



CFA Society Seattle Board Meeting/ Holiday Lunch
Wednesday, December 16, 2015 12:00 pm – 2.00 pm
Von's 1000 Spirits
1225 1st Ave, Seattle, WA 98101

Attendees: Ufuk Ince, Matt Lowe, CJ Hall, Pam Cahill, Andy Frey, Dylan Kelley, Olga Bystrova, Matt Griffith, Thomas Garrett, Alan Randell-Chen, Andy Loechl, Amber Fowler

Via Conference Call: no one

MEETING MINUTES

12:30 PM: Ufuk Called meeting to order

Approval of minutes:

Name's misspelled: Kory Brown (Kory with a "k") and Alan Randell's name was spelled incorrectly.

Ufuk: mentioned our Minutes will be on our website soon.

Announcements:

Meeting Packet was updated with new info from Amber

Olga: per Paul Herber - would like /needs contacts for employers.

Andy Frey has some extra books. – will give to Matt Griffith for research challenge

Matt G: Alts event went very well, numbers not in yet but meeting was well attended and believes we will come out not owing.

Ufuk: "thank you" to Andy Frey for taking on the book club.

Andy: last event went well, there were 10 people there.

Ufuk: Rey's budget show we are over in some areas: travel and credit card charges.

Ufuk: per Tully - updated membership now at 998

Amber. Forecast dinner - If sold out \$157,000 as of today \$101,000

Andy: Amber doing good job, previous ticket price was \$100 now \$150 so revenues will be up (*individual tickets are now actually \$175 member - \$200.00 non-member The early bird pricing was \$150.00 member - \$175.00 non-member*)

Matt: Research challenge - has 5 rough drafts in. We do not have a date set or a venue, but it will be in early to mid-February. Matt asked if anyone wanted to help grade

Ufuk: Charter Ceremony/ Holiday party...Low attendance to holiday party- Russell was sick and maybe too late.

Ufuk: gave Alan his Charter certificate and a cap and gown to wear.

Meeting Emphasis:

Ufuk: We have nailed down a venue –

Dylan: After reviewing our options we have decided on *The Rainier Club*

Andy: we used to use the Rainier Club but they were expensive so we tried the WAC. Aren't their prices high?

Thomas: in the past the Rainier Club would charge a "per person" charge in addition to lunch charge.

All options will be higher than what we are currently being charged at The Harbor Club, Rainier club is beautiful, on the street & general location is good.

Venue break down attached.

Dylan: passed out Programming timeline info sheet – **attached**

First Six month primarily lunch events with 30 people attending

Next six month schedule: Feb 4th after work event – rest in planning stage

Thomas-

- keep steady headcount,
- tried buffets, maybe go back to plated for time saving and save some money
- Next six months will try to expand time to breakfast and after hours –
- Possibly get a big name speaker in March for an after hour event.

- 2017 try to reach other people and possibly scale down the amount of events held. Have fewer events but draw in more people.
- To be more strategic and form a separate programming committee and hold separate meetings outside of the board meetings.

Thomas: how about stream speakers and have available and post to website?

Alan: if we make sure only members can log in it doesn't seem like we need to make it member value but it will bring more people to our site. If it's the right video then you might draw as many hits as 1,000

Andy: add links to Constant Contact.

Matt G.: concerned about making the investment on equipment and the speakers not willing to be recorded – make sure quality of speaker good so quality of post is not diminished.

Thomas: CO said it has not been an issue with them – we won't have the bottom of the barrel speakers.

Dylan: Build our skill set before we run with it – get with Alan to figure it all out – looking at 2016 – 2017

Thomas: do a monthly event with 60 – 80 head count and one big event, besides Forecast dinner, use social media to get events out.

Dylan: make a wider impact on member base to create more of a partnership with our member base.

Andy: breakfast and 5:00 events may bring in entirely different cliental.

Ufuk: the institute could help with bringing in speakers.

Thomas: create a dream and go for it!

Michael Lewis & Ben Berniki have been speakers for other societies...

Matt G.: brought in Vitaliy Katsenelson last year and not as many attended as wished – wrong day, best part was social after.

Andy – reach out to Kristi Lord, she is on board has a good idea of who is where and what the crowd would like.

Ufuk: Recruit volunteers

Ufuk: Collaboration between chairs / board and staff

Thomas: please give feedback from past events.

Andy: having events in Bellevue or Tacoma didn't work

Amber: In the past we have invited past Presidents to Forecast dinner for free, are we doing it again this year?

Andy: For free? O.k. yea, I guess we can do that.

Ufuk: conferences: We had a Global and Western region conference and one more March 17th to 19th in San Diego, if you are interested in going let me know.

Next year we will be doing a Western Region again in November 2016 – Ken Ye asked if it was o.k. to send Alan Ranell to speak on Cyber security, (everyone agreed for him to go) Alan is also going to do a trial event for a programming event.

Ufuk: winter retreat will be downtown to plot strategy and new vision statement Jan 27th or 29th (possible dates).

Next meeting is Jan 20th at Verus – Emphasis is Technology.

Forecast Dinner is January 21st then strategy meeting.

1:30pm meeting adjourned