



## **Women in Financial Markets Board Meeting 2/7/25 Meeting Minutes**

On February 7, 2025, a virtual meeting of the Board of Directors (“Board”) of Women in Financial Markets (“WIFM”) was held, commencing at 10:00 a.m. (Eastern).

Board members participating in person: Susi de Verdelon, Samantha DeZur, Tara Dziedzic, Victoria Greenberg, Nichola Hunter Tracey Jordal, Jackie Mesa, Lona Mozumder, Margoth Pilla, Marta Poleszczuk, Tracy Rucker-Wilson, Cassandra Seier, Joyce Thormann, Bari Trontz, Karen Wares and Julie Winkler.

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.

### **Approval of Board Minutes:**

The December 10, 2024, Board meeting minutes were approved.

### **Board Chair Remarks:**

Ms. Winkler shared that the 2025 goals summary is key to demonstrating the growth of WIFM and will help the organization measure progress throughout the year. It will help the organization, through the focus of the committees, advance WIFM’s initiatives and goals. Ms. Winkler shared the new Committee Template that will give the committee Co-Chairs more latitude when updating the board on the status of the committee initiatives. The template will allow the Co-Chairs to highlight when they need the board assistance or feedback to accomplish the committee’s goals.

Ms. Winkler shared that there is great momentum happening with senior women in Singapore. We would like to organize more events, and we will inform the group in Singapore when a board member will be in region.

Ms. Winkler also asked the board their opinion if WIFM should offer a panel discussion on the changes that are happening with DEI. The board decided not to move forward with an event on DEI. However, the organization should continue to focus on the value the organization brings to individuals and to the industry.

### **President & CEO Update:**

Ms. Seier shared with the board that WIFM will not host a board offsite this year. We will plan on organizing Board offsites every other year. There will be other opportunities to bring the board together in 2025. Ms. Seier shared that WIFM will host a spotlight series on the new WIFM website. This section will highlight promotions and progress that our members are celebrating.

Ms. Seier mentioned that one of the goals for 2025 is to increase our Advisory Council members to 9 women. Rachana Bhide will be stepping down from the Council which will bring the number to 6, so will be looking to add 3 more to the Advisory Council.

**Finance Committee Update:**

Ms. Pilla reviewed the financials and congratulated the board on the revenue growth the organization has seen over the years. Ms. Pilla asked the board to speak with sponsors and request sponsorship payment on a timely basis, as some sponsors do not submit payment until the following year. She also asked the board to consider additional ways to bring in revenue outside of the Gala Sponsorship.

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

**EU/UK Committee Update:**

Ms. de Verdelon shared that the EU/UK working group is focused on delivering an event schedule in 2025. The committee is also planning to launch flagship events in other locations, including an event in Paris. Eunice Zhu, a new Ambassador, will spearhead leadership events in the region. The London Gala has been confirmed for November 12.

Ms. Jordal stated that WIFM will once again have a presence at the ISDA meeting that will be held in Amsterdam in May, and they are seeking speakers for the panel discussion.

Ms. Hunter shared she is speaking with HSBC regarding an event.

Ms. Hunter and Ms. Wares have been discussing the best ways to include the UK/EU in the Gala Sponsorship benefits.

**Events Committee Update:**

Ms. Trontz stated the committee is looking at different ways to help reduce the “no-show” rate for WIFM events. The committee is reaching out to 2024 Gala Sponsors to begin conversations on the marquee events.

Ms. Rucker Wilson shared that the committee is working on Women’s History Month webinars and is planning to invite Gala Award winners/nominees to participate in panel discussions.

She also asked the board for recommendations for speakers for the membership leadership event on March 25. The committee may pivot the program to a networking event.

**Sponsorship Update:**

Ms. Wares shared that the committee will adjust the event benefits in the sponsorship package by removing the allocation of funds. Co-hosting (WIFM & sponsor) an event will still be included as a partnership benefit in the sponsorship. The committee will also incorporate ways to include senior women from sponsors to bring additional visibility, e.g., speaking at WIFM events.

Ms. Wares notified the board that we have found a new Gala venue and will move forward to confirm the location and date. The Gala Sponsorship one pager will be confirmed soon and asked the board to start reaching out to sponsors.

**Leadership Committee:**

Ms. Mesa thanked the cohort leads for kicking off their leadership programs. She informed the board that the mentorship program has doubled in size from last year. The mentorship program and Wolfpack program have both kicked off.

She shared that the conference date has been confirmed for May 21 at WilmerHale. The planning committee will begin meeting to discuss the conference topics and speakers.

**Governance Committee:**

Ms. Dziedzic asked board members to continue to send names of potential new board members. She shared the goal is to add up to 4 board members in the US and UK. The board will have 5 board members up for reelection this year.

Ms. Winkler shared that the election of board members will now be held in the Fall meeting to align with the calendar year.

**Adjournment:** With no further business, the meeting adjourned.