



Women in Financial Markets Board Meeting 1/11/24 Meeting Minutes

On January 11, 2024, a hybrid meeting of the Board of Directors (“Board”) of Women in Financial Markets (“WIFM”) was held, commencing at 5:00 p.m. (Eastern).

Board members in-person: Kyle Brandon, Claudia Downing, Tara Dziedzic, Deborah North, Joyce Thormann and Karen Wares

Board members participating virtually: Susi de Verdelon, Tracey Jordal, Jackie Mesa, Lona Mozumder, Tracy Rucker-Wilson, Cassandra Seier, Bari Trontz, Petal Walker and Julie Winkler

Margoth Pilla participated in her role as an Officer, Melody Mokhtarian participated in her role as Director of Membership and Development (DMD), and Alexa Simone participated in her role as Membership and Events Coordinator at the invitation of the Board.

Approval of Board Minutes:

The November 9, 2023, Board meeting minutes were approved.

President & CEO Update:

Ms. Seier welcomed everyone to the first board meeting of the year. Ms. Seier reminded the board about the offsite retreat in February, which is an opportunity for the board to spend time together and have meaningful discussions on important topics.

Leadership Committee:

Ms. Walker provided an update on the status of the current cohorts. The cohort leads are meeting to review the nominees and make sure nominees are placed in the correct cohort group. The committee plans to refresh the Trailblazers cohort group and treat the trailblazers more as partners.

Ms. Walker shared that WIFM had 30 scholarship applications and provided 20 applicants with scholarships.

The mentorship program will kick off with a mentor training. We currently have 52 pairings.

The WIFM Conference will be held on February 29. The agenda includes fireside chats, panel discussions, a roundtable, and networking breaks. Prioritizing decisions about the target audience. Will roll out an invite only list and then open the registration to full membership.

Ms. Walker shared that the Wolfpacks will also begin this month with a facilitator training.

Events Update:

Ms. Rucker Wilson shared that the committee is looking to engage with Gala sponsors whose sponsorship includes a WIFM event to begin planning.

Planning for the Women’s History Month Series has begun.

The committee plans to expand geographically, looking at locations where a board member and concentrations of members are located. Locations include Boston, Los Angeles, Florida, Texas and Chicago.

Ms. Rucker Wilson shared that the committee will also plan all membership leadership events throughout the year.

EU/UK Update:

Ms. de Verdalon reviewed the committee's strategic plan for the upcoming year. They are currently focused on creating an event calendar.

Ms. De Verdalon and Ms. Jordal shared they plan to have their Gala shortly after the NYC Gala.

Gala Update:

Ms. Wares shared that the committee is currently looking at dates. September 25 is a date that currently works for the board. She shared that the committee is looking at strategic ways to keep sponsors engaged. One objective is to encourage sponsors to become WIFM members and ask their coworkers to join as well. Another goal is to encourage board members to manage the sponsor relationships more actively throughout the year and to better engage Gala Award winners and nominees.

Branding Update:

Ms. Trontz shared with the board that the organization's digital footprint has grown since the rebrand; the organization gained over 1,200 LinkedIn followers since September 2023.

The next phase is to rethink the website, seeking ways to make it a more robust experience and provide a depth of information about WIFM. Ms. Trontz shared that she is looking into strategic ways to roll out the website design.

She shared that the WIFM newsletter will be going out quarterly and its design will align with the rebrand.

Governance Update:

Ms. Mesa brought the nomination of Victoria Greenberg to become a member of the board of directors. Her nomination was approved by the board.

She shared that committee will continue to look at potential new board members and focus on location including EU/UK.

Financial Review:

Ms. Pilla reviewed the current 2024 budget with the board.

DMD Update:

Ms. Simone shared with the board that the plan is to have the data integrated into the new CRM by the end of January with the goal of having a functional CRM by February.

Adjournment: With no further business, the meeting adjourned.