

TWIN CITIES SOCIETY OF SECURITY ANALYSTS
Board of Directors Meeting
December 16, 2004
M & I Investment Management Corp.
Minneapolis, Minnesota

MINUTES

The presiding officer was President John F. Holewa, CFA. Those in attendance were:

Jason R. Ballsrud, CFA	Jeffrey R. LeMunyon, CFA
Anthony Carideo	Kate Pexa, CFA
Andrew D. Christensen, CFA (phone)	David R. Spangler, CFA
Patrick M. Coleman, CFA (phone)	Barbara Boden, Executive Director (phone)
Karen Dunifon, CFA	Dori Valenta, Associate Director (phone)
John F. Holewa, CFA	

President Holewa welcomed everyone and thanked them for participating.

ADMINISTRATION

Approval – November Minutes

- There being no corrections, and upon motion duly made and seconded, the Minutes of the November 18, 2004 Board meeting were approved as submitted.

Treasurer's Report

Reporting for Treasurer Harrison. President Holewa led the discussion on the proposed 2004-2005 Annual Operating Budget. Dues were predicated on membership of 900. Noting the Education figures were still needed, the Budget was approved provisionally, awaiting those final figures. The revised document would be circulated to the Board for final approval.

President Holewa noted that this year, CFA Institute offered an enhanced program so if a society meets the basic requirements (public awareness, retained speaker program, leadership conference participation, and administrative support), the remainder of the funds, potentially \$18,000 could be used with some flexibility. These funds did not include up to \$8,000 also available in connection with the name change initiative. The application was submitted but no action has been taken as yet by CFA Institute.

ACTION ITEMS

Membership

Chair Ballsrud presented 26 applications for approval, stating there were no unusual circumstances.

- After a brief discussion, and upon motion duly made and seconded, the Board approved all of the applications as submitted.

On another matter, Ms. Boden reported that she had requested an adjustment to the restriction against shared membership lists between societies; CFA Institute was trying to work out a solution. In the meantime, Principal Elements was permitted to utilize the lists to the benefit of the societies they serve as the staffed office without actually providing the lists to anyone outside the respective society.

D&O Liability Insurance

Ms. Boden presented a proposal for D&O insurance. She noted that Principal Elements carries a policy that protects clients against fraudulent acts by any of its employees. Under the new policy, if a Board member does something illegal willfully, the defense of that willful act is not covered. A copy of the specific policy would be forwarded to the Board. The Board asked that legal counsel review the policy. Action was deferred to the next Board meeting.

COMMITTEE REPORTS

Education

In the absence of Chair Koppel, no activity report was given.

Employment

Chair Christensen reported jobs continue to be posted on the web site. Some changes were being made by the developers to make the web site more user-friendly, based on the Kansas City Society model. Job listings were updated twice a week. The idea of sharing job postings between societies was discussed. The question of whether a fee should be charged for each listing also was mentioned; it was the consensus at this time not to charge a fee.

Ethics

Chair Dunifon reported the Committee had been discussing three changes that might be made in the standards by the CFA Institute, specifically in standards three, five and six. It was suggested that the membership be made aware of this discussion.

Program

Chair Spangler provided a review of recent programs along with an update of upcoming events. He noted there had been moderate attendance at the luncheon previewing the Schweser Study Program. He further noted someone has called in on NPR with accolades.

Ms. Valenta discussed the details of an enhancement to the web site in the events section to allow up to ten registrations to be made online with one credit card transaction.

Public Awareness/Advocacy

Chair Carideo discussed Public Awareness/Advocacy activities, noting that in the past, funds were used for broadcast spots on NPR to increase awareness and in his view was not the most effective use of these funds. There were several other options, particularly those provided by CFA Institute, that could be built upon and produce better results for the investment over time. A question was asked about the reimbursement process; the funds would not be received until a documenting invoice was sent to CFA Institute. It was suggested that the Board should decide what the desired outcome would be for these awareness messages as well as comparative advantages of a longer message, of repetition, and of providing new information from various members each time a message was aired or printed. He proposed a new initiative, having TCSSA members do press releases on current topics of interest to the financial community. Publication of a media contact list by topic/specialty would be one way of accomplishing this.

Social Events

Chair Pexa reported the holiday event was very successful. Additional events were being planned for January and February.

Special Events

Chair Coleman reported the golf outing was tentatively set for June 13 or 20 at Edinburgh. A concern was expressed about finding sufficient sponsors for the event. It was agreed that a definite commitment should be made, the date posted on the web site, and that sponsorship opportunities could be obtained. The cost would be close to \$15,000, with a \$5,000 deposit required to secure the date. Last year's sponsor could only provide \$2500 this year; they understand that they cannot have exclusivity for that amount. Mr. Coleman stated he would secure the June 20 date.

Chair Dunifon presented a brief update on the Forecast Dinner. Cathy Wurzer, of NPR Radio, had again agreed to serve as moderator, and two speakers were locked in; a third was under consideration. The cost would be \$75 per person. Corporate tables would be available. Up to 125 people could be accommodated. University people would be targeted in marketing efforts. It was noted that higher profile speakers on hot topics would draw a larger audience. Recognition for corporate sponsors would be provided.

OTHER BUSINESS

Name Change

President Holewa requested volunteers for the *ad hoc* committee considering the proposed name change.

Regional Conference in Orlando

President Holewa announced the winter Regional Leadership Meeting would be held in January in Orlando; Board members were asked to consider whether they were interested in attending as one of two Society representatives.

Bylaws Review

Reporting for Messers Fee and Matz, President Holewa stated the plan was to review and discuss several sections at each of the next several Board meetings to ensure a detailed review. The name change issue would be the most significant change to be taken to the membership.

Proposed Strategic Planning Meeting

President Holewa stated there should be some discussion about a strategic planning meeting in the near future.

Student Competition

President Holewa stated he would like to have a discussion about holding a student competition on similar lines to the one held by the New York Society, and would defer that topic to the next Board meeting.

Next Board Meeting

President Holewa noted the next Board meeting would be held on Thursday January 20, 2005, at 7:30 a.m., at M & I Management.

There being no further business, and upon motion duly made and seconded, the meeting was adjourned.

Respectfully submitted,

Barbara Boden
Executive Director