

## Incoming President's Message

Jenny Hood, CFP®

Welcome to 2017! I enjoy this time of year. While it can be a bit stressful, it is always a good time to stop and reflect. We can get so busy with our day-to-day lives that we forget how far we have come and everything that we accomplished in the previous year. This is also true with our board of directors. Therefore, it was my honor to take some time to reflect with the 2016 and 2017 board members at the end of October to talk about the accomplishments of 2016 and where we wanted to be at the end of 2017. And our 2016 board of directors accomplished a lot! We had consistent mixers, we included our community of other professional groups, we had a sponsor host our ethics meeting and a mixer afterwards (thank you [Networking Solutions!](#)), our meeting attendance was up over last year, we increased our pro bono activities in our communities and we bumped up our usage of technology with our meeting recap videos and increased traffic on our [Facebook](#) site, just to name a few. And of course, the successful NexGen event! What a great year 2016 was.

As for 2017, we set three lofty goals – to increase our sponsorship engagement, increase our membership numbers and increase the number of members who attend our monthly meetings. Shortly thereafter our local strategic planning meeting, some of the board of directors traveled to Colorado for FPA National's Chapter Leaders Conference (CLC). What we learned there was that to increase all of those numbers, we need to build our community. And to do that, we are going to ask our members to get more involved! Before I scare you off, I want you to know that we realize how important your time is and how limited it can feel. And therefore, we are not asking for a lot of your time. We are asking that you get involved by doing **one thing** – taking pictures at a meeting, introducing yourself to your neighbor at the table you are sitting at, volunteering with one of our many pro bono programs, attending a membership mixer, writing an article for our website, the possibilities are almost endless. Together, we are bigger than the sum of our parts.

If you are looking to make a contribution while at the same time developing yourself professionally as well as personally, I am challenging you to step-up in 2017. Joining the FPA of Northern California Board of Directors back in 2011 has helped me grow both professionally and personally. One of the best things that has come from getting involved is that my community has expanded. Acquaintances have turned into friends and mentors. And from this experience I have learned that an old saying is very true – the more you give, the more you get.

I am very excited to embark on this journey with you and look forward to hearing how you would like to get involved. This is a great time to be a part of this profession and I look forward to hearing how you want join the experience and help grow our community. Together, we can make 2017 one of the best years yet!