



ONE WASHINGTON INITIATIVE

UNIFY | SIMPLIFY | ENERGIZE



| Brand Consistency | Simplified Governance | Preservation of Identity |
|---|--|--|
| We need to promote our membership association as one, unified NAIFA Washington. | We need to reduce or eliminate many of the locals' legal obligations, freeing up local resources to focus in more important areas. | We must honor our traditions by focusing on local programming, participation, membership growth, and advocacy. |

NEW GOVERNANCE STRUCTURE

Regional Vice Presidents

- Western WA (R1, R5)
- Eastern WA (R2, R3, R4)

Regional Directors

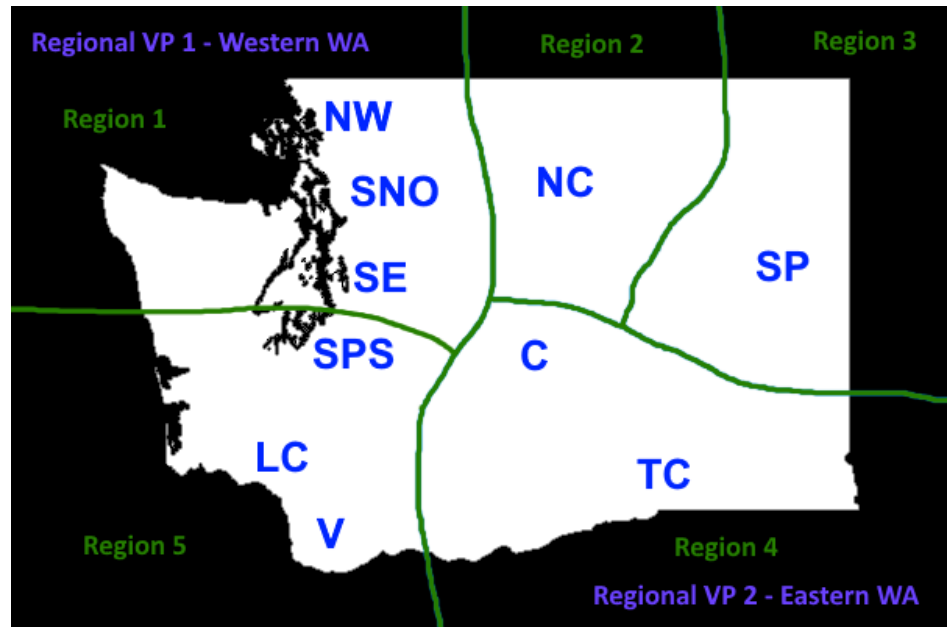
- Geographically aligned

Local Planning Committees (LPC)

- Likely to mirror existing locals
- One planning committee per region (minimum)

Convention Delegates

- 2 RVPs, 5 Regional Directors
- Additional delegates based on membership count similar to existing formula



NEW DIVISION OF RESPONSIBILITIES

Governance – STATE – Currently we operate as 11 distinct entities (10 locals, 1 state). With an at-large model, both the state and state-wide local would operate with the same governing body (board of directors).

Locals are Not Required to Switch to the new Model

Government Relations & IFAPAC – STATE – In practice, much of our advocacy efforts are already done at the state level.

Professional Development – STATE – Like advocacy, our professional development initiatives (LILI, LUTCF, etc.) are also already being managed from the state level.

Sponsorship – STATE – Currently any local with a sponsorship program, however small, is competing with the state. Unifying this at the state level also bring a value-add to the sponsor as their dollars go farther geographically.



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Get More by Asking for Less

Membership – **STATE/LOCAL** – The best membership recruiting is done one-on-one, member-to-prospective-member. To support this the State Membership Committee will partner with LPCs.

Programming – **STATE/LOCAL** – events are key to ongoing participation and membership retention. Local events are a vital part of successful programming. NAIFA does not live or die because of state or national activities, we thrive or die because of local activity.

Communications – **STATE/LOCAL** – Unifying our communications will bring consistency and greater effectiveness to messaging and event promotion. LPCs will be responsible for providing timely information to the state and together will coordinate promotion of events to the appropriate regional or demographic audience.

NEW STATE COMMITTEE STRUCTURE

Centralized governance = more obligation for effective state committees

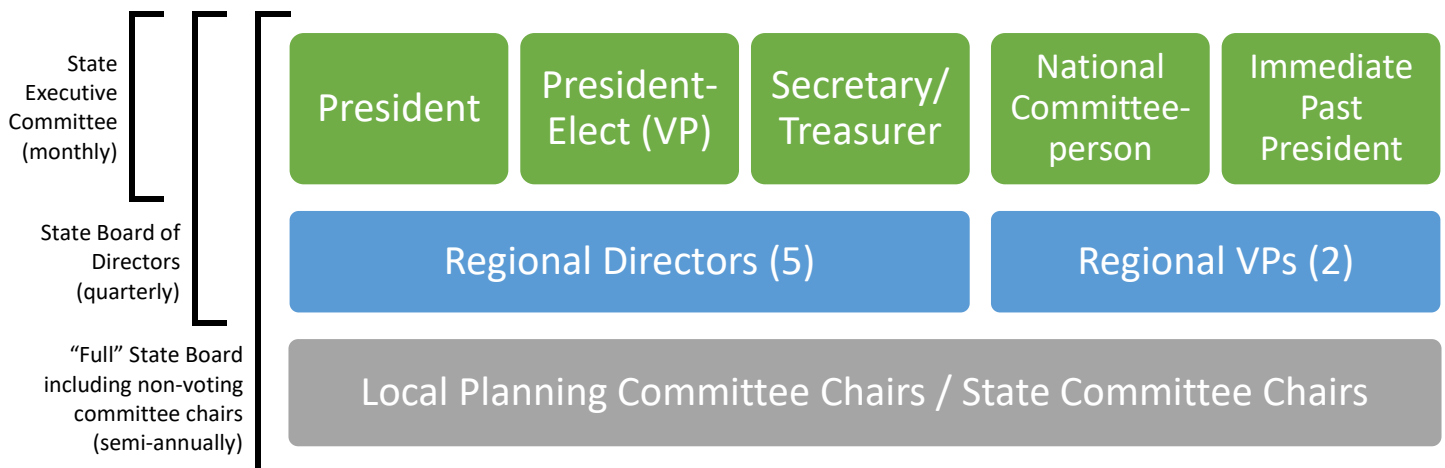
Successful Model – our Advocacy committees have divided the state into three segments and each of the three chairs (IFAPAC, Legislative, APIC) are responsible for ensuring engagement and activity relative to their areas.

Sharing Successes – by having most committee responsibilities at a state level the successes of one can be more readily shared with other committees. No one should need to “reinvent the wheel” and we can more easily replicate local successes elsewhere.

Mentorship – will also be vital to focus on identifying successors and bring future leaders up through the organization.

NEW STATE BOARD STRUCTURE

Simplified governance = modernized to allow for quicker decision making



How are positions filled? – Executive officers, RVPs, and RDs are elected. Officers to one-year term, RVPs and RDs to staggered two-year terms. State Committee Chairs appointed by the President. LPC Chairs selected by the LPC itself.



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FISCAL LOGISTICS

Centralized financial management = cost savings and new opportunities through economies of scale

What happens to local’s existing resources? – At time of transition of each local to the new at-large local all assets of that local will be transferred to the state along with the P&L for the prior two fiscal years and a proposed budget for the remainder of the current (or next) fiscal year. Those records will be used by the state to budget for that LPC’s financial needs going forward.

Where will ongoing revenue go? – Dues, event fees, sponsorships, and any other income will go to the state.

How will resources be allocated for local needs? – Prior to the start of the fiscal year each LPC will submit a budget to the state. The state will incorporate all LPC’s budget requests into its annual budget. Resources will be allocated based on geographic membership totals, success/profitability of prior events held by the LPC, and available budget.

What about comps for local leaders to attend state convention and national conference? – Leaders who contribute in meaningful ways should continue to be thanked with comps. However, comps need to be given in light of the current environment and fiscal responsibility. The existing comp structure is from a time when membership was over 2,000 advisors in Washington State, all locals had well-funded budgets, did not need to charge for most events in order to hold them, and the dues revenue supported all of these. Going forward, the number of leaders eligible for comps needs to be fewer. Those positions that are eligible will have criteria established for delivering positive results in Programming, Membership, and participation outside of the LPC. Eligible positions and comp levels are proposed to include:

- State Convention
 - State President & National Committeeperson
 - Regional Vice Presidents (2)
 - Regional Directors (5)
 - Additional Delegates (based on membership, at least 1 per local, such as the planning committee chair)

- National Conference
 - State President & National Committeeperson
 - Regional Vice Presidents (2)
 - Regional Directors (5)

** If multiple registration types/levels are available, registration covered at lowest applicable rate (i.e. early bird, YAT, etc.)*

What about financial needs outside of a budget cycle? – The state board will create and empower a small group (3-4 individuals) to review and approve LPC funding needs outside of the budget. The intent of this special finance committee is to be nimble enough to react to special funding needs without having to wait for the next quarterly meeting of the State Board.

***New Finance Committee
Empowered to Act Quickly
on LPC Funding Needs***

NAIFA Washington Steering Committee: Stephen Good (Chair), Michael Staeb, Richard Miller, Wayne Lunday, Michael Dayton, Chris Wertenberger, John Nichols, Neal Kloke, and Jenna Olson