

# FWA *What's New!*

THE FINANCIAL WOMEN'S ASSOCIATION OF SAN FRANCISCO FOUNDED 1956

Celebrating More Than  
50 Years of Promoting  
Financial Women's Success

A publication for members and friends of the Financial Women's Association of San Francisco

## President's Letter

Dear FWA Members and Friends,



The Financial Women's Association is recognizing accomplishments, planning for the future and giving thanks. We are celebrating the connections and

relationships we have forged, our scholarship recipients and the many terrific achievements throughout the year. Members, please register to join the celebration at the Annual Meeting and Holiday Party on December 12th at the City Club. This year's party includes a live auction benefitting the FWA Scholarship Endowment Fund (see page 3 for details, including the discount for renewing members).

The FWA's 2011 accomplishments are numerous and varied, including:

- 76% of our 2010 membership renewed and we gained more than 55 new members
- Over 200 people attended networking events; creating new connections and great buzz
- A record number of scholarship applications were received, \$90,000 awarded and mentors assigned to ten terrific scholarship recipients (check out our new "Where are They Now" feature on page 3)
- 110% of the targeted sponsor funding was realized, ensuring fully funded 2012 scholarships
- A 24% increase in Financial Woman of the Year attendance with a 7% reduction in expenses
- Over 35 events were held with more than 2100 attendees
- The Scholarship Endowment Fund increased cash donations to over \$16,000, pledges over \$41,000 and legacy gifts over \$400,000

Even as we recognize these highlights, the FWA continues to move forward and execute the Strategic Plan created in 2010. The 2012 board has been elected and is laying out plans for a fabulous new year. Please come and meet them at the Annual Meeting and Holiday Party, they look forward to hearing your thoughts for the FWA. Please also be certain to provide your perspectives and feedback through our [Online Survey](#). We want to incorporate your thoughts for building the FWA!

It has been my honor and pleasure to serve the FWA membership as 2011 President. I am tremendously proud of our members fully participating in development, networking and scholarship activities which create a synergy and solid foundation to promote the advancement of individuals, our industries and communities.

A hearty thank you to our loyal and committed sponsors and vendor partners, we look forward to broadening our relationships and maximizing mutual benefits. As an all volunteer organization, these accomplishments are created by the FWA members with their support and volunteerism throughout the year – we all appreciate your contributions. And very personally, an immense thank you and salute to the dedicated 2011 Board Members, you are fabulous and so generous!

The FWA is looking forward to continued amazing programs and accomplishments for many years. Thank you to all!

Julie Merrill, President of the Financial Women's Association of San Francisco and the Financial Women's Association of San Francisco Scholarship Fund

## WINTER 2011 INSIDE THIS ISSUE:

President's Letter .....	1
2011 FWOTY Event Recap .....	2
Women's Initiative Network (WIN): Best Practices and Challenges .....	2
Renew Today! .....	3
Member Profile: Barbara Morrison .....	3
Scholarship Recipients: Where Are They Now? .....	3
Holiday Party: December 12th .....	3
Past Events Recaps .....	4
Future Events .....	4

THE FINANCIAL WOMEN'S ASSOCIATION  
OF SAN FRANCISCO  
FOUNDED 1956

P.O. Box 26143  
San Francisco, CA 94126  
Phone: (415) 586-8599  
E-mail: [info@fwasf.org](mailto:info@fwasf.org)  
[www.fwasf.org](http://www.fwasf.org)

# Leaders and Participants in Women's Initiative Networks Share Best Practices and Challenges



Trish Cox, SVP of Brokerage Services, Charles Schwab

At a recent Women's Initiative Networks (WIN) event, Trish Cox, SVP of Brokerage Services and an early advocate for Charles Schwab's WIN, shared start up hints, keys to success and practical insights. Trish's suggestions included:

- Define the group's mission across the company to cement the commitment of the leadership, include a focus on developing new business for the firm, not solely philanthropic pursuits

- Create branches throughout the company's regions with leadership and an advisor in each location, encourage participation at all levels by asking for specific contributions and commitments
- Have the most senior women participate in panel discussions when traveling to remote offices
- Assure there are quarterly check in calls with leads and advisors, share progress and best practices – including findings from alliances with other companies and groups

A lively discussion followed with the participants sharing challenges and brainstorming solutions. Building awareness and buy-in was a key focus, with suggestions varying from:

- Assuring women know how to join the organization through emails, regional WIN calendars available to all employees, feature in new employee orientation and conduct membership drives

- Automatically enrolling all Managing Directors and have them host intimate, candid conversation with Directors – this builds WIN support
- Soliciting more participation by men to increase their awareness, the WIN effectiveness and the men's ability to relate to the women in the firm

---

*Define the group's mission across the company to cement the commitment of the leadership, include a focus on developing new business for the firm, not solely philanthropic pursuits*

Great success identified included integrating returning moms back into work by helping with maternity paperwork, advising on day care, assuring their office space is ready and welcoming them with a flower, welcome sign, and email. Women initiative leaders should enlist volunteers to chair committees focused on programs, communication, business development, and community development.

Creating women-only networking events at corporate meetings (e.g. sales conferences, trade shows) will encourage connections.

Additionally, mentor programs can be complex and a lot of work, but the payoff can be great. There are many approaches, including publishing guidelines for peer mentoring, using Gallup strengths, and executive sponsor programs between senior leaders and high potential employees. Be clear about the differences between sponsors and mentors, and the importance of each. These are just a few of the insights shared at the October breakfast, watch the FWA calendar for the WIN breakfasts in 2012!

---

## Financial Woman of the Year Event

On October 6, 2011 the FWA celebrated its 16th Annual Financial Woman of the Year, Kathryn Hall. Katie is the founder, CEO and Chief Investment Officer of Hall Capital Partners LLC. As CEO and CIO, Katie and her team at Hall Capital Partners manage and direct approximately \$22 billion in investment assets for advisory clients and pooled vehicle investors.

---

*Katie applauded the 2012 Scholarship Recipients: "They are great examples of how individuals can make the world a better place."*

The Financial Woman of the Year Award applauds Katie's outstanding leadership in financial services, her active participation in the community,

and her unwavering commitment to the advancement of women.

During her remarks Katie defined "taking risk" as being willing to operate in an uncertain environment, which truthfully could encompass every aspect of our daily lives. But she specifically highlighted a person's willingness to "enter the fray" and expose oneself to a very public form of success or failure. By "resiliency" she means the ability to pick yourself up

and learn from your mistakes. Resiliency and its close corollary, a willingness to change, have been crucial to her career.

Katie applauded the 2012 Scholarship Recipients: "They are great examples of individuals can help make the world a better place." See the [FWA Website](#) for videos and more information.



Left to Right: FWA President Julie Merrill, FWOTY Co-Chair Grace Sualdito, 2011 Financial Woman of the Year, Katie Hall, F. Warren Hellman, and Jill Myers, FWOTY Co-Chair

## Member Profile:



Barbara Morrison

**Barbara Morrison, FWA member and President and CEO of TMC Financing**, a leading Certified Development Company (CDC) providing SBA commercial real estate loans, is one of four influential women newly inducted into the Northern California Real Estate Women of Influence Hall of Fame. The Hall of Fame honorees were selected for their contributions to the commercial real estate industry, and were recently recognized at an awards ceremony.

"I am honored to be joining the ranks of these outstanding women business leaders," exclaims Morrison. "I am gratified by TMC's phenomenal growth over the year."

## Scholarship Recipients, Where Are They Now?



Suzanne Permana

**Suzanne Permana, FWA Scholarship recipient 2008** is the Asset Liability Management Financial Modeler and Assistant Vice President of the Treasury Department at Bank of the West. She develops and analyzes financial models to minimize risk to the Bank's portfolio by observing consumer behavior and analyzing the characteristics of products offered.

Suzanne developed her academic and professional ambitions working in what she calls the "Pink Collar Ghetto" – a reality for many low-income women in America who are stuck in a cycle of poverty and whose children are often fated to continue the cycle. At twenty years old Suzanne was the single mother of a two year old daughter working low-wage jobs to survive. Without a formal education, her options were few. The expectations that society had of her were low.

**Recognizing the systematic barriers that discourage low-income women from obtaining an education, she became fascinated with the field of Economics. In seven years Suzanne obtained three college degrees while working and supporting her family.** She obtained her MBA at the Lorey I. Lokey Graduate School of Business, BA in Political, Legal, and Economic Analysis with an emphasis in Economics at Mills College, and AA in Liberal Studies from Chabot College. She volunteers with the FWA, Operation Hope, Wardrobe for Opportunity, and frequently speaks at events as a representative of Mills College and FWA scholarship winner.

She has served as the Team Lead for the FWA-Mills Scholarship Team and will be the FWA Scholarship Co-Chair in 2012. She is also the founding member of the Lorry I. Lokey Graduate School of Business Advisory Council, which is currently in development. She loves the process of learning and currently attends computer programming classes and is studying both French and Mandarin. She enjoys traveling with her family and looks forward to seeing the world for both work and pleasure.

## Renew Your FWA Membership Today

Membership renewals for 2012 are underway! Whether you're looking to grow your network, interface with industry leaders, or focus on professional development, the FWA works for you.

Why should you renew?

- Great membership rates at FWA programs, and access to members-only events
- Interaction and networking opportunities with other accomplished members
- Members-only career resources, community connections, and job postings for achieving professional and personal growth
- Volunteer opportunities for members on FWA Committees – build deeper relationships with other members, develop new skills sets, and contribute to the community

Don't miss out – **renew today**. Membership dues for 2012 are \$195 (unchanged.)

Please also join us at our first quarter networking mixer on Tuesday, January 24th, 5:30 PM - 7:30 PM at the Omni Hotel in San Francisco (\$15 for members/\$25 for non-members.) Enjoy delicious nibbles as you mingle with FWA colleagues and friends, and with CalCPA, our co-hosts. Kick-off your 2012 networking with the FWA.

## Annual FWA Meeting and Holiday Party

Join your FWA colleagues for a night of good holiday cheer, delicious wine and hearty food at the historic City Club in San Francisco on December 12th from 5:00 PM - 8:00 PM. Greet our 2012 President and Board of Directors at our Annual Meeting and then join the holiday spirit for a party that can't be missed.

Additionally, this year we will feature a Live Auction with 100% of the proceeds going to the FWA Scholarship Endowment Fund. Auction items include:

- **Healdsburg 4 night Getaway** – enjoy a modern fully furnished 2 BR, 2 BA condo, which is an 11 minute walk from the square, certificates for J Winery's Bubble Room and Burke's canoes
- **Classic San Francisco Getaway** – journey to the city for a night at the St Francis, tickets to Beach Blanket Babylon and a leisurely St Francis breakfast
- **Wine Collection** – you'll instantly have a start to your own wine library! The FWA Board Members have donated twenty favorite wines for your sipping pleasure
- **Pampering Spa Day** – a 50-minute spa treatment and lunch at the Nob Hill Spa
- **Jazz Brunch for Two** – enjoy a wonderful jazz brunch at the Garden Court in The Palace Hotel.
- **Celebrate on the Seas** – grab 3 great friends and hop on the Hornblower for brunch or dinner to celebrate your favorite occasion

Keep your eyes peeled for additional details and selections – they're great for holiday gift giving (including for yourself)!

Renew your FWA **membership** for 2012, and receive a \$20 discount on the Holiday Party.

## Upcoming Programs

### Tuesday, January 24, 2012

Networking Series: First Quarter 2012 Joint Networking Event with CalCPA. Celebrate the new year with fellow FWA members and invite your friends to this happy hour event. Hors d'oeuvres will be provided. San Francisco. Time: 5:30 PM - 7:30 PM.

### Monday, February 13, 2012

Industry Leadership Series: Esther Stearns, president and COO, LPL Financial, president and COO of LPL Financial, will discuss the growing role of women in generating wealth, making financial decisions, and redefining the American Dream for their families, while exploring the increasing demand for financial advisors who understand and relate to these clients' changing needs. Time: 11:30 AM - 1:30 PM.

## Help Shape the FWA!

As the year draws to a close, it is time to reflect and the FWA invites your input on how we can better serve our community in the future. YOUR opinion matters, so please take a few minutes to complete our survey. We understand your time is very valuable and greatly appreciate your participation.

[Follow this link to take the survey](#) and you could be a lucky winner!

WIN complimentary tickets to a premier FWASF program in 2012. Three survey respondents will be chosen at random and each receive one complimentary ticket to one of the following: Our Annual Economic Forecast, The Scholarship Luncheon, or the Financial Woman of the Year Event.

## Wall Street Journal Exposure

The WSJ local edition is featuring non-profits in full page ads before the end of 2011. FWA Scholarship Applications were solicited in the November 26th edition (featured ad at right).

Look for Membership and Sponsorship ads in December. Our sincere thanks to the WSJ for this opportunity.

[Click here to view full size advertisements.](#)



The collage includes a Wall Street Journal cover with headlines like 'How Intel's CEO... This Hedge Player... Is Finance's Boss...'. Below it is a poster for the Financial Women's Association of San Francisco. The poster features a city skyline and the text 'Learn. Succeed. Network.' and '2012 Scholarship Funding Available!'. The poster also includes the FWA logo and a list of sponsors.

### Newsletter Contributors:

Sue Alfieri	Grace Sucaldito	Jill Myers
Karen Chan	Erin McCune	Salina Yeung
Sonya Hetrick	Julie Merrill	

## PAST EVENTS RECAPS

### Mobile Payments. What Are the Implications for You and Your Business?



Soon, more people will browse the Internet from mobile devices than from computers and in the US and overseas consumers are starting to make payments from their mobile

phones and tablets. A recent FWA event about mobile payments, featuring an impressive panel of leaders in the mobile payment industry – including representatives of Wells Fargo, mFoundry, and Obopay – was moderated by FWA president-elect Erin McCune. Panelists described how improved customer experience is a key driver of consumer and retail demand for mobile payment schemes, such as the Starbucks Card Mobile App. Nevertheless, there are significant barriers in the U.S. to widespread adoption, including the prevalence of existing payment mechanisms and the friction between carriers, credit/debit card issuers, mobile handset manufacturers, technologists (Google, Apple), and other stakeholders. After an engaging discussion, audience members left the event reflecting on the opportunities and challenges of the mobile payment revolution.

### Dodd-Frank Implementation: Considerations for Private Equity and Hedge Funds



The Dodd-Frank Wall Street Reform and Consumer Protection Act (Dodd-Frank) which was signed into law by President Barack Obama in the summer of 2010 is far-reaching

and will have a significant impact on how financial services firms conduct their businesses. On October 18, 2011, the FWA partnered with Grant Thornton LLP to deliver a panel discussion and reception focusing on the most recent implementation considerations for private equity and hedge funds. The audience enthusiastically participated and topics included registration requirements, restructuring considerations, implementation and best practices, focus areas of SEC examinations, and cost effective ways to comply with Dodd-Frank. Look out for similar professional development and industry events in the coming months.

### Want to contribute to the FWA Newsletter?

Please suggest future newsletter topics and/or submit articles to: Sue Alfieri, Communications Chair [susan.alfieri@us.gt.com](mailto:susan.alfieri@us.gt.com)