

## President's Message – Karen Miller, CFP®, CPFA

Time flies when you are having fun! As trite as that is, it's true. I feel like I just started my role as FPA of Northern California (FPANC) Chapter president and yet by the time you read this, it will already be October and I'll be more than halfway through my term. Leading the chapter is really a team effort and takes the entire board to get things done.

### Membership Survey

First, thank you to Landon for deciding it was time we poll the members and for creating the initial questions, and to the other board members for their input.

Also, thank you to everyone who took time from their busy schedules to participate in the recent membership survey. You can be honest...was it the chance at a \$50 Amazon gift card that made you do it? In the end, it doesn't matter – the board truly appreciates your input! We have read each of your comments and will be using them to help form our strategic plans for FPANC for 2020 and beyond.

We recently reviewed the results at the October meeting but for those of you who were unable to attend, here are the findings. Our chapter covers a very large area mileage-wise compared to the Bay Area chapters: We start at the Oregon border and go southwest through Roseville/Sacramento to Vacaville/Fairfield and east to Reno, so it's a challenge meeting all of our members in person and creating ways for them to connect and find value in the organization.

There were 39 respondents out of a membership of 179 (as of 9/30/2019).

- 82% are CFP® Professionals.
- 97% are somewhat satisfied to extremely satisfied with their experience as a member of FPANC, with almost 54% being very satisfied.
- 56.4% believe they have benefited a great deal or a lot professionally from their membership with FPANC – that's over half; 41% have benefited a moderate amount.
- 56.4%, the same amount, are extremely likely to remain members of the chapter next year, and 28% will possibly remain members.
- 55% thought the level of dues for the level of benefits received was about right and the rest thought they were too high. No one thought they were too low. That would have been a surprise 😊
- ~90% of the respondents were with firms that support their membership in FPA (i.e. time off to attend meetings, paying for dues, encouraging board participation, etc.).
- Half of the respondents above, ~45% thought that membership in the FPA would benefit others in their firm. That's good news.

The main reason people attend meetings (multiple answers were allowed):

1. Educational content
2. Networking
3. Business & Professional Development
4. Continuing Education (CE)
5. Volunteerism/Give Back

The primary reasons people do not attend meetings:

1. Location not convenient
2. Schedule – date & time of meeting

### 3. Content/topic not relevant

We received a lot of valuable feedback from the comments section. Some of them are addressed below along with a call to action.

1. Location and time of the meetings are inconvenient: We are working on a way to rotate the location among Rancho Cordova, Roseville and Sacramento, and alternate the time among morning, lunch, late afternoon/evening. **Tell us if you have suggestions or can offer a place.**
2. CE, especially Ethics, versus Practice Management topics: This is tricky, because the practice management/business building topics are valuable, but often do not qualify for CFP Board CE. The trade-off is that many of the programs each year will qualify for CE but some of them will not. We attempt to advise in the email invitation for the meetings whether or not CE will be offered, but may not know until the second email reminder is sent. **Tell us what topics would be beneficial to you.**
3. Membership: Membership has fallen over the past few years, partly as a result of the increased National dues, the fact that there are so many competing organizations to join, the lack of perceived value, and unfamiliarity with the fact that FPA exists. Existing members are our greatest advocates and have been wonderful about introducing FPA to prospective members. Other plans: Market to newly minted CFP® Practitioners who have opted-in to the CFP Board's marketing campaign. Also, we have begun sending FPA members to the CSUS FPA Student Chapter meetings either as speakers or to help make the students aware that we are a resource for them and explain the value of FPA. Finally, we want to assure the larger firms in the area that the purpose of FPA is not to steal their employees, but to offer them additional networking, knowledge and business development opportunities. **Tell us your suggestions.**
4. Location of members: While our core group is around Sacramento, Roseville and Rancho Cordova, we do have some in outlying areas, especially in Redding/Chico. We are looking at options for connecting those members – perhaps a study group or virtual meeting – but need to figure out the logistics. **If you are from that area, tell us if you are interested.**

And now, drum roll please... the winner of the \$50 Amazon gift card is Janice Dunn! Congratulations Janice! Janice will hopefully join us at the November meeting so we can present her gift card in person.

I, and the rest of the board, want to hear your suggestions, so email me at [karen@gasberfinancial.com](mailto:karen@gasberfinancial.com) or call me at (916) 985-2594.