



FROM THE

PRESIDENT



JULY 2020

I hope that you, your family, and your company are healthy and doing well.

So far 2020 has been an unpredictable, extreme, and transformational year of change that has left many of us looking back and longing for last year. It has been dominated by our battle with a global pandemic and the resulting recession.

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.

In 1959 JFK said, "The Chinese use two brush strokes to write the word 'crisis.' One brush stroke stands for danger, the other for opportunity. In a crisis, be aware of the danger--but recognize the opportunity." I think this applies well to 2020.

For FEI Dallas it will be a year with challenges but also great opportunities to innovate on delivering value to members and sponsors, and I am excited by the great ideas that I have heard as we plan for the coming year. Great past leadership has left us in an excellent position financially to weather this storm.

This year's budget will include "one-year" adjustments to both membership and sponsorship fees in recognition of the uncertainty surrounding the upcoming year and financial hardships many individuals and companies are facing due to the pandemic and related recession.

FEI is an organization built on creating and nourishing long-term relationships and during this crisis we remain committed to providing ways for our members and sponsors to connect and work together.

Thank you to our members, sponsors, board, and staff for their strong support that makes FEI Dallas the great organization it is. I especially want to thank Deborah Southwell for all the time, energy, passion, dedication,

and leadership she brought to the chapter as president this last year.

Monthly Chapter Meetings

We are planning for in-person meetings but are prepared to switch to virtual should the need arise. For those not yet comfortable attending large group meetings in person, we plan to simulcast the chapter meetings with CPE credits available.

We expect reduced meeting attendance allowing more distancing and are developing plans and working with Northwood Club on appropriate safety measures.

Webinars

In May and June FEI Dallas put on webinars averaging about 300 participants. Success was due to the performance of great speakers and the efforts of Programs Chair Jens Mielke and our staff. FEI members presenting included Jay Smith, Elizabeth Reich, Sean Shepard, Jim Howe, Deborah Wood, and Chandra McCormack. FEI sponsor Brad Jay also presented. We are posting webinar opportunities from the Dallas Chapter, other FEI chapters, and our sponsors in monthly newsletters and the weekly Upcoming Events emails on Monday afternoons.

Scheduled summer webinars include Gen. (Ret) Stan McCrystal on July 1st produced jointly by the Dallas, Houston, and Austin chapters; webinars by each of our three academic partners: The University of Texas at Dallas, University of North Texas, and the University of Dallas; and a webinar on bankruptcy and related issues presented by chapter sponsor Harris & Dickey.

Webinars will continue throughout the year with help and content from our sponsors.

Chapter Sponsors

We appreciate our great partners who are an important part of the FEI family providing us with their participation and financial support. We want to maintain a strong value proposition



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for our sponsors and realize that their best interactions are in person. Please support our partners by allowing them the opportunity to bid on your projects. Like many other companies, our sponsors are facing significant challenges during this downturn.

Dallas Business Journal's 2020 CFO of the Year Awards

Each year DBJ recognizes great CFOs with their CFO of the Year Awards. 2020 nominations are now open. Please help us identify CFOs who had great years or did a great job dealing with adversity. Contact [Miguel Molina](#), Chair of FEI Dallas' External Relations Committee who works with nominations.

2019 winners from FEI included Brant Brown, Ron Herbert, Drew Keith, Chandra McCormack, Brian Miller, Elizabeth Reich, Carol Stuckley, Debra Wood, and others.

D CEO's 2020 Financial Executives Awards Finalists

2020 finalists from FEI included Shane Arledge, Jeff Chesnut, Ron Herbert, Joseph Loner, Larry McCoy, Brian Miller, Lance Phillips, Carol Stuckley, and others.

Ron Rushing
FEI Dallas Chapter President