



CFA Society Seattle
999 3rd Ave, Suite 4200

September 20, 2017
Meeting minutes

Attendees: Jamelah, Matt, Niyada, Pam, Olga, Annika, Michael, Alan, Amber (phone), Phill (phone)

Meeting called to order at 1:01 PM

Initiatives update from Matt:

- Reaching out to the wealth management community. 70% of the members are from firms with 3 or fewer charter holders. Phill is working on coordinating with an outside firm to get us involved in sponsoring a wealth management conference for next summer
- Work with local CEOs and CIOs of firms to get them more involved in our mission and how we can help them to improve their businesses – if anyone sees an opportunity to interact with/have coffee with local CEOs and CIOs, do it!
- Volunteer recruitment – share job descriptions. If a committee has a need, write a job description and put it on the job board/website. We can direct volunteers to this website area to build a base. Include specific qualifications. We will be needing a programming chair next year – keep this in mind for candidates who inquire. This will be the biggest future hole we have.

Committee reports:

- Membership goal for this year: nearly 3.7% growth by the end of next June (1088). Waiting for the lapse date to see what additional retention work needs to be done.
- Forecast dinner update: still need more sponsors—though they're in a good spot, waiting on confirmation from speakers. Western regions are competing for similar sponsors.
- Pam would love suggestions for constant contact. People are still reading and clicking on newsletters which is good. 30% click rates is where we are now and it's a good number to hit. If there are expenses, send them to Pam.
- Conferences this year are in San Jose in October, Las Vegas in February, and Hong Kong in May. Everyone on the board is invited to the meeting in Las Vegas.
- Review course was cancelled the fall term due to low enrollment. Still hoping to hold the one for the Spring. Hoping to do a joint event for gender diversity, YPN, and University Relations in October/November. Goal – remain engaged with student base. Try and do one social a month among the younger crowd. At least two larger events in the year.
- Research challenge, university relations, and membership can all work together to get student memberships up.
- Research challenge – getting an onsite visit of the warehouse of the target company. We'll try and take photos for marketing/advertising. CFA Society Seattle will bring in box lunches. Trying to line up a local speaker to talk about how to write a basic research report. Struggling with timeline. Bloomberg is a sponsor and will provide a terminal for the length of the project.
- We can invite past and future potential companies to the forecast dinner.

- Research challenge initiative to meet with more faculty/top down business school faculty to nurture those relationships. Goal to be onsite once a semester to convey the message of how the charter can serve students.
- YPN event goal near early November – roboadvising, etc. Working for next spring to have more social events (potentially 2) one on the east side and one on the west side. Three good volunteers lined up with this team.

Executive session for the last 5 minutes of the meeting.

Electronic vote for the approved budget and designation of excess reserves.

Meeting adjourned 2:12 PM