

## **New Member Benefit: FPA Member Logos**

On Tuesday, April 20th, FPA will launch a much-anticipated member benefit: FPA Member Logos. It is an important development in promoting the FPA mark among members, other financial services professionals and, of course, the public at large. We wanted to share this information with you in advance of introducing the program to the full membership.

Displaying the FPA Member Logo communicates member dedication to FPA's Code of Ethics and Standard of Care. Please consider linking to the FPA Member Logo [www.fpanet.org/Membership/MemberLogo](http://www.fpanet.org/Membership/MemberLogo) page from your chapter's Web site. Encourage your members to post the Logo electronically and link it to [www.FPAnet.org](http://www.FPAnet.org) so their clients and colleagues have access to the FPA community.

Current FPA members who are in good standing can download the 2010 FPA Member Logo at: [www.fpanet.org/Membership/MemberLogo/](http://www.fpanet.org/Membership/MemberLogo/). Feel free to promote this new member benefit in your member updates, Web site, e-mails, and member newsletters. FPA created a flier [www.fpanet.org/docs/assets/FPAMemberLogoFlier.pdf](http://www.fpanet.org/docs/assets/FPAMemberLogoFlier.pdf) that you can print and use as a handout at member meetings to promote the FPA Member Logos.

Members may use the Logo on their newsletter, e-mail signature, business card, and much more. Please help us remind your members that the FPA Member Logo is a FPA member benefit and should not be shared with others.

### The FPA Member Logo Usage Guidelines

[www.fpanet.org/docs/assets/FPAMemberLogoUsageGuidelines.pdf](http://www.fpanet.org/docs/assets/FPAMemberLogoUsageGuidelines.pdf) provide further information on allowable uses of the FPA Member Logos. If you have questions, please contact Lynn Brackpool [lynn.brackpool@fpanet.org?subject=FPA%20member%20logo](mailto:lynn.brackpool@fpanet.org?subject=FPA%20member%20logo) or Christine Richardson [christine.richardson@fpanet.org?subject=FPA%20Member%20Logo](mailto:christine.richardson@fpanet.org?subject=FPA%20Member%20Logo) with any questions.

The FPA Member Logos change yearly, meaning in 2011 current members are eligible to access the 2011 logo. Members are encouraged to keep their Logos current, and displayed prominently. If a member does not renew their membership, they must remove the FPA Member Logo at that time.

To access the FPA Member Logos members must be a current member with a login and password to [www.FPAnet.org](http://www.FPAnet.org). For assistance in creating or resetting a login and/or password, encourage your members to contact FPA Member Services at 800.322.4237.

Thank you in advance for helping us to promote this new and important member benefit. As chapter leaders, I hope you lead the pack by using the FPA Member Logos proudly.

Sincerely,  
Wendy Todd, CAE  
Director of Chapter and Volunteer Relations  
Financial Planning Association