is a possibility for all to agree on a common vision and strategy. Performance is accelerated when leaders take advantage of people’s willingness to join with others in a common effort.

## **6. Leadership is Based on the Integrity and Moral Character of the Leader**

People follow those whose moral character they trust and whom they judge will be beneficial in their lives without loss of power to choose and act. All achievement begins as a belief in leaders whose personal lives exemplify integrity.

## **7. Leaders transform People and Organizations**

Leaders, allies and followers exchange power and influence as stewards of resources and opportunities, transforming their lives and circumstances to the end that all participants benefit. Effective leaders forthrightly identify personal and organizational changes that must be made to accomplish new levels of achievement and willingly change themselves.

## **8. Leaders Find and Prepare Other Leaders**

Leaders extend their influence by organizing and institutionalizing the role of high-quality leadership which includes finding and nurturing other leaders who in turn help to transform those people and organizations they serve.