



CFA Society Seattle Board Meeting  
Wednesday, October 21, 2015, 1.15 pm – 2.30 pm  
Verus Investments – Rainier Conference Room  
999 3rd Ave #4200, Seattle, WA 98104

**Attendees:** Ufuk Ince, Matt Lowe, CJ Hall, Pam Cahill, Andy Frey, Dylan Kelley, Olga Bystrova, Matt Griffith, Sherrie Trecker, Allan Randell-Chen, Andy Loechl

**Via Conference Call:** Rey Santodomingo, Amber Fowler

## AGENDA

**1:15 PM: Ufuk** called the meeting to order

**1:16 PM: Ufuk** approved the September, 2015 board meeting minutes, with changes he had sent to Pam earlier that day.

**1:16 PM:** Announcements

**Programming: Dylan** noted that at the end of 2015, Harbor Club is closing. He is currently looking into other options. Rainier club appears to be a good facility. Ufuk would like to propose a recommendation at the November 18 board meeting.

**SAIA Event: Matt** requested that we pass good volunteers along to him for the November 19 Alts event. He needs 10.

**Social: C.J.** commented that he is working with the Hyatt for the December Social and Charter Recognition Ceremony. He hope to finalize marketing for the event this weekend. Outstanding question: will you be hosting parking for attendees? Generally we don't.

**C.J.** noted that 37 people attended the Fall Social, slightly down from last year, but it was held on a Friday and we didn't offer free attendance to large groups.

**Technology: Alan** has turned on Google Analytics for CFA Seattle's website. He noted 405 sessions between Oct 1-17; with majority of traffic driven to home page, then events. The majority of activity is coming from desktops, rather than tablets or phones.

**Research Challenge: Matt** noted that there are 6 engaged teams. Esterline is the company; will have 40 people at the event.

**Book Club: Andy F.** is reviving the book club. He is currently researching venues for weekday evening meetings. CFA Seattle will provide free books for the first meeting.

**Forecast Dinner: Amber** noted that speakers are lined up, and she already has \$75k in committed sponsorships. Sherrie has volunteered to take care of volunteer coordination of the event, as well as putting together the presentation book.

**1:26 PM:** President's Update

**Ufuk** commented that CFA Seattle's funding has gone up quite a bit with the new formula that includes candidates. **Rey** is currently finalizing the new budget.

**1:30 PM:** Advocacy – Strategic Review

**Olga** attended the advocacy workshop in LA with **Thomas Garrett**. Olga noted that she would like the board to provide input in terms of areas of focus within advocacy and how they should combine with other interests.

**How will we define advocacy?** From the workshop, most societies have been defining advocacy as brand building: all committees are involved in this, with agendas for each committee. Larger societies have been focusing specifically on ethics in financial education. Within CFA Seattle, Advocacy touches on programming, employer outreach, government outreach, university outreach, and media.

**Andy** commented that one area of focus could be to start communicating with regulators (State of Washington) to use the CFA as the standard/requirement within financial firms. **Olga** added that on the government side, CFA Seattle could also have government speakers speak at our events, possibly incorporating Spokane societies.

CFAI just unveiled their media campaign; they will provide content for advertising. CFAI will provide a toolkit to societies for localizing the advertizing campaign.

**The end summary of the advocacy discussion was to focus on employer outreach, government outreach, advertising, and programming, leaving university outreach to the group that already exists.**

Meeting adjourned at 2:13 PM.