





5. **Public Awareness & Technology Reports:** Attached reports presented by Andrew Shortreid
6. **Education Report:** Attached report presented by James Darke
7. **Program Report:** Attached report presented by Anna Nemeth
8. **Membership Report:** Attached report presented by Charles Volkovskis
9. **Treasurer's Report:** Attached report presented by Jeff Good
10. **Election of Board Positions**
  - A list of Regular Members who are willing to stand for election to the Board was presented. The Board will comprise 8 members, from whom an Executive will be elected at a Board Meeting immediately following the AGM.
  - Election of Board for 2005-2006:
    - Moved – Rob Bennett
    - Seconded – Charles Volkovskis
    - Motion – Carried
  - New Board members to include: Sue-Anne Fimrite, Anna Nemeth, Jeff Good, Joan Wiggins, James Darke, Millie Chow, Andrew Shortreid, Jeffrey Hunter.
11. **Other Business:**
  - Golf Tournament will have same format and location (Olympic View) as last year.
12. **Adjournment:**
  - Moved – Rob Bennett
  - Seconded – Joan Wiggins
  - Motion - Carried



## **Appendix 1 – PR & Technology Reports (Andrew Shortreid)**

### **Technology Update**

Website is presently undergoing a complete overhaul designed to make it a more engaging and informative gateway for local professionals into understanding who CFA Victoria is and what we do for the local investment community.

Some of the changes planned include

- change our society's web address to [www.cfavictoria.com](http://www.cfavictoria.com)
- create a formal library page for both books and presentations
- create a page for minutes and other board communications to be posted
- create a job links / employment page for local and regional employers
- create a page outlining the benefits of joining CFA Victoria
- create a page for the Public Awareness notices sent out by CFAI
- find a picture that embodies Victoria for our home page

It is estimated that these changes will all be complete by mid-July.

### **Public Awareness Update.**

At present we have US\$1,400 left in the PA budget for FY 2004-2005. There have been no changes over the past few months with regards to pure PA activity, most of the planning has focused on how to best use the name change budget (more below).

CFA Victoria's main PA expenditure over the fiscal year has consisted of a series of advertisements scheduled to run monthly through December 2005 in the Business Examiner. These ads are prepaid through the calendar year end. The remaining funds will be used to create a recognition advertisement to run in August sometime congratulating new local charterholders and their firms, as well as candidates who passed the year's exam at their current level.

For the coming year, our PA plan is to pursue new avenues of marketing – moving away from broad media outlets, and targeting a more discerning segment of the local community. Early initiatives include plans to possibly provide sponsorship and advertising with the ballet, symphony, and opera in Victoria, and other such events that bring together the arts, culture, and society.

Name change update – PA has taken point on organizing the lion's share of the name change expenditures. From the US\$8,000 starting point, PA has made the following purchases:



New Banners and update of the tabletop display	C\$1,200
Times Colonist Name Change Ad	C\$1,800

The TC ad will run in the business section on two successive days over Canada Day long weekend, Thursday June 30<sup>th</sup> and Saturday July 2<sup>nd</sup>. The banners are being produced locally by Island Displays, and it is my hope that they will be ready for the golf tournament on July 15<sup>th</sup>.

PA will also be responsible for ensuring that the remaining funds, after accounting for all necessary society costs (i.e. legal, admin, etc...), are appropriately put to use in the best interests of the society and its stakeholders. The deadline for exhausting this 'use-or-lose' budget is August 31, 2005.



**Appendix II – Education Report (James Darke)**



**Appendix III – Program Report (Anna Nemeth)**

**Victoria CFA Chapter 2004/2005 Program Schedule**

- 1. July 16, 2004 - Annual Golf Tournament at Olympic View**
- 2. Sept. 23, 2004 - Jean Brunel – A Behavioural Approach to Asset Allocation\***
- 3. Oct. 19, 2004 - Carmanah Technologies**
- 4. Nov. 29, 2004 - CFA Charter Ceremony/Annual Xmas Dinner**
- 5. Nov. 30, 2004 - Candidate Reception with Schweser & Stalla and dinner with Chris Dunmall, PCR Western USA**
- 6. Jan. 20, 2005 - Quantitative Services Group**
- \*\*\*\* Our February event was cancelled due to lack of attendance – President of the BC CGA society \*\*\*\***
- 7. Mar. 30, 2005- Stewart Hamilton – European Corporate Failures\***
- 8. Apr. 21, 2005- Michael Jantzi – Socially Responsible Investing**
- 9. May 10, 2005 - Michael Levy – Dollar at par?**
- 10. May 31, 2005- Doug Beath – Using Markets to Forecast Markets\***

**\*- Speaker Retainer Program Speakers provided by CFAI**

**\*\*\*\*\* 2005 Annual Golf Tournament Friday July 15<sup>th</sup> @ Olympic View \*\*\*\*\***



## **Appendix IV – Membership Report (Charles Volkovskis)**

As at May 31, 2005

Total members	-	51
Regular members	-	49
Affiliate members	-	2

8% growth (47 to 51) from June 24, 2004 through June 8, 2005.

Members gained:

- Millie Chow, CFA
- James M. Darke, CFA
- Allen D. Gage, CFA
- Paul D. Lennox, CFA
- Chelsea M. Lucyk, CFA
- Philippe Jean-Paul Monier
- Kevin F. Ryan, CFA
- Sheldon N. Schwartz, CFA
- Andrew P.A. Shortreid

Members lost:

- Yon N. Bergson, CFA
- Charles Kit Cheung Chang, CFA
- Christopher Marshall Haines
- Dianne O. C. McGuire, CFA
- Robin Mark Richardson, CFA

One outstanding change – Addition of Roger J. Middleton as a regular member



**Appendix V – Treasurer’s Report (Jeff Good)**