



**Minutes of the Meeting of the Board of Directors**  
Wednesday, September 10, 2008, 12.00 p.m. – 1:00 p.m.  
Barlow Capital, Boardroom, 3<sup>rd</sup> Floor, 730 View Street  
Victoria, B.C.

*Present:* Andrew Shortreid, Trent Moore, Carolyn Thoms, Rob Bennett, Yan Lyesin, Gord Walker, Philippe Monier, Anna Nemeth, Jill Sing, Jeff Hunter, Jeff Hamel  
*Regrets:* Jeff Good

1) **Approval of Minutes**

The minutes of the Meeting of the Board of Directors on August 7, 2008 were reviewed and approved.

2) **Programs**

Andrew provided an update on programs scheduled through the end of the year. Discussion followed regarding the October 2<sup>nd</sup> presentation from Tsur Sommerville of the Sauder School of Business, UBC. Andrew advised that the event would not be a money raiser for the Society given the costs associated in bringing in the speaker versus the ticket price. Following further discussion it was agreed that the ticket price should be in the \$25/\$30 member/non-member range in order to attract a broad audience.

Other upcoming speakers/presentations were mentioned as follows:

- October 15 – John Bogle, Black Monday & Black Swans: Anna advised the 10:00 a.m. timing may be a conflict at the TD Investor Centre host location. Jill agreed to investigate an alternative option through the Chamber of Commerce.
- October 31 – John Nofsinger, The Psychology of Investing
- November 17 – Greg Reimer, BC's Resource Development Policies
- December 3 – Annual Christmas Dinner and Charter Awards Ceremony

3) **Forecast Dinner**

Andrew reported on the proposed dates and venues for the 2009 Forecast Dinner; proposed dates being January 20, 21, or 22 and possible venues as follows: Ocean Pointe, Hotel Grand Pacific, and the Inn at Laurel Point. Andrew agreed to continue his discussions with Ocean Pointe. Jeff

Hamel and Anna Nemeth offered to make inquiries with Hotel Grand Pacific and Laurel Point, respectively.

Andrew confirmed two of the three speakers for the event would be Tony Gage, former head of PH&N and Martin Barnes, Managing Editor of the Bank Credit Analyst. There was some discussion regarding the third speaker. Carolyn reported that she had approached Andrew Busch of BMO, Chicago as a panel speaker however he would need to be added to the CFA speaker retainer program first as his speaking fee of \$10,000 was too high. She agreed to pursue this further with the CFA Institute. Andrew suggested Martin Murenbeeld of DundeeWealth in Victoria as another potential panel member.

Andrew reported that he was still investigating options for the moderator.

Prospective sponsors of the event were discussed, including Custom House (up to \$10,000), Bloomberg, TMX Group, and Claymore.

4) **Public Awareness**

In the absence of the Committee Chair, Jeff Good, Andrew mentioned that the 2008/2009 budget for arts and marketing had been covered by recent events.

Several print publications were suggested by the Members, including 'Douglas Magazine', 'Boulevard', UVic's 'Limelight', the provincial CA publication, 'Beyond Numbers', as well as various Victoria arts brochures.

5) **Membership**

Jeff Hamel provided a report on membership. Current members grew by 3 to a total membership of 83. Jeff gave an overview of the recent Level 1, 2 & 3 CFA exam pass rates and discussed the idea of actively targeting students as prospective new members. He suggested enticements be offered by the Society such as a free event. It was agreed that an active new member and growth strategy would be discussed at the next Board meeting.

6) **Education**

Andrew provided a brief update on the Career Fair sponsored by UVic Business and advised of the upcoming meeting regarding the Victoria CFA Society hosting a stall at the event.

Rob gave a detailed report on the Global Investment Research Challenge being conducted by the CFA Institute. The Challenge brings together leading investment industry professionals and teams of university finance students focusing on how to research and report on publicly traded companies. Rob advised that he has been working closely with sponsors at UVic Business and the team was assembled and the project well underway.

7) **Other Business**

Sub-Regional Meeting in Seattle

Andrew confirmed he was planning to attend the sub-regional CFA Society meeting in Seattle on September 17<sup>th</sup>. He reported that the meeting focus was expected to be on programming and public awareness.

## CFA Society Leadership Conference

Since the CFA Institute was sponsoring 2 members from each society, Andrew asked whether other Board members were interested in joining him at the SLC in Washington DC on October 2-4. Philippe expressed an interest in attending the conference.

## Annual CFA Society Services Agreement

Following some discussion about the CFA Data Centre use and access, Andrew advised he had signed the Annual Society Services Agreement.

## 8) **New Business**

### Newsletter

Gord discussed the upcoming fall newsletter. He reported that some of the topics for inclusion are as follows:

- Announcement of new CFA Victoria Board of Directors;
- Public awareness section from Jeff Good;
- CFA member profile: Paul Lennox, Treasurer at Custom House was a possible candidate although Andrew advised he would like to first secure the Custom House Forecast Dinner sponsorship before approaching Paul for the profile;
- Education commentary on the CFA scholarship program and the Global Investment Research Challenge

### Next Meeting Date

The next meeting date was agreed: **Thursday, October 9, 2008.**

There was no further business and the meeting was terminated.