

\$1.08 a Day Provides a Wealth of Member Benefits: 108 Reasons FPA is the Heart of Financial Planning™

1. **Annual Conference & Exposition** provides premier education, networking, continuing education credits & career development

2. **Journal of Financial Planning**: the award-winning, peer-reviewed, monthly publication featuring the profession's thought-leaders

3. Improved **FPA member/professional Web site** offering easy access to online resources and tools

4. Consumer media awareness of the value of financial planning and the profession—**FPA was featured in more than 2,400 news stories** reaching an audience of 1.6 billion and sharing with them a positive message about the benefits of financial planning in 2009

5. **FPA Press**
Provides wise and **insightful publications** that cultivate the body of knowledge and answer the needs of financial planning professionals

6. 

Free online educational opportunities in the **Virtual Learning Center**

7. **Compliance support** and ongoing updates from the profession's experts

8. **Electronic publications** provide cutting-edge information to grow, maintain and enhance your practice

9. Numerous opportunities to earn **CFP Board continuing education (CE)** credit free or at a discount

10. **Practice management research** at your fingertips

11. **Marketing Toolkit**—Ready-to-use marketing and public relations materials

12. Customized **career planning**

13. **Members-only access** on the FPA Web site

14. **Partnerships** with AARP, National Association of Women Business Owners and American Pharmacists Association

15. Free **regulatory and licensing information**

16. FPA Member Advantage Program—**discounts and programs** available only to FPA members!

17. **PlannerSEARCH.org**
Exclusive **PlannerSearch®** referral service

18. **Financial literacy tools** through relationships with Junior Achievement and JumpStart Coalition

19. Live **ethics sessions**. 18 hours of **FREE CE** credit annually!

20. Timely legislative updates through **Capitol Update**

21. Conferences and retreats provide **connections to colleagues**

22. Cost effective and **customized learning** experiences

23. **FPA Member Logos**



24. Templates for **marketing brochures and newsletters**

25. **Support** from peers & industry leaders

26. **FPA Smart Brief**—the weekly newsletter which keeps you current on the financial planning profession

27. Answer consumer questions directly via FPA's **Ask a CFP® Professional** e-mail hotline

28. **Self-study CDs** on the profession's latest topics

29. Opportunities for **national media exposure**

30. **FPA Social Networking**



31. **Reduction of dues** for each member recruited during FPA's Member-Get-A-Member rewards program



32. **Practice Management Solutions**—the profession's leading practice management magazine

33. Local networking opportunities through FPA's **nationwide network of chapters**

34. Online **Practice Management Center** offering business ideas and practice management tips

35. Resourceful & helpful **FPA national staff**

36. Future of Planning site: get **hot tips, insight from industry experts**

37. **Leadership** opportunities at the **local level**

38. **Stay in touch with local issues** through chapter involvement

39. **Study groups** hosted by chapters

40. Access to **marketing research, surveys, trend analysis**

41. **Cross-border network** of associated professionals to help you grow your practice

42. **Online access to Virtual Learning Center archived sessions**

43. **Journal of Financial Planning Between the Issues**—Receive bonus online content monthly

44. FPA's Member-Get-A-Member **Rewards Program**

45. 

Opportunities to share and learn best practices

46. **Regional symposiums** presented by chapters

47. **Self-study ethics** programs

48. **Financial Frontiers Awards**—Recognizes the profession's most innovative ideas

49. FPA Career Center offering opportunities to help **secure interns**

50. 
Celebrating the profession and members

51. **FPA Business Solutions**—the advanced practice management conference

52. Financial Planning Salary Survey: **Find out your worth** with this in-depth, customizable report
53. Fiduciary Ethos—Learn the framework to **navigate the fiduciary world** and enhance client relationships
54. **Free CE credit** opportunities with every issue of *Journal of Financial Planning*
55. **Discounts** on educational programs to help members attain designations or advanced degrees
56. Nationwide network of **almost 100 local chapters**
57. Professional recognition with the **Heart of Financial Planning Distinguished Service Awards**
58. **Cross-border opportunities** with international sister organizations
59.  Online **Career Center** connects employers and job seekers
60. **Membership Longevity Recognition** recognizing your commitment to FPA
61. Special editorial supplements: **Annuities, Trends in Investing** and **Retirement Distributions Planning**
62. **Demographic profiles** of consumers via PlannerSearch®
63. **Pro Bono opportunities** through FPA allow you to give back to your community
64. Exclusive enhanced **FPA membership directory**
65. FPA's **humanitarian outreach** during catastrophic events (Hurricanes Katrina & Rita, 9/11)
66. Conference **programming centered around ethics**
67. **FPA-PAC**: Representing financial planners and issues affecting your practice in Washington, D.C.
68. Chapter **scholarships** for CFP® students
69. **Seven part series of technology reports, FREE** to FPA members, released quarterly beginning in early 2010
70. **Member discounts** on FPA products and services
71. **Building relationships** with the public and the media to promote the value of financial planning
72. **Volunteer opportunities** at national and chapter levels
73. **Leadership and advocacy experts** hard at work on your behalf
74. Access to **personal leadership development** opportunities
75. **Grassroots public relations** efforts at the chapter level
76. Member discounts on **client marketing brochures**
77. Financial Planning Days—**Pro Bono financial planning** for the underserved
78. **FPA member-to-member outreach** during catastrophic events—providing office space, furniture, computers and more
79. **Financial Planning Perspectives** article series—enlighten clients and prospects about timely financial planning topics
80. Education your way—**live, online or archived continuing education** sessions
81. **Speaking opportunities** to consumer audiences
82. **Leadership content** at every FPA event
83. **Leadership** opportunities at the **national level**
84. **National media coverage** on important financial planning issues
85. **Advocacy** for the profession and the client
86. **Local speaking opportunities** at schools, colleges, libraries and more
87. **Private-labeled PlannerSearch®** reaching targeted online audiences
88. Building **relationships with regulators and legislators**
89. An organization of **like-minded professionals with a client-centric philosophy**
90. **Advancing the financial planning profession** for future generations of financial planners
91. **Connections to businesses** that support financial planners
92. Member discounts on products and services through **FPA affinity programs**
93. **Publishing opportunities** in *Journal of Financial Planning*
94. FPA's **strong voice on Capitol Hill**
95. **Learn from industry-leading experts**
96. Local **chapter-sponsored educational opportunities**
97. **Local media opportunities** at the chapter level
98. **Ongoing regulatory monitoring** that puts your interests first
99. Robust **consumer education** programs
100. Everyone benefits from **building relationships and increasing awareness**
101. **Comprehensive learning model** based on career stage and level of proficiency
102. **Online leadership training**
103. **National promotion** of the financial planning profession
104. **Direct access to regulatory bodies** and elected officials
105. **New member orientation** at FPA's Annual Conference and special offers for new FPA members
106. **Research Spotlight**—quarterly research publication sharing trends and consumer research
107. Contributing to the **growth of the profession**
108. Ongoing dialogue on important issues affecting the **financial well-being of clients**

