

CFA Society of Seattle Board Meeting Minutes

Date: Thursday, March 19, 2009

Time: 3:30 – 4:50pm

Via teleconference

Board members on the teleconference:

Jeff Lippens (Vice President), Leisa Western (Membership), Geoff Longmeier (Treasurer), Dan Rutter (Trustee), Lee Thacker (Technology Chair), Aimee Huff (Trustee), Nancy McFadden (Secretary)

1. The board meeting minutes for February 19, 2009 were reviewed and approved
2. Aimee and Dan reviewed the Forecast Dinner. Aimee expects the event will profit around \$6,500. Some invoices remain outstanding. Feedback from the dinner has been very good.
3. Jeff summarized the upcoming programming schedule.
4. Leisa reported that the new CFA Institute portal is upgraded for the membership process. Some members have dropped from the local society, while other applicant's have been delayed due to the month-long upgrade process. Leisa reports 15 new members for a total of 889.
5. Leisa reported on the Public Awareness campaign that is the focus of the Level II funding.
 - a. Member highlight section: two local university students will be working on adding to the highlight page of the website.
 - b. Christine Yokam, a member with the society, is spear-heading the Media Book project, and will be working directly with local media.
6. Leisa, Jeff and Lee updated us on the Level II funding process. The goal of the level II funding advertising campaign is to, through the use of radio advertising, draw local private investors to the CFA Society of Seattle website. Once on the website, guests will be able to access a database listing local investment advisors affiliated with the CFA Society of Seattle. Lee is working on creating the database which society members may opt in. KPLU and KUOW are under consideration for use of the advertising. Martha Freitag and Susan Moore have both offered to assist with the campaign.
7. Jeff reported on the early stages of formulating a University Liaison/Outreach program. Doug and Jay are working with Jeff. They have spoken with the UW and have a dialogue with Seattle U's Fiona Robertson.
8. Geoff reviewed the financials through February. Aside from outstanding Forecast Dinner invoices, some higher-ticket programming expenses and some timing issues with respect to funding from the institute, the financials are in-line with expectations.
9. In Doug's absence, a motion was proposed with respect to the Professional Conduct Program. Board members are seeking greater clarity on implementation of the PCP.
10. The next meeting is scheduled for Thursday, April 16, 3:30pm. Location to be announced.
11. The meeting was adjourned at 4:50pm