



**CFA Society Seattle
Board Meeting Minutes
February 24 2015**

In Person: Andy Loechl, Matt Griffith, Brian Rowe, Matt Lowe, Sherrie Trecker

Via Conference: Alan Randall Chen, Kristi Lowe, Ufuk Ince

Meeting called to order at 1:05 PM by Andy.

1:05-1:06 Approve Minutes from January 28th Board Meeting Open

Brian motioned to approve minutes, Matt seconded.

1:06-1:10 Programming Ufuk, Matt, Brian, Neil

Ufuk: In March, Ian Toner is coming back with new research on active portfolios. There will also be a panel on heads of strategy from three firms, will be held at the Four Seasons on the morning of March 18.

Matt: March 25 will have a stock picker's panel. Dustin Brumbaugh will be there from DA Davidson and Jim Margard from Rainier. Matt also reached out to Citerna and hasn't heard back yet. There will be 3 presenters from prominent local firms giving their best stock ideas. In end of April reached out to a local guy who writes 25 IQ: each week he writes about 12 things he's learned from a famous investors. He will give a presentation summarizing his learning lessons from studying these great investors.

We are also confirmed for Vitaly on June 3.

Brian: Was able to talk with Dominic about the nonprofit/fiduciary panel idea. Had reached out to Jessie Phillips, author of the primer, can probably have Wurts CIO Jeff Scott as well as Craig Stewart, who wrote a book on effective board governance. The format would be a panel discussion for nonprofits, a 2-3 hour event. A networking cocktail hour would be at the end.

Ufuk added that there is a commodities event a week from today that Neil is working on.

Ufuk will be going to New Orleans on Thursday. Dylan, Pam, and Amber are already heading down there.

1:10-1:11 Treasurers Report Rey

Andy indicated that there is a surplus for the forecast dinner, the SAIA event ended up with a \$4000 loss. Will have to decide if we want to continue the event next year.

Amber's expenses are under budget, Pam's are over budget. The hours put in from forecast dinner and other social events were greater than expected.

1:11-1:26 University Relations Alan

Don't have much as far as updates to university relations. Alan wanted to thank Paul for speaking to the students about the benefits of the CFA charter. It was well received.

Alan also wanted to make a quick update to website project. There were a couple of responses that were all in agreement on the new website.

Brian was one of the people that spent some time on the website, clicked on all of the links. Brian indicated that it looks sharper than the current version. Brian thinks it needs more current events and future content. He believes it looks good. He looked at it on the iPad.

Kristi asked where they left off with how to link in to registration for events. This has been discussed with Pam in terms of building registration functionality. Building a registration event on its own is too complex for the society. Alan can, however, work to make the current registration process easier. Keeping track of payments and credits is still CFA institute related. We will still be responsible for handling the back office operations. Alan will make sure it is completely up to date on content before having it go live.

Matt: should we run in parallel for a period of time before switching over? Alan says yes.

Sherrie: could have other volunteers, like a handful, come and be test users, targeting people who attend a lot of events. Ufuk and Pam can send a list of 3-4 names.

Alan has spoken with Amber about a lot of the concerns of the new website. Alan does not think that a lot of them are necessary. Alan has asked her for updates and she is taking a step back. Alan sees that a lot of the website requests are regarding content and security. Alan thinks that WIX is just as workable as the current Sharepoint solution. The standard protocol for internet security is the same and we would still be using CFAI background for management of security.

Andy requests that Alan find someone to back up Alan in case he has to leave. Alan also offered to create a manual on how to use the platform. Alan has been on technology for a long time, would provide opportunity for him to get off of technology.

Andy requested a two week cooling off period in case that the people at the SLC come back and have more security issues.

1:26-1:35 Forecast Dinner Wrap Up

Kristi

Kristi: Does not have a lot of updates from last call. The final money has come in. The numbers are all updated on the financials. Feedback has been generally well received. There was nothing from a board level perspective that needs to come out of this. There was slightly negative feedback on the private reception put on prior. Andy added that it was surprising that they didn't have any gold memberships this year. Kristi says that it was because there wasn't that much benefit to paying up for gold. Having Amber as a consistent resource will help with continuity going forward. Kristi indicated that Sheraton charged a lot more than expected per plate, there wasn't much they could do because they had already signed the contract. Kristi suggested that Andy negotiate the price per plate in advance. Kristi suggested looking at CFA society websites for suggestions for next year's speaker. Kristi also received several comments on people wanting an emcee back.

1:32-1:35 Advocacy / Employer Relations

Dominic / Paul

Brian is trying to address board governance and nonprofit with Dominic.

1:35-1:39 Social / YPF Updates

Christine

Redefining networking went well.

April 9, Meet the Professionals Event, Olga is helping Sherrie to run it.
Late April will have wine tasting event.

1:39-1:53 Open Discussions

All

Andy adds that he would like all people who are currently chairs to look for back ups in case the person takes on an additional role. Matt says twitter and linkedin are pretty well covered, but Facebook could get up and running. Matt G. adds that being involved in too many networking areas would dilute other areas.

No one has access to LinkedIn. Matt L. can email JJ to see if he's the one who set up the LinkedIn account in the first place.

People can offer Andy ideas for speakers. Shiller, Ron Temple, Ray Dahlio, Dunlock