



CFA Society Seattle Board Meeting Minutes
Wednesday, November 18, 2015, 1:15-2:30 PM
Verus Investments – Rainier conference Room
999 3rd Ave #4200, Seattle, WA 98104

Attendees: Olga Bystrova, C.J. Hall, Pam Cahill, Ufuk Ince, Rey Santodomingo, Sherrie Trecker, Tully McGowan

Via Teleconference: Amber Fowler

1:17 PM: Ufuk called the meeting to order. He confirmed that he had received proxies from Dylan Kelly, Andy Loechl, and Matt Griffith for the meeting.

1:18 PM: Ufuk approved the October, 2015 meeting minutes.

1:19 PM: Announcements:

Advocacy: **Olga** attended the Las Vegas forum on Advocacy during the regional meeting. CFAI is focused on professional licensing, employment and government outreach, as well as financial education.

- **Paul** is starting to meet with local companies in December.
- **Olga** has a government contact as well.
- **C.J.** and **Allan** interested in developing financial education. Allan particularly interested in online content. **Ufuk** added that he should be involved in the Ethics and Finance initiative.
- **C.J.** would also like to be involved in university outreach, actually affiliated with employers such as Russell and Parametric. **Sherrie** and **Olga** are interested in going with **Ufuk** to UWT.

1:22 PM: Presidents Update - **Ufuk**

- Programming attendance has improved; it is up to 32 attendees for today's event.
- Treasurer's report: Looks good so far for 2016; the wild card is the increased prices for the Forecast Dinner. **Rey** is estimating \$30-40k in extra revenue for the year.

1:29 PM: Corry Brown – Guest Speaker (Via Videoconference)

- Corry has three asks for the Board Members:
 - Who do we believe we are? Who is the CFA Society Seattle? Take a pragmatic view of this, not an idealistic view. Look historically, investigate where time is spent, where dollars are spent, and if we wrote press releases, what would the topics of the last 3-4 press releases be? Understanding where efforts are focused gives a historical perspective.
 - Also understand how that ties into the larger CFA Institute. How is this connection perceived?
 - Each individual engaging in this process needs to prepare a polished oral elevator pitch of who the CFA Society Seattle is. Captures 4 things:
 - ID what your purpose is.
 - What is the primary goal of the organization?

- What direction are you going? What direction aren't you going?
 - ID a few major milestones/guideposts that would help better understand how are actually achieving these goals.
 - Should be able to share these at retreat and bring together what is important for the board.
- BHAG: Big Hairy Audacious Goal. Each individual should independently come up with one of these for CFA Society Seattle. The way to measure this is that if you accomplish this over next 5 years would be something that would be talked about for the rest of your life as something you engaged in that was meaningful that impacted the organization and community at large.
- A retreat will be held sometime in January, a half day to a day. The goal is to reach into the future and be more strategic, rather than just fighting fires. Ideas for improvements:
 - We have a CFAI survey that we can get the data from Society Seattle. We can also do custom surveys.
 - Can also do a board self assessment exercise
 - Mandate multi Year board positions (Bylaws don't limit tenure of positions other than President at one year, Rey and Sherrie have each served in their roles for two years).

1:47: Mission and Strategy Review - Ufuk

- Every meeting has different emphasis this year. This is preparing us for the mission revision and strategy planning work.
- The mission is now on all meeting agendas. If you take it away, it's hard to remember it; it cannot articulate it in an elevator.
- Timeline: November kickoff; December: survey, inventory of activities, board self assessment, homework. January: Winter retreat.

2:14 PM: Membership – Tully

Ask for board: take a look at email that was sent with currently lapsed members; everyone should be working off the same shared spreadsheet. We are currently in line/slightly ahead on renewals and tracking above the Western region.

Meeting adjourned at 2:20 PM.