

CFA Society of Sacramento
Minutes of Annual Planning Meeting
Firehouse Restaurant
August 24, 2006

Members In Attendance: Jason Bell, Teresa Cutter, Dave Chandler, Geraldine Jimenez, Dan Bienvenue, Jose Arau and Jane Delfendahl Brent Cardwell

Not In Attendance: Dave Carmany, Ray Venner, Sharyl David and Sanjay Varshney

Guest: Raquel Altavilla

Meeting called to order at 12:20PM

The Board's annual planning meeting confirmed the 2006-2007 strategic objectives.

Objective One: Promote the Society Brand

- Public Awareness

Objective Two: Increase Membership Diversity and Participation

- Add More Ways/Events for Members to Get Involved (Golf Tournament & Investment/CIO Panel)

Objective Three: Increase Access to and Transparency of Society Governance

- Monthly Board Reporting on Website
- Quarterly Newsletter
- Annual Report & Planning meeting Available on Website

Objective Four: Raise Awareness & Prestige of Society

- University Relations
- Media Relations
- Interprofessional Relations
- CFA Institute Liaison

Objective Five: Position Our Society For Growth

- Volunteer Recruitment
- Infrastructure Improvements- Technology & Professional Auditing Services

Objective Six: Continue Independent Revenue Sources

- Market Forecast Luncheon
- Sponsorship Agreements & Program Revenues
- Golf Tournament

Objective Seven: Promote Exchange of Investment Ideas

- Investment/CIO Panel
- Increase Active Manager Presentations

In summary, the Board confirmed support for all the events and strategic objectives from the prior year with the addition of increased focus on sponsoring "programs to further the exchange of investment ideas and information" from the Society's Bylaws.

Meeting adjourned at 2:20 PM