



Women in Financial Markets Board Meeting 6/5/25 Meeting Minutes

On June 5, 2025, a meeting of the Board of Directors (“Board”) of Women in Financial Markets (“WIFM”) was held, commencing at 3:00 p.m. (Eastern).

Board members participating in person: Victoria Greenberg, Margoth Pilla, Joyce Thormann, Tracy Rucker-Wilson and Karen Wares

Board members participating virtually: Tara Dziedzic, Susi de Verdelon, Samantha DeZur, Tracey Jordal, Marta Poleszczuk, Cassandra Seier and Julie Winkler

Board members who were unable to attend: Nichola Hunter, Jackie Mesa, Lona Mozumder and Bari Trontz

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 April 28, 2025 Board meeting minutes were amended and approved.

Board Chair Remarks:

Ms. Winkler congratulated the board on a successful conference and encouraged board members to remember the connections they made.

She also informed the board that, in light of the recent Executive Order and Equal Employment Opportunity Commission (EEOC) guidelines, some WIFM sponsors are encountering challenges. However, this should not deter board members from assisting sponsors to overcome challenges and continuing outreach efforts.

President & CEO Update:

Ms. Seier also thanked the board for a great conference. She shared that some of the feedback she received was that the content at the conference was unique and high-quality. She also discussed the media exposure the conference provided and the great impressions on LinkedIn after the Conference.

Ms. Seier talked about the partnership with American Banker which will help WIFM get more visibility on another platform.

She also proposed the idea of partnering with charity organizations that offer opportunities for younger women. The Leadership Committee will take the lead on this.

EU/UK Committee Update:

Ms. Jordal shared that the WIFM event at the ISDA Amsterdam event was a success, along with the LSEG closing bell. Plans for the upcoming FIA IDX Breakfast and the EU Gala are coming along nicely. She also shared the plans for an upcoming webinar with Cambridge, which is a new engagement.

Ms. Jordal stated that creating a stronger presence in Paris is a focus, and they are seeking a few women based in Paris to help organize events.

Sponsorship Committee:

Ms. Wares shared that the fundraising for the Gala is progressing, with 24 confirmed sponsors. We already reached half of the Sponsorship goal of \$825,000. She asked board members to have conversations with sponsors to see what is motivating them to sponsor WIFM so we can provide them with the material they are looking for.

For the 2025 Gala, we would like to have a live auction with big items and Ms. Wares asked the board to help brainstorm potential auction items.

She also mentioned that WIFM will be hosting a sponsorship dinner next week to express gratitude for our Gala sponsors.

Finance Committee Update:

Ms. Pilla shared that WIFM was successful with ticket sales for the conference and that expenses were lower than anticipated, so the loss on the conference was less than anticipated.

She also shared that she connected with a lawyer to discuss ways to collect sponsorship and donations globally.

Events Committee Update:

Ms. Rucker Wilson shared that the planning for the summer series webinar is progressing. The focus for this year's series will be on tools to create a strong resume, online presence, and interview skills.

She also noted that marquee sponsorship events have been scheduled. She highlighted the diversity of this year's events, which include in-person and virtual gatherings, small intimate meetups, and broader events open to all members.

Governance Committee:

Ms. Dziedzic discussed the goal of four new Board Members in 2025, with a continued focus on broadening and balancing the skills and experience that board members bring to the organization. Connections, access to sponsors, geography and diversity of firms across the financial ecosystem are also considered when evaluating prospective board members. The board should continue sending recommendations.

Conference Recap:

Ms. Mokhtarian shared with the board the attendance recap.

Further Business:

Ms. Winkler shared with the board that the WIFM trademark has been approved. She also shared with the board that there will be some upcoming conversations about WIFM creating a podcast.

Adjournment: With no further business, the meeting adjourned.