

**CFA Society of Sacramento
Minutes of Board Meeting
CalPERS
Sacramento, CA
June 4, 2009**

Those in attendance are indicated by an “X” after their names:

President	Teresa Cutter	
Vice President	Candace Ronan	X
Immediate Past President	Geraldine Jimenez	X
Secretary	Hao Lin	X
Treasurer	Jonathan Lederer	X
Programs	Jane Delfendahl	
Technology/Marketing	David Murphy	
Membership	Roy Clothier	
Charitable Outreach	Denver Travis	X
Education	Brian Leu	
Board Member at Large	Sharyl David	
Board Member at Large	Dan Bienvenue	
Board Member at Large	Darrin Dennings	X
Board Member at Large	Lara Luo	X
Administrator:	Raquel Altavilla	X
Guests:	Anna Vygodina, Sacramento State	X

Meeting called to order: 12:10PM

May Meeting Minutes

Geraldine Jimenez presented the May meeting minutes for approval. Candace Ronan motioned for approval, seconded by Jonathan Lederer and the minutes were approved by the board.

President’s Report

Teresa Cutter was not present. Ms. Jimenez stated there was no report.

Secretary’s Report

Hao Lin stated that an email was sent to members announcing the end of its fiscal year and was accepting nominations for its Board for 2009/2010. Nominations were due by May 31. Mr. Lin stated another email was sent to members with the election ballot. The election closes on June 12.

Golf Tournament

Mr. Lederer stated that \$28,000 in sponsorships have been raised for the event. He summarized the remainder items left to do prior to the event.

CFA Post Exam Reception

Darrin Dennings summarized the event. He stated the event currently has 33 people registered. The board voted to budget the event at \$1500 but has received a sponsorship of \$500 from Stalla.

Mr. Dennings asked if anyone would assist meeting with the Stalla representatives at the event because he would be at the convention center passing out fliers announcing the reception.

Marketing Committee

Ms. Ronan presented to the board an updated presentation of the recommendations that the committee developed. She presented the following recommendations:

1. Focus on most impactful and widest reach events
2. Launch new strategic events
3. Maximize the impact of our events
4. Focus on website design
5. Redesign email distribution?
6. Rethink newsletter strategy
7. Create 5-yr plan
8. Plan events that target specifically to non-members
9. Expand committees to develop a larger pool of volunteers and help attract and develop future leaders for the society

Ms. Ronan presented ideas that the marketing committee had brain stormed.

- Create new collateral.
- On website add business links to certain publications
- Newsletters produce more often and make them shorter versions.
- Create committees, not all board members. Get involvement from the membership.
- Create a membership directory.

Investment Research Challenge

Ms. Ronan stated that submissions, if competing, were due soon. She stated that we could possibly look into a joint challenge with another society.

Treasurer

Mr. Lederer reviewed the financials for the Profit and Loss and Balance Sheet through June 4. The board discussed the distribution of the money to the charitable organizations after the charitable outreach challenge. Mr. Lederer stated that we would provide the \$1,000 promised to Neighborworks and that we send \$500 or under to another organization.

Mr. Lederer motioned for approval to send \$1,000 to Neighborworks and \$250 to Red Cross, seconded by Darrin Dennings and the distribution of money to the charitable organizations were approved by the board.

Mr. Lederer presented a second motion to send \$1,000 to Neighborworks and \$200 to the Red Cross, seconded by Candace Ronan and the new amount of \$200 to World Vision was approved by the board.

Ms. Jimenez motioned for approval of the financials as presented, seconded by Mr. Lin, and the financial were approved by the board.

July Planning Meeting

Mr. Lederer stated to the board to move the time of the July 10 planning meeting from 12-3pm to 2-5pm. The board agreed to move the time to 2-5pm on July 10.

VP, Programs

Jane Delfendahl was not in attendance.

VP, Education

Mr. Leu was not in attendance.

Meeting adjourned: 1:00 PM