



FROM THE PRESIDENT



AUGUST 2020

Welcome to our 2020-21 program year! I hope that you and your families are all safe and well.

Many are wondering what the plan for the coming year is, so here is an update.

The September chapter meeting will be virtual with the Professional Development session from 3:30-4:45, business meeting from 4:45-5:00, and the keynote presentation from 5:00-6:00. We continue to work toward an October in-person meeting with the option to switch to virtual.

FEI is built on establishing and nourishing long-term relationships, and nothing beats in-person meetings, so we are planning for a fairly normal year with in-person meetings but are prepared to switch to virtual should the need arise.

For those not yet comfortable attending in-person meetings, we plan to simulcast the chapter meetings with CPE credits available. We expect reduced in-person meeting attendance allowing for more distancing. We are developing plans, and working with Northwood Club and consulting with other FEI chapters on appropriate safety measures. We will also take steps to make sure a good ratio of members to sponsors is maintained.

We are preparing a survey to better understand preferences and willingness to attend various formats of meetings including in-person, simulcasts, webinars, and socials. Please complete the survey when you receive it.

Creativity will allow us to continue to provide great value for our members and sponsors. But we know that there is a lot of uncertainty and that budgets for members and sponsors are tight. So, the board approved a plan to absorb a lot of the uncertainty and give one-year price reductions for both membership dues and sponsor fees. Great past leadership has left us financially positioned to weather a Black Swan year like this.

Member dues are reduced for one year during the period July 1, 2020 through June 30, 2021. Dallas dues are \$599 for Executive and Entrepreneur; \$499 for In-Transition; \$449 for Retired; \$399 for Academic, Government and Military; and \$150 for Life Retired. This equates to an average 23% reduction. This includes National dues of \$399 for Executive members and \$299 for other membership categories.

To reduce the uncertainty to sponsors who rely more on in-person meetings, the board approved a plan to carry our sponsors through December at no cost to the sponsor. Those renewing by December can do so at a 45% discount.

A Black Swan event like this pandemic reveals how important strong relationships built over many years can be in helping us not only recover but come out stronger. Please continue to support both other members and sponsors. Please give our sponsors the chance to present on business opportunities.

FEI Dallas has subscribed to Zoom webinar to use for simulcasting and webinars. We are adding a program to allow our sponsors to help develop and be featured in chapter webinars; Debra Wood, Chapter Secretary, will be the point of contact in charge of coordinating these events.

Please review the event information in our monthly Newsletters and weekly Upcoming Events emails distributed on Monday afternoons for updates.

We are working closely with National and other chapters to provide programming. In July, the Dallas, Houston, and Austin Chapters combined to present a webinar with Ret. General Stanley McChrystal. National FEI has also stepped up its webinar offerings to members.

Our academic partners are stepping up. The University of Texas at Dallas held their summer webinar on fraud in July. The University of



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Dallas is presenting a webinar on Theranos on Thursday, August 27, and the University of North Texas is presenting a webinar on COVID-19-related impacts to financial markets on Monday, August 31.

Chapter sponsor Harris & Dickey is presenting a webinar on bankruptcy and related issues at noon on Friday, August 21, which is open for registration at the Dallas Chapter website: www.feidallas.org.

The FEI National Financial Leadership Summit has been converted to virtual meetings to be held on a series of Tuesdays and Thursdays from October 6-22. The cost is \$149 for Members and \$299 for Nonmembers.

The Dallas Business Journal has replaced its "CFO of the Year Awards" with awards for "The Most Inspiring Leader" including CEOs and CFOs, and the deadline for nominations is September 11. Send nominations to Miguel Molina, our External Relations Chair, at miguelmolina@avocadosofmexico.com.

The Executive Board this year consists of Ron Rushing – President, Jim Howe – First VP, Jay Smith – Second VP, Jim Farrell – Treasurer, and Debra Wood – Secretary.

Committee chairs include Dana Bickford – Sponsorship; Elizabeth Reich – Arrangements; Tom Beitel – Professional Development; Jens Mielke – Programs; Elizabeth Pospick – Special Events (Education); Darin Patrizi – Special Events (Social); Miguel Molina – External Relations; Scott Smaistrle – Diversity & Inclusion/Financial Executive Experience; Bob Walker – Career Management; Shane Rutherford – Membership; and Eric Holleman – Special Interest Groups/Peer Groups.

Again, I wish to thank my friend Deborah Southwell for her great leadership as President of this chapter the past year. She continues to be a positive force in the Dallas business community and a friendly face and an important leader within FEI.

We are looking forward to a great year!

Ron Rushing
FEI Dallas Chapter President