

Seattle Society of Financial Analysts
Board Meeting Minutes
Strategic Planning Meeting

Date: August 7, 2003 4:00 p.m.

Location: Elaine Heller's Residence
2818 93rd Ave NE
Bellevue, WA 98004
425-454-3131

Trustees Present: Elaine Heller, Michelle Rubesch, Aimée Huff, Dan Rutter, James Simone, Roy Hamrick

Trustees Absent: Linda Mauzy

Others Present: Jay Turley, Greg Meier

House Keeping Items:

- A. *Society Leader Conference* – Michelle and Aimée plan to attend, September 4-6th, in Chicago. Events will be organized for societies by size, there will also be a vote on rules, and AIMR will present their 5-year strategic plan. AIMR is now paying for two society representatives to attend each conference (hotel paid for one).
- B. *Western Regional Conference Call* – Conference will be held in February over President's Day weekend in San Diego.

Mission Statement:

- A. Elaine reviewed our current mission statement and discussion revolved around how well it reflects what the SSFA does today and would like to achieve going forward.
- B. Regarding the ethics component of the mission, it was decided that we should strive toward more programs/speakers on the topic. New AIMR ethics rules will take effect 1/1/05.
- C. 'Public awareness' will not be added to the mission, 'professional development' may be.
- D. No formal changes were made to the mission at this time.

Public Awareness:

- A. The board expressed the belief it is a benefit to members to promote the CFA designation within the community through activities such as a Media Guide, Forecast Event, Dinner at a Homeless Shelter, etc.
- B. *University Outreach* – the board wants to continue and expand initial outreach activities, with the goal of presenting to local area universities (both grad & undergrad) in the fall on an annual basis, viewing students as our future member base.
- C. *Community Outreach* – the board wants to establish better links to other financial professional organizations (estate planners, CFP, CPA, etc.) Hopefully add reciprocal links to respective websites.

Media Guide:

- A. Board voted to go ahead with a Media Guide via the Public Awareness Committee.
- B. Concern expressed for potential for self-promotion and poor reflection upon the SSFA. It was agreed that there would be a disclaimer on the Guide that opinions expressed were the members' own.
- C. Michelle presented a "How to Talk to Reporters" brochure and suggested that similar content could be sent to members and/or listed on the website.

Programs:

- A. *Social Event Attendance* – has risen steadily over past few years. Aimée raised idea of 'networking socials'. Potential program on 'How to Network' by someone Elaine is acquainted with.
- B. *Alternative Times/Venues* – it was agreed that this is desirable to do, in response to feedback from member surveys. Elaine will also mention in President's Letter in newsletter the importance of members to support events in alternative locations or times.
- C. *Event Promotion* – consider having phone tree, possibly with volunteers calling to help promote events, especially on the Eastside or South end to generate better event attendance and increase member involvement.
- D. *Investing 101 Workshop* – the board agreed to go forward with feasibility study with hopes of implementing a training program for new hires and support staff as a service to our members and a means to generate revenue (modeled off of San Francisco program). Dan Rutter will get in touch with Lillian (acquaintance of Roy's).
- E. *Forecast Event* – the board agreed to hold the SSFA's First Annual Forecast Event in 2004, hopefully, in January or February. James volunteered to head up the committee. Goal is to have a headline speaker, promote the event within the community, and offer sponsored tables.
- F. *Event Evaluation Forms* – board decided to gauge event success and generate new program ideas by leaving evaluation forms on chairs at each event. Also hope to solicit program ideas on the website.

Membership:

- A. Board agreed that it is a goal is to grow membership and increase member involvement.
- B. *Student Membership* – Aimée intends to present preliminary plan at next board meeting, including necessary bylaw changes, based on research of what other societies have implemented.

Volunteerism:

- A. It was agreed that we need to get our members more involved by increasing structure around volunteering, including follow-up, discreet tasks, directly asking for assistance, etc. There was a good response from the member survey and consensus was to make sure we utilize those people.
- B. Discussed possibility of having a Volunteer Chair. The board decided that the President will take on the role of coordinating volunteers going forward.
- C. *Ideas of Tasks we can use Volunteers* –
 - * find speakers/coordinating programs

- * act as a speaker for SSFA events or Academy
 - * leverage members from large firms to get 'big-hitter' speakers
 - * ask fixed income members to arrange debt-related programs
 - * arrange corporate membership/sponsorship
 - * Investing 101 workshop
 - * Theater Social
 - * listen to and summarize AIMR conference calls
 - * Homeless Dinner
 - * Forecast Event
 - * help with Job Newsletter by contacting employers about jobs and internships
 - * identify and find contacts to other professional societies to form links with
 - * tabulate Event Evaluations
- D. It was agreed that Volunteers would be added to each future board meeting agenda to encourage committee chairs to think of ways to use volunteers.

Other Items:

- A. *Interns* – Board agreed that it would be appropriate to list internships in the job newsletter as a service to our members. Aimée will create some content for the website (Job Section) to give members' firms ideas on how to use interns.
- B. *Wall Street Journal in Schools* – James reported that it will not cost the society anything, but would be funded by member donations to *Alliance for Education* (a tax-deductible non-profit organization). It will be highlighted on the website.
- C. *Vegetarian Meal at Events* – option will be offered to members who pre-register and prepay for events.
- D. *Newsletter* – assignments reviewed, due date is still Friday, August 21st.

Next Board Meeting:

The next Board Meeting is scheduled for September 4, 2003, 2:30 p.m., at the Rainier Club, 820 Fourth Avenue, in downtown Seattle.

Meeting Adjourned 6:00 p.m.

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