FMA Officer Election Campaign Sheet

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| Name: Wesley Johnson  **Desired Position**: President  **Major/Concentration**: Business Administration/Finance, International Business  **Academic Standing (Freshman, Sophomore, or Junior): Junior**  **G.P.A**: 3.3 |  |
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Qualifications

List the skills and experience that uniquely qualify you for this position.

* Recognized throughout my life for leadership qualities, regardless of position in the given environment.
* Applied experience in business planning in finance
* Applied experience in equity options trading (3 years) and foreign currency trading (1 year)
* Chartered Financial Analyst candidate

List leadership experience.

* President, Students in Free Enterprise ([www.sife.org](http://www.sife.org)) - Washington State University chapter. 2006-2007

List your ability to balance academic responsibilities with the responsibility to serve your fellow UW Bothell students.

* Like everything worthwhile, it does not happen overnight, and it does not happen without being intentional. I lead a busy life, but I get this done through being intentional with my time. I make time for all of my commitments, and if there is anything left – that is for my leisure. The same would apply to my commitment and opportunity as president for the FMA. I take my commitments seriously, and do everything it takes to achieve results.

Vision for the FMA

Long-term:

* For the long-term, I would like to build a culture embraced by local professionals and students to engage topics of finance, explore growth opportunities within that area, and broaden their horizons.

Short-term:

* For the short-term, I would like to build a team mixed with sophomores, juniors, and seniors to allow for a feasible succession plan for the next year.

**Mission/Promise**

Qualitative Goals:

* Having been around the UW Bothell campus and the ELC extension, I have read about the FMA through brochures, but have not found any value proposition or branding that could readily be associated with it. I would like to encourage our team to undertake a branding campaign this year to couple the name of FMA with why students would want to be part of the UW Bothell chapter.
* If there is not a current group of local businesses/business leaders to support the FMA, I would like us to engage the community, and partner with some of the rich resources surrounding us. This could lend itself in local businesses having a talent pipeline for future employees, prospective employers for current FMA members, and a professional learning environment for students.

Quantitative Goals:

* Grow membership in a meaningful basis from the returning FMA membership (I don’t have any figures – so quantifying the unknown is not useful here).
* Would like to enter our team in at least one financial case competition this year. If no feasible opportunities exist, consider hosting a regional financial case competition.

**Personal Message**

There are some significant challenges in growing well-run, high-participation student club at a commuter campus. With this said, I think there is room for growth, and building a culture that extends beyond a few leaders and successions and can add value to the members, faculty advisor, campus, and community. I would like to be part of this challenge, and I hope that we can build something meaningful this coming year.

Respectfully yours,

Wesley Johnson

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