



CFA Society Seattle Board Meeting Minutes
March 15, 2017
999 3rd Ave, Suite 4200

Attendees: Dylan, Matt, Alan, Annika, Phil, Amber, Pam (phone)

Dialed in at 3:34 PM

Wine event is going to be taken over by Heather, Pam provided a template of information sent out from last year

Meeting called to order at 3:36 PM

Meeting minutes review –

Working through the meeting minutes to provide update on project funding for brand awareness. Also trying to really leverage the existing funds so we don't have to pay much but can still provide good events.

Gender diversity event will be free for everyone.

There will not be a gender diversity presentation at the Research challenge.

CAIA is opening their chapter in Seattle.

Matt motioned to accept the minutes.

Meeting minutes were approved at 3:42 PM.

Matt will check on availability for board meeting location for next board meeting (April 19).

Review of society activities that are upcoming between now and the end of the year.

Private Wealth Management Lunch with John Bowman – 1 PM on April 7th

- Trying to get 6 major speakers
- Phil and Jorge are working on this.
- Location possibility for the Westin
- Trying to talk about threats and situations facing the industry right now.
- Phil will call and make a reservation with the Westin. Pam will first call Amanda Quinn and double check to see if there's an extra room from the research challenge.
- This is an invite only event.
- Dylan will send out an email to board members to assess interest and get a few members from the team.
- This is a good way for us to assess the engagement and interest from the society as we begin to prepare for the Private Wealth Management conference
- Phil and Jorge will continue running with it

Research Challenge review:

- Seattle University won again
- Making good progress with securing companies in advance for next year and potentially even the year after
- Two schools dropped out before the presentations were due – hopefully we don't have this happen next year. Maybe try and go down and meet schools (tie in with University relations)

- Sell the value of this to professors a bit better

Membership:

- 22 members away from our goal

Potential changes to due structures:

- Currently \$85 for regular, \$100 for affiliate, and some retired folks are a smaller dollar amount.
- A lot of other societies have the regular and affiliate members being charged the same amount.
- Potentially increase membership dues and then making programs cheaper
- Begs the question: will that affect the type of attendee we're looking at? And will that reduce the incentive to be engaged and follow through to show up?
- Members may notice less if dues go up than they will if lunch fees change
- Dylan will send out the document of the different society's numbers and then will put out the proposals so we can vote on that next time.

Portland board swap:

- April 26th proposed idea – invited to attend a lunch that day
- Idea was to have the boards meet each other in some capacity. Collaboration is important. Invite them up on the 19th.
- Thomas will send out an email to gauge interest and find attendees.

Private Wealth Management:

- How do we want to include this going forward? Private Wealth doesn't get much traction or support with the rest of the society.
- Locked in with luncheon in a month and conference next year.
- 70% of membership is at firms with 2 or fewer charter holders.
- We need to put more effort into this next year. Goal to put it on peoples' radar so we are constantly thinking about what we can do to improve.
- We don't typically show up at Universities or at programming events that are representative of the Wealth Management perspective.
- Potentially including more regulatory components with this crowd. This is often what they're preoccupied with.
- We need to engage with these firms to see what content is even relevant
- Essentially – we need to extend the focus of coverage to be more responsive to the private wealth community.
- Give senior leaders a forum to connect with each other. Let firm leaders talk to us and tell us what we're missing.
- Should funding wealth be a target?

Meeting adjourned at 4:43