

CFA Board Meeting  
12/14/17  
Grand Hyatt  
4:30-5:30

Attendees: Pam, Thomas, Richard, Matt, Michael, Kristi, Amber, Dylan

Meeting called to order: 4:37PM

Approve minutes electronically from last time and this time.

Wealth management conference is confirmed for July 2018. Announce early 2018, maybe the forecast dinner.

CEO/CIO roundtable – already in process for a tech key note speaker. Potentially use for the job board for the CFA/

Programming calendar is clear for the foreseeable future. Thomas will work on getting the next few months booked out.

Western Region Las Vegas conference – working on getting attendants for that. Great deal.

Forecast Dinner speakers are all lined up. Sales are going well and planning is going well. No platinum sponsors this year. We're still going to cover our costs.

Potential connection with a cosmetics brand lady. Connect this to the women's network group to talk about being a persistent woman in finance.

YPN event a few weeks ago, FinTech event. Really good event with good attendance. Onto meet the professionals—starting to work on this for the spring.

Richard (Western Region PCR). Spend \$. Spend it or lose it. There will be even more money next year. Paul Smith's vision is to have the societies event. Remember to collaborate with other societies – we might all be dealing with the same issues.

The next few years, we will be seeing more with continuing education. Either we lead it, or the regulators lead it. Hoping to build a more robust tech engine to make it much easier to track your activities.

Monetize programs by offering to video them and sell them. Or even just a webcast recording. So people can access it from their desk.

Meeting adjourned: 5:04 PM.