



CFA Society Seattle Board Meeting Minutes

October 19, 2016

Verus, 999 3<sup>rd</sup> Ave. Suite 4200

**Attendees:**

In person: Matt Griffith, Amber Fowler, Dylan Kelly, Annika Williams, Alan Randell-Chen, Thomas Garrett, Olga Bystrova  
Phone: Pam Cahill

**1:03 PM**—Meeting called to order

**Approval of Minutes:** Motion to approve minutes from Alan, seconded by Thomas. Approved.

Book club is going to be moved from the 7<sup>th</sup> to the 14<sup>th</sup>

Renewal Campaign:

- We lost 99 members who did not register on time
- Board members can review this list and sign up on one drive, link included in packet. The new membership chair will be sending out regular updates.

Budget:

- We are working on finalizing our budget for next years' plan. Still a few more details to fill out. We still need to submit this business plan.

Upcoming events – SAIA, Western Regions, Holiday Party, and Forecast Dinner

Next meeting is Board members only. Wednesday November 9<sup>th</sup>. From 4-5 at Dylan's work place. Invite to follow. The fall social will take place immediately following.

Research challenge:

- Company announced is Costco. Warehouse tour next week in October.
- Next couple of weeks, Matt and Annika will put names together for judges. If there are any suggestions, please email them to Annika or Matt. About five years of fundamental equity research experience is preferred but CFA is not required.

Forecast dinner:

- Still working on some sponsorship organizations. But might look a bit different from the past few years.
- Two speakers confirmed. Third is being worked on. Starting in about a week, it's going to be an "all hands" sort of support to get the sales done.

University relations:

- Kristi Lord is bringing about 20 students to Seattle to meet professionals in business area. She reached out to the society to see if any charter holders on the board would like to speak with the students on the 20<sup>th</sup>. At the WSU Seattle Campus. Any help would be appreciated. Let Alan know if you can make it.

Membership:

- Niyada is going to be filling the role of membership chair. Big takeaways – lost 99 members. This is around what we expected to happen. We are now right around 980 members.

Volunteers:

- CJ has been doing a good job getting people involved using peoples' interest. The board needs to fill out the rest of these positions. See what they can do once they're in that position.
- Pam has the master list of volunteers and their contact info. This needs to be updated with CJ's list. This should then all be located on the OneDrive.
- Dylan will email the contact info of the new volunteers to Pam so she can update the list.

### **1:36 PM – Conference Report Out**

Opportunities to share the reactions and reflections from conferences.

**Pam** provided a member nation update.

**Thomas** shared his thoughts on Portland. Got a chance to meet with the board members of the Portland society and look at the expo.

Mary had the idea to have the Expo switch back and forth between Seattle and Portland. Initially was supposed to be targeted towards students. But ended up being much more robust. Universities, vendors, employers. Well rounded event.

**Annika** suggested taking each board position for getting "reasonable," "mid level," and "extravagant" goals. That way we know we are actually making accomplishments.

**Matt** suggested breaking programming into subcommittees and have all different types of finance industry represented and get broad types of involvement. People who are advising on the calendar of programming, strategically for the year. Identify industries we want representation from. In one or two meetings a year, say "here's the map of the calendar."

The incremental work might be hard. Five or six times the work for maybe not the best addition.

Takeaway idea: at the start of the year, make a goal to have different types of events and then try and fill those.

Vancouver's 50<sup>th</sup> anniversary event inspired to target non-traditional sponsorship for events. Possibly reach out to high end retailers.

Potential idea for a dedicated spot on the board for a person with marketing expertise whether or not they were a charter holder.

Event idea for next year which gained a lot of traction in conversation: Annual event for wealth management. Get a day long program with an evening event that has a variety of speakers. Opens up new sponsorship opportunities, new networking opportunities. Get a high profile speaker. Totally focus on private wealth. This is a huge opportunity to increase value to members.

### **2:10 Switch over to By-Laws:**

Dylan will send Annika his version of the by laws with content changes.

Amber raised the question of potentially lightening the load for past presidents by not requiring them to participate in the Forecast Dinner.

Big takeaways from discussion:

Legal name – Branding as CFA Society Seattle?

Maybe a discussion around qualifications of a student membership.

Regular and Affiliate members serve on the board? Or leave it as Regular members serve on the board.

Idea: Percentage threshold of people without full experience. Can have dedicated spots for non-charter holders.

Dylan will draft a list of proposed changes and will distribute to board members so that board members not present can review as well. Then we will go from here.

**Meeting adjourned at 2:30.**