

# LEADERSHIP IN ACTION

FPA members inspire others in many ways, helping lead in their practice, local chapter, community, family, and especially with their clients. FPA's Leadership in Action helps highlight these "everyday" qualities of our members and remind us that we all have opportunities to lead.



## Frank Paré Member since 2006

PF Wealth Management Group  
Oakland, Calif.

“Leadership is the capacity to translate vision into reality.”

—Warren G. Bennis

## LET'S MAKE IT HAPPEN

### A Leader in the Profession:

While Frank was serving as co-chair of Government Relations for FPA of East Bay, he was instrumental in developing a collaboration between local and state governments to host financial planning clinics in the area. His efforts on this program and others have helped advance consumer education and financial literacy in many ways. Frank's work has “promoted the value of financial planning to the minority, low and moderate income community members, the underserved and the uninformed,” notes an FPA member. Frank also helped spearhead FPA of East Bay's StartingOver initiative, a newly launched program designed to help those who are in need and have experienced a financial setback by providing them with one-on-one financial coaching for a year.

A fellow FPA of East Bay member says Frank's enthusiasm for helping people is infectious. “Frank is always striving to do more and reach more people. His leadership is effective across the organization... he has a knack for making others feel appreciated for their contributions, large or small. And he is always willing to share his time, encouragement, and expertise to assist others – both the people in our community, as well as other planners. He's often the one to jump in and say, ‘We can do this. Let's make it happen.’”

### Lessons Learned:

- Never let anything get in the way of doing what's right
- Have a keen appetite for new ventures
- Volunteering just a little time can make a real difference

### Frank's Leadership Portfolio:

Frank has more than 20 years of experience in the financial services industry and has served in several key roles with FPA of East Bay. He won FPA's prestigious Heart of Financial Planning Award in 2011 which recognized his service to both the profession and the community at large. He is a CFP® certificant and currently sits on the CFP Board's Public Policy Council.