



CFA Society Seattle Board Meeting Minutes
October 18th, 2017
Verus Investments

Attendees: Matt, Amber, Annika, Jamelah, Dylan
Phone: Pam, Olga, Michael, Giora, Lisa, Thomas

Meeting called to order at 1:03 PM

Jamelah moved to pass the minutes, Dylan seconded. Minutes are approved.

Dylan – forecast dinner update: Lead speaker has been secured. Also working to secure a secondary speaker. Hoping to invite past participants from the research challenge to encourage attendance. Potential table swaps with CAIA to fill seats. Good to get a full room. We’re halfway to our fundraising goal without any speaker promotion. Volunteers will be secured from the existing volunteer pool (those who are regular supporters).

Thomas – programming overview: Shooting for about 35 attendants per visit. Actually hitting about 30 events. This is up from the average a few years ago from about 15-18. On pace with last year for events. We have a newer volunteer: Pavel Goleshev. He has been helping out lately and has expressed interest in taking a leadership role. Pam has done a great job with all the operations side of things and Rainier club has been very helpful despite having slightly higher cost than expected. Matt complemented the quality of the events Thomas is putting out.

Phill – wealth management conference: Markets Group committed to doing an event in 2018 – they have done several events in SF, LA, and Texas. Trying to get the cost to be less than \$100 (for a full day conference). Incentivize them to register for the society, and pay for a full day conference for less than the price of paying for the conference as a non-member. They are working on drafting the letter/financial side of things. They have an “open door” to helping plan the event based on what we want to see and what we think our members want to see. Potentially use the Sheraton as the location for the event. The Markets Group is really interested in using our brand as part of the promotional events.

Lisa – gender diversity conference/women’s network: Heard a lot about the importance of pipeline in the conference – starts early with girls, young women, etc. Trying to fight the problem of “image.” Talked a lot about mobility and transparency. Implementing at society level: do our best as a society to help employers hire and retain a more diverse group of candidates. Supporting hiring managers is really the best place to make an impact. Plans for the year – women’s network.

Pam – updates: Strong sponsorships for the Western Regions conference. Having some difficulty with the new registration program – but we are one of the first societies to adopt so we’re working on improving this. Holiday Party charter holder event – 8 new charter holders and 11 new guests. There are 49 new charter holders. Have the board register. Potentially have this be a free event for members. Have this also be a fall social/Christmas party.

Amber – update: Working with Dylan on speaker and bio, and then work with Pam on updating communication.

Jamelah – research challenge: Kick off last week went really well. Will build off of these relationships to have strong participation going forward.

If anyone knows anyone in the field about Robo-advising/asset allocation in the startup sphere, that would be helpful.

Welcome to Giora.

Executive board session.

Meeting adjourned at 2:18 pm.