

**CFA Society of Sacramento  
Minutes of the Board Planning Meeting  
Lounge on 20, 1050 20th Street  
Sacramento, CA  
July 10, 2009**

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

President	Teresa Cutter	X
Vice President	Candace Ronan	
Immediate Past President	Geraldine Jimenez	X
Secretary	Hao Lin	X
Treasurer	Jonathan Lederer	X
Programs	Jane Delfendahl	X
Technology/Marketing	Vacant	
Membership	Roy Clothier	X
Charitable Outreach	Denver Travis	X
Education	Brian Leu	X
Board Member at Large	Sharyl David	X
Board Member at Large	Dan Bienvenue	X
Board Member at Large	Darrin Dennings	X
Board Member at Large	Lara Luo	X
Administrator:	Raquel Altavilla	X
Guests:	Jon Welch, State Treasurer’s Office	X
	Orintheo J. Swanigan, CalSTRS	X
	Allison Kotchevar, CalSTRS	X

**Meeting called to order: 1:20PM**

**President’s Report**

Teresa Cutter stated David Murphy has departed in the role of Vice President, Technology. The Board needs to find a volunteer to assume the Society’s technology responsibilities. Ms. Cutter recommended Orintheo Swanigan, who was in attendance.

Ms. Cutter stated the society had its first combined event with CalSTRS presenting Mohamed El Ehrian, co-CIO of PIMCO on September 22. The board agreed that this would be an excellent event to promote.

Ms. Cutter stated the CFASS Summer 2009 newsletter would be published by the end of July or early August.

Ms. Cutter stated that PIMCO has agreed to let us keep the golf sponsorship money that has been paid and that they will come back next year as a sponsor for an event.

She also stated that Joe Dear, CIO of CalPERS, will be part of the advisory board that will meet in November.

### **June Meeting Minutes**

Ms. Cutter presented the June meeting minutes for approval. Jonathan Lederer stated in the Treasurer's report that the words World Vision be omitted and that the statement should read "Mr. Lederer motioned for approval to send \$1,000 to NeighborWorks and \$200 to Red Cross,....".

Ms. Cutter motioned for approval, seconded by Dan Bienvenue and the minutes were approved by the board.

### **Marketing Plan**

Brian Leu presented the recommendations of the strategic marketing plan. He stated that the marketing committee is hoping to:

- Determine "high priority" programs/events
- Finalize high-level strategic recommendations
- Recommend tactical toolbox to execute strategy

High-level Recommendations:

- Focus first on most impactful events/programs
- Broaden the target audience
- Increase marketing efforts
- Improve the feedback loop
- Align committee structure
- Increase access to resources

The board needs to determine whether the events/programs under Tier 1 of page 6 of the recommendations meet the highest priority with the most impact and broadest reach, and meet requirements under CFAI service standards:

- Market forecast dinner
- Monthly lunch programs
- Golf tournament
- Newsletter
- Sacramento Business Review
- Awards Dinner/Annual Meeting
- CFA scholarships
- University presentations

The board discussed the benefits of these events/programs to the organizations, its members and potential members.

The board discussed the benefits of a sponsorship with the Sacramento Business Review. Mr. Bienvenue urged the Board to consider in its decision regarding whether to sponsor the SBR: what the benefits were to members, whether the Society could achieve comparable value in benefits (i.e. drawing authors from membership, similar advertising vs. other entities) relative to costs, and the amount necessary to make an impact should the Board choose to sponsor (i.e. impact of a full commitment), including whether that crowded out other events.

Ms Cutter presented two ideas that might fall under the Level 2 funding requirements. There is a Take-A-Seat program which is to purchase and name a seat in a room that is currently being built on the UCD campus. Alternatively CFASS could make the donation directly to UCD.

In terms of funding allocation, Jane Delfendahl stated that she would like to see more money go towards getting more influential speakers.

### **Miscellaneous**

The board discussed Orintheo Swanigan and Jon Welch to co-chair the position of Technology Chair. The board discussed the structure of the board, what the size of the Board should be, how to include new Committee Chairs from the membership, when to allocate Board member positions, and voting rights. Mr. Leu stated that board structure does not need to change today and this should be a process done over time. The board decided to hold on this discussion until the next board meeting.

**Meeting adjourned: 5:00 PM**