



Women in Financial Markets Board Meeting 12/10/24 Meeting Minutes

On December 10, 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 participating in person: Samantha DeZur, Claudia Downing, Tara Dziedzic, Victoria Greenberg, Margoth Pilla, Tracy Rucker-Wilson, Cassandra Seier, Joyce Thormann and Julie Winkler

Board members participating virtually: Nichola Hunter, Tracey Jordal, Jackie Mesa and Marta Poleszczuk

Board members who were unable to attend (excused absence): Kyle Brandon, Susi de Verdelon, Lona Mozumder, Bari Trontz and Karen Wares.

Melody Mokhtarian participated in her role as Director of Membership and Development and Alexa Simone participated in her role as Membership and Events Coordinator at the invitation of the Board.

Ms. Winkler called the meeting to order and noted an adjustment to the agenda that we would begin the meeting with Committee reports.

EU/UK Committee Update:

Ms. Jordal shared that membership continues to grow to over 1,850 members including the integration of the Lean in Community. They had many successful events in 2024 and have grown the EU Working Group. She also welcomed Ms. Hunter who will help to grow sponsorship. Ms. Jordal stated the committee is working in coordination with the EU working group to plan out 2025 including partnering with industry events and other organizations to help spread the word. There are events under consideration in Paris, Amsterdam, Frankfurt, and Lisbon. Ms. Seier suggested also looking into major tech conferences in 2025. The Committee is expecting to do 4 EU/UK events with existing sponsors in 2025. Ms. Hunter stated that she will coordinate with Ms. Wares on Gala sponsorship and best ways to be strategic. The goal is to grow membership to 2,000 members in 2025. The Board also discussed the need to ensure that Eunice is closely connected to the Leadership Committee priorities in 2025. Lastly, it was recommended that the Event and Gala Committees sync up to evaluate how should consider EU Gala invitees for 2025.

Events Committee Update:

Ms. Rucker Wilson shared that the committee is being proactive and working on planning events throughout 2025. WIFM is committed to 11 marquee events based on 2024 Gala Sponsorship and will be looking at a range of industry topics. It was suggested that particular consideration be given to crypto, digital assets, AI and technology, in 2025 given the changes expected in DC. She also shared the committee is looking to also expand events to other cities including possibly Miami. During the discussion, it was raised whether WIFM should continue to include events as part of the Gala sponsorship as it is a tremendous amount of work for WIFM to plan these events. It was recommended that a joint Events Committee and Gala Committee be held to discuss this Gala benefit and make a decision on 2025.

Ms. Rucker Wilson also asked if any had any suggestions for an AI speaker for SPDJI's event in January.

Ms. Mokhtarian confirmed that we would be evaluating a new venue for the 2025 Gala. If any Board member has any venue ideas, please share those.

Finance Committee Update:

Ms. Pilla reviewed the proposed 2025 budget, which includes a 30% increase in the EU/UK budget for a total of \$65K. It is expected that the EU/UK 2025 Gala will be for 160 attendees. The Board did discuss if the EU/UK Committee would evaluate having some additional sponsors to help subsidize the EU Gala including things like sponsoring drinks, the photo booth, etc.

The Finance Committee is taking a conservative estimate for the 2025 Gala of \$600K. Lastly, Ms. Pilla asked for the Board's help in bringing in the funds from the 2024 Gala sponsors. A list will be sent around after the Board meeting for those invoices outstanding.

The 2025 budget as proposed by the Finance Committee was unanimously approved by the board.

Leadership Committee:

Ms. Mesa provided an update on the status of the cohorts and that they are wrapping up their cohort year. She also shared that the current leads are working on finalizing their coach with all renewing except for Rising Stars, who are selecting a new coach for 2025. We have been actively reaching out to sponsors to submit their nominations as we intended to kickoff the cohorts in early 2025. At this point, we have 12 sponsors who we have not sent in their 2025 nominations yet so she asked for assistance from board members to reach out to those sponsors we have not heard back from asap. She shared that we have chosen our 15 scholarship winners for the year out of over 100 applicants and that Ms. Mokhtarian has notified the applicants of their status.

She informed the board that we have received 500 Wolfpack applications and will soon be working to put them into packs. We will also be holding a training session for the Wolfpack facilitators.

We have accepted applications for the Mentoring Program the past few weeks. There was strong interest from mentees so we have cut off accepting any more applications. She shared that we need more mentors to apply and asked board members to consider becoming a mentor and to also reach out to their networks as well.

She did confirm that the WIFM conference will be held on May 21 at WilmerHale in NYC and invited board members to be part of the planning committee.

President & CEO Update:

Ms. Seier reviewed the accomplishments and provided statistics from 2024 including membership growth. She welcomed the new board members, thanked Claudia and Kyle for their multiple contributions to WIFM over the years, and shared her excitement for the year to come.

Board Chair Remarks:

Ms. Winkler shared with the board the 2025 outlook and the positive growth we are seeing in our programming and acknowledged with this growth the need for more streamlined coordination and

follow up. She also shared that the board should start engaging with sponsors in regard to the 2025 Gala which will be held in October.

With no further business, the meeting adjourned.