



CFA Society
San Francisco

The background of the report cover is a black and white aerial photograph of the San Francisco skyline. The image shows a dense cluster of skyscrapers, including the Transamerica Pyramid on the left. A semi-transparent blue horizontal band is overlaid across the middle of the image, serving as a backdrop for the title text.

2017-2018 ANNUAL REPORT

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Member Demographics *as of August 2018*

- 96% of our members are CFA charterholders
- 25% of members have more than 20 years of finance experience
- 23% of members are female; 77% are male
- 67% of members are between ages of 31 and 50 with an average age of 44



2018-2019 Board of Directors

Baie Netzer, CFA, CFP
President
Wells Fargo Private Bank

Matt O'Hara, PhD, CFA
Immediate Past President
BlackRock

John Jordan, CFA
Northern Trust - FlexShares
ETFs

Sami Mesrour, CFA

Melissa Wedel, CFA
Vice President
JP Morgan Chase & Co.

Almond Goduti, CFA

Anjanette Kallas, CFA
T.Rowe Price

Margaret Reid, CFA
Highmark Capital
Management/Union Bank

Alan Wong, CFA
Secretary
Merrill Lynch

Jeffrey Hamrick, CFA

Jane Leung, CFA
Scenic Advisement

Joyce Li, CFA
Treasurer
Matthews Asia

Purav Jhaveri, CFA
Franklin Templeton
Investments

Joseph Leung, CFA
Artere Central, LLC



PRESIDENT'S LETTER

Dear CFA Society San Francisco Members,

The vision of CFA Society San Francisco is to be the center of financial leadership, professional excellence, and engagement for the San Francisco Bay Area. Over the past year, the Society's staff has worked hard to connect members and stakeholders and to provide events along with programs to further members' education, professional development and thought leadership. From a strategic standpoint, the Society's Board of Directors has focused on steering the Society towards our long-term objectives of program impact, preeminent industry leadership, and greater operational capacity. I am confident we are making significant progress toward these objectives.



In the area of program impact, CFA Society San Francisco created new alliances and launched a number of flagship events in the past year. Our full-day Endowments and Foundations Conference was a sold-out event, attracting members and non-member investment community professionals. We enhanced our program offerings to members in Silicon Valley by partnering with CalAlts and CAIA to sponsor the ALTS SV Conference.

We have taken great strides in terms of industry leadership, notably with the first-ever CFA Society San Francisco brand campaign with media partners including KQED and the San Francisco Business Times. This brand campaign was possible through the financial support of CFA Institute. It is a testament to our Society's strong relationship with CFA Institute as well as CFA Institute's recognition of the importance of the San Francisco Bay Area financial community.

Though operational capacity is a less glamorous objective, it is important to ensure the long-term success of the Society and its ability to deliver member value. The Society's Board of Directors has worked to enhance our governance structure, as well as established best practices for meeting our fiduciary duties. Strategic goal-setting, scheduled policy reviews, and financial planning are now firmly integrated into our operational timeline.

It has been both an honor and a pleasure to serve as President of the Society this year. On behalf of the entire Board of Directors, thank you to all our members, volunteers, sponsors and advocates for your engagement. Your continued support keeps our Society the best it can be.

Sincerely,

Baie Netzer, CFA, CFP
President, Board of Directors
CFA Society San Francisco

Our Mission:

CFA Society San Francisco's mission is to provide resources to further education, thought leadership, and professional development in the investment industry, and to connect members and stakeholders.

Our Vision:

CFA Society San Francisco's vision is to be the center of financial leadership, professional excellence, and engagement for the Bay Area community.



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INDEPENDENT AUDITORS' REPORT

To the Board of Directors and Members
CFA Society San Francisco
San Francisco, California

We have audited the accompanying financial statements of CFA Society San Francisco (a nonprofit organization), which comprise the statement of financial position as of June 30, 2018, and the related statements of activities and changes in net assets, and cash flows for the year then ended, and the related notes to the financial statements.

Management's Responsibility for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with accounting principles generally accepted in the United States of America; this includes the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error.

Auditors' Responsibility

Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with auditing standards generally accepted in the United States of America. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditors' judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. Accordingly, we express no such opinion. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Opinion

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of CFA Society San Francisco as of June 30, 2018, and the results of its operations and its cash flows for the year then ended in accordance with accounting principles generally accepted in the United States of America.

Prior Period Financial Statements

The 2017 financial statements were reviewed by us, and our report thereon, dated December 11, 2017, stated we were not aware of any material modifications that should be made to those financial statements for them to be in conformity with accounting principles generally accepted in the United States of America. However, a review is substantially less in scope than an audit and does not provide a basis for the expression of an opinion on the financial statements.

Menlo Park, California
November 13, 2018

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STATEMENT OF FINANCIAL POSITION

CFA SOCIETY SAN FRANCISCO STATEMENTS OF FINANCIAL POSITION

As of June 30, 2018 and 2017

	2018 <i>(Audited)</i>	2017 <i>(Reviewed)</i>
ASSETS		
Current assets:		
Cash	\$ 118,246	\$ 96,260
Accounts receivable	59,114	66,265
Prepaid expenses	71,616	64,519
Total current assets	248,976	227,044
Noncurrent assets:		
Investments, at fair value	833,158	889,051
Security deposits	14,001	14,001
Property, equipment, and leasehold improvements, net	35,494	23,681
Total noncurrent assets	882,653	926,733
Total assets	<u>\$ 1,131,629</u>	<u>\$ 1,153,777</u>
LIABILITIES AND NET ASSETS		
Current liabilities:		
Accounts payable	\$ 13,178	\$ 7,751
Accrued liabilities	117,068	92,349
Capital lease	3,911	3,911
Deferred income:		
Membership dues	128,425	125,500
Program fees	183,139	67,287
Total current liabilities	445,721	296,798
Capital lease liabilities, less current portion	10,248	12,073
Total liabilities	455,969	308,871
Net assets:		
Unrestricted	675,660	826,906
Temporarily restricted	-	18,000
Total net assets	675,660	844,906
Total liabilities and net assets	<u>\$ 1,131,629</u>	<u>\$ 1,153,777</u>

The accompanying notes are an integral part of these financial statements.

MEMBERSHIP REVIEW

3,452 Members

as of April 2018

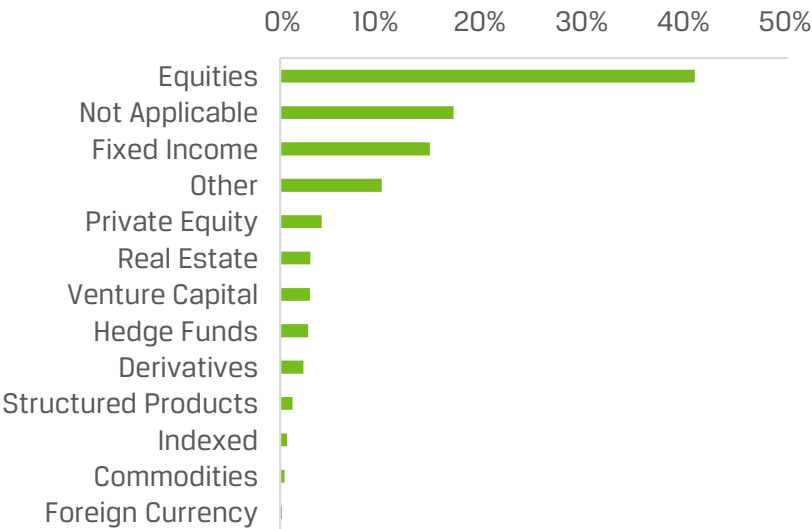
284 New Members

Member Top Employers

- Wells Fargo
- BlackRock
- Franklin Templeton Investments
- Dodge & Cox
- Bank of America Merrill Lynch
- Charles Schwab & Co, Inc.
- Ernst & Young
- JP Morgan Chase
- Morgan Stanley Smith Barney
- BNY Mellon Corp.



PRIMARY INVESTMENT PRACTICE



MEMBER JOB FUNCTIONS



Endowments & Foundations Conference

November 29, 2017

Over 175 guest participated in the Inaugural Endowments & Foundations Conference. Guests heard from senior level thought leaders, practitioners, CIOs, and heads of prominent foundations who shared their insights on the use of hedge funds and alternatives, how to define success for E&Fs, challenges of being a long-term investor, and more.

Presenters Included:

- Katie Hall, CIO & CEO, Hall Capital Partners
- Monica Pressley, CFO, Evelyn and Walter Haas, Jr. Fund
- James W. Van Heuit, Senior Vice President, Capital Markets Research, Callan and Associates
- Charles Pohl, CFA, CIO & Chairman, Dodge & Cox
- Sid Hartman, CFO & COO, Marin Community Foundation
- Stacy Lewis Daher, Vice President of Finance & Treasury, University of San Francisco
- Tim Recker, CFA, CIO & Treasurer, James Irvine Foundation
- Jane Buchan, CEO, PAAMCO



PROGRAMMING HIGHLIGHTS



WIN Summer Career Skills Series

July 2017 - September 2017

Our Women's Initiative Network piloted a skills building series addressing such topics as: improving interviewing skills, how to be more effective in negotiating for a new position or promotion, and honing storytelling. This very popular series continues to be a regular feature in our programming throughout the year offered to all members.



13th Annual Investment Dinner

February 1, 2018

The 13th Annual Investment Dinner hosted over 450 guests at the Westin St. Francis Hotel with over 30 sponsoring firms.

Featuring:

- Steve Eisman, Subject of Michael Lewis' *The Big Short*; Managing Director & Portfolio Manager, Neuberger Berman
- Kristi Mitchem, Chief Executive Officer & Head of Wells Fargo Asset Management, Wells Fargo & Company

STUDENTS & CANDIDATES



Candidates In Review

- 140 total candidates attended our Live CFA Review Courses
- 2,781 Bay Area candidates registered for the CFA Exam

2017 December Exam

- Level I: 785 candidates

2018 June Exam

- Level I: 768 candidates
- Level II: 742 candidates
- Level III: 486 candidates



New Charterholder Recognition Ceremony

November 15, 2017

For the fiscal year of 2017-2018, 254 Bay Area candidates became CFA Charterholders, with our Annual New Charterholder Recognition Ceremony hosting 173 new charterholders, members, family, and friends at Marine's Memorial Club & Hotel on November 15, 2017.



**254 NEW CFA
CHARTERHOLDERS**
for 2017-2018



CFA Institute Research Challenge

February 13, 2018

A record 16 teams, from various universities across Northern California, congregated in San Francisco to compete in the Northern California CFA Institute Research Challenge (IRC). Over 70 students, 15 faculty advisors, and 33 CFA charterholders participated in the challenge.



Orfalea College of Business - Cal Poly, San Luis Obispo:

*2018 Northern California CFA Institute
Research Challenge Winners*

Orfalea College of Business won the local IRC Challenge going on to compete in the CFA Institute Research Challenge - America's Regional competition.

YOUR SOCIETY



CFA Society San Francisco Staff *as of April 2019*

Anne O'Brien
Executive Director

Eric Geedey
Director of Operations

Lindsey Helman
Marketing Communications
Manager

Benjamin Fadaeinejad
Membership Services &
Administrative Coordinator



History of CFA Society San Francisco

Founded: March 1929

In 1928, the Dow Jones Industrial Average closed at exactly 300 on the last trading day of the year. A group of Montgomery Street statisticians, informally began calling themselves “The San Francisco Statisticians.”

By March 1929, Charles MacLillie formally organized the group of 20 members, and they became the Financial Statisticians of San Francisco. The group held its first monthly meeting at the Nugget Restaurant on Montgomery Street, sharing their knowledge with each other and networking with colleagues. The group’s formation was acknowledged in the August issue of “Tape and Ticker,” a magazine of the San Francisco Stock Exchange Institute.

In 1938, President Hoover addressed the society in a closed meeting. In 1947, the National Federation of Financial Analyst Societies was formed in New York City, with charter societies in New York, Chicago, Philadelphia, Los Angeles, San Francisco, and Boston. In 1949 the San Francisco Society rewrote its constitution and changed its name to “Security Analysts of San Francisco” (later known as CFA Society San Francisco). By 1959, the organization had 159 regular, 91 associate, and 5 provisional members.

CFA Society San Francisco is the second oldest and seventh largest of the over 150 societies which constitute the global membership body of the CFA Institute. Formerly known as AMIR®, CFA Institute is the successor organization of the Financial Analysts Federation and the Institute of Chartered Financial Analysts.

Now, in our 90th year, with a membership of close to 3,500 investment professionals, CFA Society San Francisco continues to provide constituents with leading edge educational events, corporate presentations, career development programs, and networking opportunities, as we endeavor to fulfill our vision to provide resources to “further education, thought leadership and professional development in the investment industry and to connect members and stakeholders.”



**CFA Society
San Francisco**

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