2020-2021 Annual Report

FINANCIAL WOMEN'S ASSOCIATION

ADVANCING WOMEN
MESSAGE FROM THE PRESIDENT

Dear Members, Sponsors and Supporters,

It’s hard to believe that after two years, this is my final letter to you all as the 57th President of the FWA. On June 21st, I will have the pleasure of handing over the gavel to our President-Elect and my dear friend, Nina Batson. For over two years, we have been working together seamlessly. We like to say, like a smooth jazz set – a Nina Simone jazz set!

Every FWA President is faced with unique challenges and opportunities and approaches them with their own lens and expertise. This is the essence of leadership – serving others to realize a goal that is far greater than oneself.

I have had the honor to represent this incredible organization and helping to shape its future, but I know that I am only a small part of its story which has been written by the amazing women who have come before me. I have gotten to know many of you FWA members, sponsors, and supporters much better. I believe that through these letters, you, in the words of Nina Simone, “know how I feel” about the FWA, our potential as professionals, and our industry. There is so much more work to be done, but I know the FWA will continue to be the leading voice in our industry to advance women with Nina at the helm.

I am deeply grateful to you all, and especially the FWA Board, Leadership, and Staff for your support these past two years. It has been truly an honor to serve you and I look forward to supporting Nina in her presidency as a Board member.

1) The World

Looking back at what I wrote last June, I realized that the theme was “Reopening”. At the time, June seemed to herald a loosening of the harshest lockdown restrictions and a sense that normalcy was just around the corner. Many of us had left our offices in mid-March and felt that return was somewhat imminent or would occur at the very least in September. If you would have told me I would still be working from home a year later, I never would have believed it.

This month really does feel like a reopening of New York City and the economy. Companies are encouraging workers to return to offices, “hybrid” structures are being tested and the arts are coming back as well. It will feel good to sing again! What world will we return to? Hopefully one that is a little kinder, has a little more flexibility and recognition that success depends on, and is the result of each of us.

Yesterday, the country is marking a tragic anniversary: one hundred years since an entire community was massacred in Tulsa, Oklahoma. Black Wall Street, a vibrant economic force, was stopped by racism. For too long, this is history that has been glossed over, if not totally ignored, but which should resonate with all of us. Take some time today to learn more about this painful chapter.
M&A hasn’t taken a pause during the pandemic. Amazon’s $8.5 billion bid for MGM is making headlines. As its second largest acquisition after Whole Foods and is seen as the company’s bid into streaming as well as another way of pushing customers to Amazon Prime.

As the economy re-starts in the U.S. and abroad, inflation is a closely watched metric. So far, stock futures are positive because of solid economic data and in-line inflation numbers. The same is true in the EU.

What else will we be watching over the summer? Developments in cryptocurrency and the extent to which “digital nomads” – workers who can work anywhere (not just from their home) will be a permanent feature of our labor force.

The FWA

We have received terrific feedback regarding our first virtual Annual Awards Ceremony. If you missed it on May 12th, you can still watch the recording – proceeds go to support the FWA’s mission of advancing women in finance. I know you will be inspired by our mentees, Pacesetters and awardees!

June 21st is our Annual Meeting of Members. While it will once again be held virtually, it will be a terrific night as we welcome new members, recap the accomplishments for the past year, including a financial overview, and elect the new leadership of the organization. If you are thinking of becoming a member, I hope you do so early this month, so you can take a deep dive into the organization on the 21st.

YOU

June has always been a bittersweet month – one of endings and beginnings. Graduates bid their high schools and colleges farewell and begin looking forward to their new lives in academia or the workforce. The same is true of the FWA – we look back in order to go forward.

As you plan your own return to work schedule, look back on the past 15 months and take inventory of what you have accomplished as well as of how you have grown. See to what extent you can take these characteristics with you into your new routine. Know that you have shown tremendous resilience in these unforeseen times.

Finally, spend time to reconnect with your FWA network. It’s been a long season of Zoom meetings and while it’s an amazing tool, it cannot replace in-person interaction. Connect with or join an FWA committee, plan an outdoor meeting with your FWA friends, and above all, have fun!

I look forward to seeing you at the upcoming FWA events!

Simone G. Vinocour  
President 2019-2021  
FWA of New York, Inc.
Dear FWA Members, Friends and Supporters:

Fifteen months after COVID-19 shut down the planet, the FWA continues to not only execute on its mission but to thrive with a new virtual business model. Fortunately, the dire consequences predicted for nonprofit membership organizations such as the FWA have not materialized for us. Since abruptly transitioning from a 100% brick-and-mortar, in-person organization to a 100% virtual organization in March of 2020, we have seen the scope and impact of our mission expand in new and exciting ways.

Indeed, in many ways, the dramatic disruption to the FWA’s business model has had positive consequences for the organization. For example, Members had been telling us for years that they wanted both virtual and in-person events. Corporate sponsors had also been telling us for years that they wished that FWA programs and events could be accessible to employees working outside of the New York City Metropolitan Area. And it was becoming increasingly difficult to stay connected to students who graduated from our mentoring and scholarship programs as they moved on to careers in other geographic areas and in other industries by relying on in-person meetings and events.

Fortunately, thanks to the prescience of our CTO, Lisa Buddenhagen, the FWA already had the virtual event capabilities needed to transition quickly from in-person events to online webinars and web meetings using Zoom and other technologies. Members and non-members now attend FWA events and participate in FWA meetings and programs from around the country and in fact from around the globe, greatly expanding the impact of our programs.

Similarly, thanks to plans for a “flex-space” office arrangement that had already been put in place by Lisa in 2019 (before anyone had ever heard of COVID-Anything), the FWA already had the technology infrastructure in place to allow staff members to work from home indefinitely without any interruption to the organization’s operations.

Finally, the shutdown of the physical office in October of 2020 contributed to the FWA’s overall positive financial performance for the year, thanks to the resulting substantial decrease in overhead costs (e.g., rent and landline telephone systems).

Thanks to the FWA Office Team

I want to take this opportunity to acknowledge and thank the FWA office team – Lisa Buddenhagen, Robert Brown, Michael Taylor, Kelly Barahona and Emily Plisic, for their outstanding dedication and commitment to the FWA over the past year. The team was so committed to meeting the challenges of COVID-19 that they took little or no vacation days or paid time off in 2020.

I also want to say that I miss everyone! Except for twice monthly Zoom meetings, I haven’t seen any of the team since March of 2020. They are a terrific group of consummate professionals, dedicated to
excellence in everything they do and to supporting each other and the organization, in addition to all being really nice people.

In addition to the day-to-day support provided by the FWA office team, they all went beyond the call when and as needed to keep the FWA moving forward. During the height of the pandemic, the FWA team, donning masks and gloves with no more than 2 people in the office at any one time, closed down the FWA’s office in the Flatiron District in October of 2020. Everyone set up home offices in basements, closets and on the kitchen table with laptops, printers, scanners and cell phones and buckled down to work.

Lisa, Robert, Kelly and Michael have taken on new roles and learned new skills to support Member Programming. As we moved from in-person events to virtual, online programming, the number of events increased dramatically, as did the complexity in coordinating and executing those events. The team simultaneously supported a large number of Committee, Board and Leadership Council meetings. Lisa, Robert, Michael and Kelly learned how to set up and host Zoom events and events on a third party event platform, Cvent, and Lisa spends hours every week editing recorded content for posting on the FWA website.

Highlighting FWA Educational Initiatives

In addition to Member events and Committee meetings, Michael and Lisa transitioned the FWA’s entire Educational Initiatives programming online, thus expanding our ability to support our Educational Initiatives during COVID-19.

Our student mentees and scholars may be “invisible” to many FWA Members, but the work the organization does to support them is very visible to these young women and their families.

The “digital divide” and the cultural challenges of studying from home were acutely visible within our student mentee and undergraduate scholar populations. Most of our students were suddenly ejected from their dorm rooms in March of 2020 and sent home to finish their semesters and final exams from their parents’ homes. With no access to classrooms, libraries or labs, most of our students struggled to stay focused on their studies. Schools were overwhelmed, and assumed that students had enough sufficient family, social and financial support to continue their studies at home.

But the truth is, most of our students didn’t have their own rooms at home where they could close the door and focus on their studies. Family members were often sick with COVID-19, with students who were now at home being put in charge of childcare and elder care. Many homes didn’t have WiFi or broadband connections, or didn’t have sufficient bandwidth to accommodate the family’s daily activities and the student’s needs. One student had to explain to a professor that she didn’t complete a final exam on time because her little brother had decided to play video games during the exam and his gaming device used so much WiFi bandwidth that it shut down her internet connection. Several other students took jobs in fast food restaurants or retail stores when their parents became ill and/or lost their jobs.

The FWA responded with a COVID-19 Emergency Grant Program to help these students cover the expenses of moving home, buying laptops or paying for internet services. Sometimes, these grants even helped put food on the table. Our Undergraduate Coaching Program was expanded to help students cope with the additional stress of being at home and dealing with family dynamics that didn’t include having a full-time college student at home.
Michael was also always there for our mentees, mentors and undergraduate student scholars, continually developing webinars and programming to help and support them, even connecting students with President’s Circle recruiting offices for internships and entry-level job opportunities.

**Looking Forward to 2021 – 2022**

With no end to working 100% from home currently in sight, all staff members have demonstrated enormous empathy, resilience, and capacity to adapt during this challenging period, despite the isolation and uncertainties of COVID-19. Teamwork and collaboration have been at a premium during this crisis, and fortunately team morale remains positive.

Looking forward to 2021 – 2022, there is talk now of “reopening New York” with “a new normal” and developing a “hybrid model” of in-person and virtual work and experiences for most businesses. At this time, no one knows how or when the FWA will return to having in-person events and the staff will once again work from an office.

But I do know this – the entire FWA office team remains committed to partnering with volunteers to support the organization’s mission of advancing the leadership of women in the financial industry and promoting gender diversity across all businesses. While COVID-19 is challenging all of us to work and live in unusual circumstances for now, the FWA office team and I believe that advancing women and gender diversity, equality and inclusion should not be left behind.

On behalf of all of the FWA staff, therefore, thank you for your support in 2020 - 2021! We look forward to a productive year in 2021 – 2022 and beyond!

Ria Davis
Executive Director
To the Board of Directors and FWA Members:

The FWA continues to evolve and so does its financial position which is strong.

Our Balance Sheet is healthy with May 31, 2021 Total Assets of 5.5M; increase of 823K over prior year. The majority of this increase is the growth of the investment portfolio of 728K.

Total Revenue at May 31, 2021 increased 53K, 5%.

In the illustration below, the comparison of the components of revenue and the year over year difference is shown in the top left graph. Red is prior year, blue is current year and green is the difference.

The composition of annual revenue has shifted. Membership and event income has decreased, which is understandable in this COVID year. Direct contributions, which is comprised mainly of contributions from the President Circle firms, had a marked increase of 108K, 33% which illustrates the value PC firms place on our programs.

Annual expenses have decreased with larger decreases in Occupancy and Direct program expenses. The 2020 operating deficit was reversed in 2021 with an increase of 157K or 127%.
The illustration below is based on an analysis of the FWA financial performance for the last four fiscal years.

The following chart represents future financial projections:

FWA Evolution over the past four years

- The composition of annual revenue continues to shift
  - Membership and Event income have decreased
  - Direct Contributions, which is comprised mainly of contributions from the President Circle firms, has fluctuated with a marked increase in 2021
- The make up of annual expenses has remained fairly constant with the exception of the growth in Direct Program expenses
- The 2020 operating deficit was due to increased expenses and decreased revenue which was reversed in 2021
- The analysis is based on May 31 financial reports for 2018 - 2021

Finance Committee 2020-2021 Accomplishments
- Streamlined review and analysis of monthly financial reports with multiple graphical analytics
- Oversaw transition of investment portfolio to First Republic with Investment Policy Committee
- Oversaw first year audit of new auditor with Audit Committee
- Board approved the first draft of the 2021-2022 Budget
- Developed multiple analytics to monitor finances thru the pandemic

Finance Committee 2021-2022 Goals
- Revise monthly financial reporting package
- Update and standardize analytics
- Integrate Investment Policy Committee team and responsibilities into Finance Committee

Thank you Finance Committee
Teresa Jankovic  Board Director & Treasurer
Stephanie Hague  Board Director & Chair Investment Policy Committee
Helen Wei  Assistant Treasurer
Eunice Jean-Paul  Assistant Treasurer
Ria Davis  Executive Director
Emily Plisic  Accountant

Teresa Jankovic
FWA Treasurer
June 21, 2021
DIRECTORSHIPS AND CORPORATE GOVERNANCE

Co-Chairs: Pawneet Abramowski, PARC Solutions, Founder & Principal
Deepa Keswani, ICBC New York Branch, Director, Corporate Compliance Program

Vice-Chair: Julie DiMauro, Compliance Week, Director, Compliance Programs & Training

Committee Mission and Objectives

During the 2020-2021 calendar year, the Directorships and Corporate Governance Committee (DCGC) updated its mission statement after discussion and agreement with all members.

Our Mission
DCGC advocates for gender-balanced corporate boardrooms and supports DCGC members seeking directorship positions with training and networking opportunities and education on corporate governance matters.

Objectives
DCGC aims to meet six times throughout the FWA fiscal year for lively discussions that educate members and enhance their awareness of best practices related to directorships and corporate governance in order to prepare members for current or future roles they may have on corporate boards. Many of the committee meetings involve invited speakers (including committee members) who, based on their expertise, present on topics relevant to our mission, i.e., corporate governance issues, status and benefits of Board diversity, and other current trends affecting the role and responsibilities of Boards.

DCG committee targets sponsorship of at least two FWA events each year, including the Annual Directors’ Reception. Other committee-wide events host leading governance experts, regulators and sitting corporate board directors, promoting animated and focused discussions on issues impacting board and governance best practices.

Accomplishments/Highlights 2020-2021

Note: Due to the pandemic, all events were held virtually. The highly anticipated annual event sponsored by Sidley remained on hold until in person events could be scheduled. Our goal remains to reschedule after reengagement with Sidley and select a topic based on pertinent current trends in the ever-evolving environment and our sponsor’s availability and cooperation.

The DCGC co-chairs organized some key events during the calendar year:

- **Fireside Chat with Shellye Archambeau - October 2020**
  The virtual event “Fireside Chat with Shellye Archambeau” was held on October 1, 2020. The event was timed to coincide with the release of her new book on leadership *Unapologetically Ambitious: Take Risks, Break Barriers and Create Success on Your Own Terms.*

  The event was a runaway success. Shellye, an accomplished and engrossing speaker, chatted with co-moderators Pawneet Abramowski and Deepa Keswani about her life and goals. She spoke about her passions and interests and how to achieve success on one’s own terms. Shellye also spoke about
how she made it big as one of the few women in the male-dominated world of Silicon Valley and simultaneously absorb leadership lessons. Programming Chair Jackie Linden led the Q&A session based on questions from a rapt audience, ranging from how to achieve their dream jobs, career aspirations and create the life they wanted for themselves. The event was extremely well attended and successfully received by the attendees.

– Corporate Governance and Overcoming Inequality: Perspectives from Women on Boards (Joint event with ELC) - November 2020
DCGC co-hosted the event “Corporate Governance and Overcoming Inequality: Perspectives from Women on Boards” together with the Emerging Leader’s Committee (ELC) in November 2020. The virtual event comprised of a panel of four diverse women board directors, Maria Green, former Senior Vice President and General Counsel, Ingersoll-Rand; Teri McClure, retired General Counsel and Chief Human Resources Officer, United Parcel Service, Inc.; Laureen Seeger, Chief Legal Officer, American Express Company; and was expertly moderated by DCGC member and board director Gail Lieberman, Managing Partner at Rudder Capital LLC. Each panelist shared her experience (i) obtaining and sitting in a board position, (ii) how it served her, (iii) how she had grown as a result, and (iv) gave advice for those aspiring to join a board. They also shared personal experiences in overcoming discrimination, inequality, and unconscious bias throughout their careers and in attaining board positions. The event was extremely well attended and successfully received by the attendees.

– Fourth Floor: Boot Camp – Training for a Board Role
During the November 2020 meeting, DCGC invited Sarah Feingold, co-founder to speak about opportunities to get on boards. Fourth Floor focuses on start-ups and connecting companies with advisors and potential board members. Sarah spoke about the boot camp which offered training on how to get access to board seats and investments to drive systemic change in corporate America, learn what it takes to get on boards and how to plan ahead and be ready when opportunity comes knocking. It was agreed that this would be offered to members of other FWA committees as well.

– Conduct Risk: How to Identify and Manage It - March 2021
In the March 2021 meeting, Co-chair Deepa Keswani and Vice-chair Julie DiMauro gave a presentation on “Conduct Risk: How to identify and manage it”. The topic covered the varied approaches taken to define it, US regulatory expectations, challenges faced in managing conduct risk and the unexpected focus on it during the pandemic. Deepa and Julie offered two case studies and concluded with some best practices to identify and mitigate such risks. The topic was appreciated, and the presentation well received by the members. It was agreed that the topic would be expanded as an FWA-wide panel event in the following year.

– How to do AI Ethics - May 2021
During the May 2021 meeting, DCGC invited Reid Blackman of Virtue Consultants to speak on Ethics in the world of artificial intelligence. The presentation was engaging and timely. Reid spoke about the risks associated with machine learning and the inherent and implicit biases to look out for as humans programmed machines to understand and learn from human input. He talked about the most common approaches to risk mitigation and challenges in rooting out these biases.
Other Activities

Inter Organization Network (ION)
ION coordinator and DCGC member Kim Wiehl gave regular updates on ION activities. Together with DCGC members, Deepa Keswani and Jackie Linden, Kim organized a Best Practices meeting in January 2021 where FWA’s approach to Board composition, role of nominations and succession planning, and membership engagement was presented.

Bolster
Kim also announced FWA’s partnership with Bolster, an innovative marketplace for executive talent that provides senior professional members of our community with access to career-enhancing opportunities in the form of Boards of Director and leadership roles with high-growth, venture capital backed companies.

Recommendations for 2021-2022 Calendar Year

Board involvement and composition of the board members are still areas of interest and the DCGC will continue to drive the dialogue to get organizations to recognize the importance of having more women on their boards. Few areas under consideration by DCGC are the following:

1. **Training for a Board Role (Boot Camp by Fourth Floor) – TBD 2021-2022**
   DCGC has discussed Fourth Floor’s offerings and agreed to offer a boot camp “Training for a Board Role” for upcoming career professionals eager to learn what it takes to get on a board of a company (for profit and non-profits) and how to tailor their experiences to get “board-ready”.

2. **Board Boot Camp Prep for Seasoned Executives – TBD 2021-2022**
   DCGC is in discussions with Deloitte to have a similar boot camp for seasoned executives and professionals who are board-ready by virtue of their career successes and experiences.

3. **Conduct Risk and Ethics – TBD 2021-2022**
   Due to the successful DCGC presentations and interest expressed by FWA leadership, an FWA-wide event is planned expanding on the topics to suit a larger audience.

4. **Virtual Fall Event with Sidley – TBD 2021-2022**
   DCGC is in talks with Sidley partners to plan a virtual event in the fall of 2021 with a panel of expert speakers. Discussions are in early stages and the chosen topic and panel will be announced later.

5. **Annual Directors Reception – TBD 2021-2022**
   As mentioned above, DCGC has resumed talks with Sidley on holding the signature Annual Directors Reception in-person. Current topics of interest are being discussed and will be announced as the event takes shape, likely in Q1 2022.

6. **Bolster – TBD 2021-2022**
   DCGC, as a member of ION is exploring an FWA event with Bolster. Coordination is underway with Kim Wiehl, DCGC member and ION coordinator and the DCGC Co-Chairs.

7. **Other Potential Events (TBD) - 2021-2022**
   DCGC co-chairs will study the current environment for topics that will interest members and plan ahead of the 2021-2022. Depending on the level of interest, some will be limited to DCGC members, others might be opened to all FWA members.

Additionally, the Committee will continue to find ways to collaborate with other FWA committees on joint events i.e., Emerging Leaders and sharing ways for young women to chart a career path to get on a Board and the Entrepreneurial Committee by providing experience of DCGC members on starting their own ventures.
Special Thanks

Special thanks to our sponsors: Sidley Austin LLP (planned Director’s Reception) and Eversheds Sutherland (US) LLP for their steadfast support for FWA events and activities with a special shout-out to Manny Lemus for his unstinting and reliable assistance in coordinating DCGC meetings.

Participating Committee Members

Pawneet Abramowski, Co-Chair
Hermina “Nina” Batson - FWA President Elect & Leadership Council Chair
Deborah Chatman
Barbara Da Costa
Julie DiMauro, Vice-Chair
Linda Dunbar
Merrie Frankel
Dale Fredston
Laurie Harris
Deepa Keswani, Co-Chair
Jackie Linden, Programming Co-chair
Monica McCartan
Maureen McCarthy
Katherine Modena (new 2021)
Mary Metz
Cathy Oberlander, Secretary
Grace Schalkwyk
Laurie Shahon
Cynthia Shoss
Dee Dee Sklar
Simone Vinocour, FWA President
Kim Wiehl
Arlene Wiener
Marla Willner
The Emerging Leaders Committee seeks to enhance both the networking and technical skills of FWA members, specifically young professionals or professionals who are transitioning into a new career, through its use of workshops, strategic events, partnerships with other FWA committees, and social opportunities. This committee strives to provide professionals the appropriate tools to successfully navigate and excel in their current or new career path.

Corporate Governance and Overcoming Inequality: Perspectives from Women on Boards – was held on November 9, 2020. The moderator was Gail F. Lieberman – Managing Partner Rudder Capital, LLC and FWA member. The 3 panelists included: (i) Maria Green – Former SVP and General Counsel Ingersoll Rand; (ii) Teri McClure – Retired General Counsel and Chief Human Resources Officer United Parcel Service, Inc.; and (iii) Laureen E. Seeger – Chief Legal Officer American Express Company. The topics covered included: (i) obtaining a board position and sitting on a board – how it has served each woman and how each has grown as a result; (ii) advice for those aspiring to join a board at any stage of one’s career; and (iii) personal experiences in overcoming discrimination, inequality, and unconscious bias throughout one’s career. This event was led by Kelsey Hopkins and the DCGC co-chairs. There were 113 individuals registered (not counting the speakers and moderator), of which 58 were FWA members and 55 were non-members.

Influencing & Negotiating for Women: Everything You Ever Wanted to Learn in an Hour with Lee Miller – was held on Tuesday, January 19, 2021 and conducted by MBA Program Professor Lee Miller. This event focused on helping participants, namely women, think differently about influencing and negotiating in the areas of promotions, obtaining needed resources, sought after assignments, and creating partnerships. The presenter received a lot of questions and takeaway materials were shared with the participants. This event was led by Kristal Lohr and Jena Angeliadis. There were 105 individuals registered (not counting the speaker), of which 74 were FWA Members and 31 were non-FWA members.

Pushing Your Envelope: How People Defeat Self-Doubt and Live with Bold Confidence – was held on February 9, 2021. Speaker Maureen Zappala shared the secret of self-doubt and how to defeat and reframe imposter syndrome as well as how to take control of your mindset. This event was led by Melissa Barall. There were 55 individuals registered (not counting the speaker), 49 were FWA Members and 6 were non-FWA members.

Emerging Leaders Unite: the FWA/CFA YLG’s Virtual Happy Hour – was held on March 31, 2021. The Chartered Financial Analyst (CFA) Society New York Young Leaders Group (YLG) and the FWA’s Emerging Leaders hosted a virtual happy hour where three breakout rooms were utilized to mix and mingle and discuss both lighthearted and important career-driven topics. The participants expressed interest in having another similar event. This event was led by Nina Batson, FWA President-Elect and leaders of the
CFA YLG with the help of Kelsey Hopkins. There were 40 individuals registered (not counting the coordinators), of which 17 were FWA Members and 23 were non-FWA members.

**Introduction to Coding: Building a Website** – upcoming event be held on May 4, 2021. This is a beginner’s coding workshop conducted by Coffee & Coded to introduce attendees to the world of code. Coffee & Coded is empowering a community of inventive, entrepreneurial, fearless women to #TRYTECH. Attendees will learn to: i) Build a website from scratch (no drag and drop editors) using HTML Tags and CSS to create custom styles, ii) Understand how a webpage and server make requests, iii) Pick Up Key Coding Principles, Best Practices, and Terms, iv) Use Google Developer Tools to view code behind any website and v) Understand how to host a Website Live on the Web. This event was organized by Kristal Lohr with the help of Lauren Leipold who connected the ELC with Coffee & Coded.

**Recommendations for the Future**

**Promoting Yourself through Social Media** – An event that would seek to assist leveraging the online tools available today to market, brand and/or re-brand yourself. There is potential for this to be a joint event with another committee.

**Coffee chat with Tina Tchen** – We would love to have her speak to the women of FWA on her work on issues related to gender inequity, lack of diversity and sexual harassment in the workplace. We have asked if she would speak to our organization on these topics in a fireside chat or separate virtual event and will follow-up for next year.

**Golf Event** – This event was moved from Spring/Summer 2020 due to COVID-19 to projected date of Spring 2021 with the event to include instruction, practice time, food, and beverages. The goal is to learn and about/be able to golf and utilize golf as a networking tool.

**Special Thanks**

A big, special thanks goes to Nina Batson, FWA President-Elect and Leadership Council Chair, for the continued assistance and mentorship of several ELC members throughout the event planning process.

Thank you to the Programming Chairs, Barbara DaCosta, Jackie Linden, and Patti Domm, for the continued support.

Thank you to Lisa Buddenhagen and Kelly Barahona who make our events possible.

Thank you to Pawneet Abramowski and Deepa Keswani, co-chairs of DCGC, as well as Gail Lieberman who led our most successful event so far this year (Perspectives from Women on Boards) and to our CFA YGL partners, Tiffany Li, Caroline Busby, and Maggie Wong.

Finally, thank you to Kristal Lohr, ELC Secretary, for underwriting the Introduction to Coding event, keeping the ELC organized and stepping up to plan events alongside Jena Angeliadis on behalf of the Emerging Leaders Committee.

**Participating Committee Members**

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ENTREPRENEURS

Chair: Cristina Givelechian, City National Bank

Committee Purpose and 2020 – 2021 Objectives

Entrepreneurs committee provides support and resources to women entrepreneurs and to FWA members who would like to start a business through meetings, events and networking.

FWA Entrepreneurs committee is part of the NY Women in Business alliance (“NYWIB”) which is a coalition of 6 not for profit organization who come together to create educational programs for women entrepreneurs as well as providing resources to expand their knowledge in various areas of business management. Other coalition members are SCORE, Women Entrepreneurs NYC (“WENYC”), Accompany Capital, National Association of Women Business Owners (“NAWBO”), The Transition Network (“TTN”), Women in Insurance and Financial Services (“WIFS”), NY Women in Communication Inc. (“NYWICI”).

Entrepreneurs committee partners with other FWA committees to create events and programs to support women in business and entrepreneurs by providing educational materials and other resources.

Accomplishments/Highlights

On January 26, 2021 our committee hosted an online Supply Chain Management & Trade Financing webinar where experts from Supply Chain at Grant Thornton, Trade Financing at City National Bank and from U.S. Commercial Services discussed the current environment and challenges in the supply chain and ways to solve and plan for the future.

A second event was hosted online on May 18th around crowdfunding and angel investing titled – Send me an Angel … Investor and Crowdfunding. The event had guest speakers on the subject matter from SeedInvest, Pipeline Angel as well as two women entrepreneurs from Goalsetters and MyCollege Timeline that discussed their own experience and challenges with raising funds for a company in the seed and early stage phase.

Recommendations for the Future

Continue to engage with NYWIB and create powerful educational events for women entrepreneurs to develop their skills and enhance their network.

Creating two events for the next fiscal year around relevant topics such as technology in business and cybersecurity as well as protecting your intellectual property.

Special Thanks

Special thanks to Nina Batson, President Elect, who help supported me as the new Chair of the Entrepreneurs committee every step of the way. I would also like to thank Lisa Buddenhagen who very diligently helped in making sure every event goes smoothly and Sandra Tamayo for joining the committee and for her support in organizing the Send me an Angel event.

Participating Committee Members

Sandra Tamayo
The Financial Literacy Program consists of a curriculum designed and taught by volunteers to prepare students in the area of personal financial management and help them develop financial skills to succeed in life. The volunteer members and FWA mentees who make up the Financial Backpack Committee deliver these workshops at a variety of locations in partnership with NYC schools and community organizations.

During the 2020-2021 school year, the Committee’s goals included:

1. To continue provide workshops to current clients;  
2. To initiate a revision of its curriculum;  
3. To modify the current curriculum to deliver the workshops virtually during the COVID-19 pandemic.

The Committee worked with several key organizations this year, including Virtual Enterprise International, Seeds Scholars, Hunter College HS Alumni Association, Working in Support of Education (W!SE), and Baruch College.

This year, the Financial Backpack Committee organized 10 workshops for over 100 students in partnership with 5 different organizations. The content presented drew on a curriculum the committee has developed.

When a large number of our high school workshops were cancelled again this year as a result of COVID-19, the Committee moved quickly to adapt its format of in-person workshops to remote platforms using Zoom and Google Meetings. In addition, revisions to the curriculum were introduced to address the effects of a changing economic environment and the adjustments facing today’s students. Tips on how to apply for federal funds and special grants were added, along with information on the financial aid and information provided by each of the clients.

We have completed the hiring of a team of consultants who will begin the revision of our curriculum. This task is scheduled to be complete by July 2021.

Having been awarded a sizable grant from Wells Fargo, the Committee will continue working with its newly hired consultants to revise its teaching materials, as well work to expand the number of programs it offers next year when schools are hopefully back in person.
Special Thanks

We want to give special thanks to the members of our Advisory Committee, who have been instrumental in helping us to carry out our programs this year. They are enthusiastic advocates for our financial literacy curriculum, and they are also inspirational role models for the high school and college students who participate in our works.

Among the educational leaders who facilitated the Committee’s work this year were:

Gina Pol – Virtual Enterprise International
Jennifer Rodgers – Baruch College Starr Career Program
Nitiya Walker – Seeds of Fortune
Phyllis Perillo – WISE

We want to thank our President, Simone Vinocour, for her constant and enthusiastic support of our Committee and for her participation in many of our events this year!

We are especially grateful to our President-Elect, Nina Batson, for her leadership and involvement in winning the $20,000 grant from MUFG, which has enabled us to continue our important work of providing personal finance education to high school students.

We want to thank Ria Davis, who provided valuable support for Financial Backpack, and who assisted in the grant application and follow-up, as well as Lisa Buddenhagen who helped us with our publicity efforts throughout the year.

We would also like to thank Arielle McKeever, a junior at Loyola University Chicago, who did a fantastic job updating our presentations as part of class on non-profits.

Participating Committee Members

Patricia Addeo
Simone Garcon
Anne Halpern
Jennifer Kusa
Suzanne Matthews*
Lindsay Starr*

*Committee Co-chairs
FORMED IN 1998, THE FWA PRESIDENT’S CIRCLE SERVICES AS THE OFFICIAL CORPORATE SPONSORSHIP PROGRAM OF THE FINANCIAL WOMEN’S ASSOCIATION. THROUGH THESE STRATEGIC PARTNERSHIPS, THE FWA AND ITS TOP CORPORATE SPONSORS JOINTLY FOCUS ON THE FWA’S CORE MISSION TO PROMOTE PROFESSIONALISM IN THE FINANCIAL INDUSTRY AND LEADERSHIP ROLES FOR WOMEN. THIS IS ACCOMPLISHED BY EXCHANGING BEST PRACTICES REGARDING WOMEN IN BUSINESS; SHOWCASING INDUSTRY THOUGHT LEADERS; CREATING INTERESTING PROGRAMMATIC CONTENT; AND ENHANCING THE MENTORING, SCHOLARSHIP, AND PROFESSIONAL DEVELOPMENT INITIATIVES OFFERED TO YOUNG WOMEN AND MEN.

ACCOMPLISHMENTS/HIGHLIGHTS

The PC Committee meets annually with each PC firm to optimize their relationship with the FWA. We try to ascertain the interests of each firm, activities or executives they might want to showcase and events they would like to sponsor, including participation in the International Business Conference.

RECOMMENDATIONS FOR THE FUTURE

Our value proposition must meet the needs of the PC firms, while fulfilling the mission of the FWA. We review and update the benefits offered for the various tiers of sponsorship. Valuable feedback is gained at the annual meeting with each firm and at the PC Strategic Advisory Council meetings. The Committee shares that input with other areas of the organization – making every effort to be responsive to the needs and interests of our sponsors. We are also assisting our liaisons in finding ways to market the FWA across the organization. In addition, we are looking for additional volunteers to manage the new sponsorship levels from a marketing perspective.

SPECIAL THANKS

We would like to extend a very special thank you to all of the Liaisons at our PC firms and to our committee members for their hard work.

PARTICIPATING COMMITTEE MEMBERS

We would like to thank the PC Committee who serve as our dedicated PC firm relationship managers:

<table>
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<tr>
<th>Stephanie Ackler</th>
<th>Katrin Dambrot</th>
<th>Jacqueline Linden</th>
<th>Stacy Lauren Musi</th>
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<td>Maureen Adolf</td>
<td>Joan Shapiro Green</td>
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**Committee Purpose and 2020 – 2021 Objectives**

The Graduate School Partnership committee offers an opportunity for graduate level students to jumpstart their professional careers through professional skills training and leadership development. Networking opportunities with the business community will be provided to help students build a professional network while they complete their graduate studies.

Through the FWA’s long-standing partnership with BMO Capital Markets’ Equity Through Education Program, we hope to provide students with new opportunities to help realize their educational ambition. While students pursue a specific course of study, it is especially important that they are exposed to other areas in business to expand their knowledge base and excel in today’s dynamic and global business environment.

**Accomplishments/Highlights**

**FWA Graduate School Partnerships Committee: Corporate Valuation Training & Stipend Program**

The economic downturn caused by the COVID-19 pandemic has negatively impacted the employment prospects for college students globally. In November 2020, the Financial Women’s Association (FWA) Graduate School Partnerships committee, with support from BMO Capital Markets’ Equity Through Education Program, sponsored an online Training The Street’s intensive corporate valuation course for 200 students from Baruch College Zicklin School of Business.

Additionally, seventeen students from underprivileged and unrepresented backgrounds received stipends to help them with their ongoing education expenses during these challenging times. Per Christine Li-Auyeung, Co-Chair of the FWA Graduate School Partnerships committee: “This is the largest program that the committee ran since its inception in 2015. Our goal for 2020 was to help as many students as we can during these unprecedented times.” By enhancing students’ technical skills and financial knowledge, the Committee hopes these job seekers will gain an edge in today’s hypercompetitive job market.

**Special Thanks**

Special thanks to BMO Capital Markets’ Equity Through Education Program for their support.
The FWA Impact Investing Committee’s primary role is to build awareness about impact investing and to mobilize new ideas and networks in this space. In addition, the committee also covers the sustainable investing space which is defined as creating business with ongoing value. This definition embraces approaches that variously come under the generic headings of ESG, responsible investing and impact investing.

To this end, the FWA organizes panel discussions and conversations featuring distinguished speakers from financial institutions, double bottom line investors, innovative social enterprises and academia.

This year thus far, we have primarily focused on creating high impact events (virtual), and on recalibrating and improving member engagement, which we have had success with as measured by a 3x increase in attendees during our monthly calls.

**Accomplishments/Highlights**


- **Jan 28, 2021: Innovation in Healthcare: Role of Impact Investing to Build Back Better after COVID-19** - This panel brought together innovators and impact investors working at the forefront of the healthcare response. The panelists highlighted the most innovative solutions emerging from the social, private, and public sectors to collaborate and exchange actionable ideas.

- **November 5, 2020: For our Committee meeting, we spotlighted IIC Member Estefania Palomino, who shared highlights from the SOCAP meeting and her takeaways. The SOCAP conference is a high profile event in the space and focuses on impact investments and social entrepreneurship.**


- **July 8, 2020: Hosted an interactive discussion with Anya Solovieva of Sustainalytics as part of a IIC Committee call.**
Recommendations for the Future

We are excited about the following activities in the pipeline:

– Working on a panel featuring Acumen Fund
– Working on a panel focused on emerging markets
– Coordination with FinTech committee to plan an inter-committee meeting
– Coordination with Donna and Janet to create a panel focused on Israel
– In-person outdoors social for July, which will facilitate member engagement.

Special Thanks

Special thanks to our dedicated committee members who have taken initiative to develop our upcoming events (Acumen Fund as well as Emerging Markets): Maud Schmitt; Melody Chang; Jiayao Zhang, Estefania Palomino, and Teo Spasova.

Participating Committee Members

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<thead>
<tr>
<th>R. Camargo</th>
<th>Teo Spasova</th>
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<td>M. Chang</td>
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<td>J. Linden</td>
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<td>E. Palomino</td>
<td>N. de S. Wijeyeratne</td>
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<td>J. Samson</td>
<td>J. Zhang</td>
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*Denotes key committee members
**INVESTMENT POLICY**

**Chairs:** Merrie Frankel, Minerva Realty Consultants

**Committee Purpose and 2020-2021 Objectives**

The Investment Policy Committee oversees the Board’s ongoing policy, process, guidelines and management of the fund balances and investments in the FWA accounts.

**Accomplishments/Highlights**

- Monitored and updated investment allocations and rebalanced investments. Conservatively invested portfolio performed well even with a pandemic and yielded a good total return.
- Vetted new investment advisors last year and the portfolio was transferred to First Republic this year.
- Updated the FWA Board on the investment performance of the funds.
- Updated the FWA Investment Policy Statement that will be followed by First Republic.

**Recommendations for the Future**

Oversee First Republic’s investment and management of the portfolio.

**Special Thanks**

Special thanks to committee members Carol Chan, and Liz Crystal; Ria Davis for her constant assistance; and Teresa Jankovic, Finance Committee Chair.

**Participating Committee Members**

Chan, Carol  
Crystal, Liz  
Metz, Mary  
Jankovic, Teresa, as chair of Finance Committee
MEMBER2MEMBER MENTORING

Co-Chairs: Marietta Bottero, Baruch College, CUNY
Joan Shapiro Green, Central Park Group Registered Funds

Committee Purpose and 2020 - 2021 Objectives

The objective of the M2M Mentoring Program is to offer FWA members in early stages of their careers the opportunity to have a senior FWA member as a mentor. Special 2020-2021 objective was to offer full program with Zoom, and potentially, no in-person meetings.

Accomplishments/Highlights

- Introduced FY2021 program in August 2020 FWA News and Events weekly e-mail; provided link for Mentee applicants. Followed up with FWA website posting and mentions by President Simone Vinocour.
- Separately recruited Mentors based on referrals and career experience.
- Fewer mentee applicants in FY2021...which we attribute to COVID constraints.
- Narrowed group of mentee applicants (15) by reviewing applications & interviewing candidates. Eliminated students, non-members, those not serious about program. Selected final group of 6 mentees.
- Kicked off program in October 2020 with Zoom presentation by Marietta Bottero about mentoring goals, approaches, and techniques. With Zoom break out rooms, introduced mentor and mentee pairs.
- Recommended mentor/mentee pairs meet “in person” monthly with additional phone or Zoom meetings each month.
- Held midyear check in Zoom meeting in January 2020 to share progress, issues, and recommendations. Distributed e-mail addresses of mentors and mentees to full group.
- Held final Zoom meeting in April to review status of mentees and their reactions to the program. Very positive feedback with one exception (mentee not understanding concept of mentoring).

Recommendations for the Future

- Clarify mentee application requirements – no students; must be an FWA member; must be seriously interested in M2M program; only one time through program (mentee and mentor can continue on their own).
- During interview, check that mentee applicants understand “mentoring approach.”
- Monthly expectation is one “in person” meeting + one or more additional phone or Zoom meetings.
  - Note: “In person” is based on COVID status
- Consider scheduling a meeting of last two cohorts of mentors and mentees.

Special Thanks to,

Lisa Buddenhagen who facilitated first Zoom meeting & trained Co-Chairs on Zoom for next meetings.

Participating Committee Members

Marietta Bottero, Baruch
Joan Shapiro Green, Central Park Group Registered Funds
MEMBERSHIP & ENGAGEMENT

Chair: Marie-Helene Kennedy-Payen
Co-Chair: Albana Theka

Committee Purpose and 2020 – 2021 Objectives

The Membership Committee is responsible for recommending membership policies and overseeing member development, selection and integration. The committee also assists with the engagement of Members and the review of prospective candidates’ applications.

The Committee’s 2020-2021 objectives were to engage and retain members by:

1. Building further on the objectives set in 2019-2020
2. Creating an overall positive FWA membership experience
3. Working with our FWA leaders to encourage members to join Committees and thereby strengthen a pipeline of future leaders for the organization
4. Proactively market the organization and seek out new members

Accomplishments/Highlights

From a communication standpoint:
1. Similar to the previous fiscal year: new members continue to receive a personalized welcome message from the Membership Chair, followed by a personalized onboarding call. The objective is to:
   - learn about their personal motivations to join the FWA and guide them on the best resources for them
   - introduce them to Committees so that they further network and engage actively with the FWA
2. While the previous fiscal year highlighted a ‘Member of the Month’ interview where active members’ stories were highlighted, Membership added a ‘Committee of the Month’ feature on the new and refreshed website.
3. Membership developed a recorded guide entitled ‘How to navigate the FWA website’ which is dedicated to members.
4. Membership has initiated a ‘Member outreach initiative’ for those members with memberships expiring in June/July as this represents a large proportion of total membership. The Committee has engaged the Leadership Council and Board on this effort.
5. The Membership Survey was conducted, and the results are under analysis. The final report is planned for delivery in the next fiscal year.

From an engagement standpoint:
1. In the Spring 2021, Membership organized a Networking Committee Fair. The objective was to connect recent new members to Committee Co-Chairs in person and allow our members to learn about the committees in one evening.
2. A monthly member announcement is sent monthly to the membership containing the images and LinkedIn contact of the new members that have joined within the Month.
3. Weekly “On Boarding” zoom sessions stared in February, are conducted by rotating membership committee members to welcome new members to the FWA and to provide guidance for navigating the website or various program offerings.

**Recommendations for the Future**

Moving forward, Membership recommends continuing to communicate more frequently with members, ideally initiating three touch points throughout membership. From an events perspective, Membership recommends working closer with other committees, and building engaging strategies for existing members and prospective sponsor firms.

**Special Thanks**

Special thanks to Lisa Buddenhagen and Robert Brown for your support with Membership-related queries and for featuring our member-related communications on the FWA website.

**Participating Committee Members**

Dew Mekto  
Ivone Salimin  
Isha Srivastava
The Baruch College mentoring committee supports high-potential women business majors in their junior and senior years as they launch their professional lives. That support includes mentoring, on-campus programs building their presence and soft skills, women’s leadership conference participation, study abroad and engagement with FWA programs. Since our 2002 launch, the program has graduated almost 300 students, who represent the FWA and Baruch at virtually every major financial service firm.

This year’s cohort included 40 students and 40 mentors. Finance and accounting continue to be the top majors, with other students in actuarial science, communications, marketing and computer science.

– President’s Circle members BMO Capital Markets and Deloitte hosted students in get-to-know-each-other Zoom calls.
– We launched a successful D&I series, with programs on race/ethnicity in the workplace, imposter syndrome and micro-aggressions.
– Our graduates give back to current students through informational interviews, a popular alumnae panel event and rejoining as mentors. We now have five graduate mentors, as well as Olga Barskaya, herself a 2010 graduation.
– As a result of Covid-19, our mentees had virtual access to the Simmons College leadership conference.
– Partnering with the Seton Hall and High School of Finance and Economics mentoring programs, we held a super-successful holiday event where students connected with cast members from Hamilton. We also held a Pacesetter panel to connect young and younger women leaders.

Our 20th anniversary in 2022 offers a perfect opportunity to celebrate the impact of BMO Capital Markets’ Equity Through Education contributions, success stories of students and mentors and this dimension of the FWA’s mission of Advancing Women. Stay tuned!

Special thanks to BMO Capital Markets, whose financial support makes a huge impact on our students’ ability to focus on their courses and expand their horizons through study abroad and women’s leadership conferences. We also thank Deloitte, always interested in supporting our accounting majors.

Nina Batson has been an active partner in our IDEA discussions and programs. We look forward to collaborating in the coming year.
Olga Barskaya is our superhuman Baruch program director, who brings a unique combination of personal warmth and organizational skills to all dimensions of the program. We greatly appreciate the support of Janet Rossbach and the Office of Volunteer Engagement and Alumni Relations. We treasure Alyce Mayo’s warmth, energy and support as the program’s godmother and ongoing cheerleader.

Michael Taylor has been a creative, reliable team member in supporting our programs and Zoom calls. Robert Brown and Lisa Buddenhagen are valued partners in showcasing our talented students and mentors on the FWA website and newsletters.

## Participating Committee Members

Our mentors go above and beyond in supporting our students and developing lifelong friendships. Most are serial mentors; those in **bold** are program alums or Pacesetters. The circle continues to expand!

They include:

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<tr>
<th>Adeola Akinrinade</th>
<th>Mary Greenebaum</th>
<th>Allison Reid</th>
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<td>Ellen Auster</td>
<td>Phyllis Haberman</td>
<td>Tunisia Riley</td>
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<td>Laleh Bashirrad</td>
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<td>Barbara Bergman</td>
<td>Stephanie Hauge</td>
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<td>Marietta Bottero</td>
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<td>Susan Hume</td>
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<td><strong>Erin Preston</strong></td>
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MENTORING - HIGH SCHOOL OF ECONOMICS & FINANCE (HSEF)

Co-Chairs: Beth Dorfman, Bank of America
Anna Zalan-Held, AXA XL

Committee Purpose and 2020 – 2021 Objectives

The Mentoring Committee brings to life the FWA’s mission of advancing women and preparing the next generation of women leaders. Since 1986 the committee has provided one-on-one mentoring first at Murry Bergtraum High School and most recently at the High School of Economics and Finance (“HSEF”). (We still have MBHS graduates who are receiving undergraduate scholarships from the FWA). During the 2019-20 school year the committee mentored 21 students including 8 seniors. Unfortunately, due to the COVID-19 pandemic many of our in-person programs were unable to take place. However, our students and mentors are resilient and adapted to our new environment and went virtual wherever possible. Our seniors adapted to many changes associated with studying for and taking the SAT. Our transition to virtual test prep with our provider was seamless and our students persevered through the uncertainties of test date cancellations and rescheduling with several students seeing improvements in their test scores of over 300 points. The students took part in an intensive college essay writing workshop, making them competitive college applicants. Our seniors will be attending SUNY Binghamton, SUNY Stonybrook, Baruch College, Macauley Honors College at Baruch, Suffolk University, SUNY Oswego, Brooklyn College, Rochester Institute of Technology and John Jay College of Criminal Justice.

Mentors continue to share their professional knowledge and experience with mentees, often through virtual interactions, helping them to develop confidence, self-esteem, time management skills and a vision for the future. Weekly meetings for the mentees organized by the committee chairs provide a sense of normalcy and routine during a challenging time covering topics such as elevator speeches, linked in profiles and even setting an exercise routine. The programming overall continues to be focused on building confidence and helping our mentees become more competitive college applicants. To the extent possible this year, opportunities for virtual cultural events also serve to broaden the mentoring experience.

Accomplishments/Highlights

Exclusively for High School of Economics & Finance students
- Scholarship amount of up to $5,000 per graduating HSEF mentee
- Established additional support for HS students now in college including funding for stipends, study abroad scholarships, coaching services, a resume book,
- Established a COVID-19 Emergency Fund for mentees experiencing hardship during the pandemic
- Recruited new mentors & mentees
- Fall 2020 – Spring 2021 - PSAT/SAT Prep Classes with Zinc Test Prep held on Zoom
- Fall 2020 – Write for the Future essay writing workshop
- Fall 2020 – Spring 2021 - Ran weekly meetings for students focusing on elevator speeches, time management, resume writing, career opportunities – transitioned to Google Meet Meetings due to COVID-19
- Closing dinner and awards ceremony held on Zoom
- Invited to attend all FWA Lunch & Learn Workshops
- Joint events with the FWA
- Holiday Celebration was held on Zoom – a private performance by cast members of Hamilton
Recommendations for the Future

We will continue our focus on recruiting more mentors to expand the number of students we can support. We are currently working with BMO to recruit more of their employees as mentors.

Special Thanks

Special thanks to the High School of Economics and Finance, specifically Principal Michael Stanzione and Assistant Principal Steven Squillante and our school coordinator Antonia Dennis, BMO Capital Markets, Crowell and Moring, US Bancorp, and The Mah Jhong Foundation for their generous support of our programs.

Special thanks to all our mentors for giving of themselves to advance the next generation of women leaders.
PRESIDENT’S CIRCLE PROGRAM - BACK2BUSINESS

Chair: Patti Mittelman, Baruch College, CUNY
Co-Chair: Robin Nack, New York Life

Committee Purpose and 2020 – 2021 Objectives

Back2Business was established as a pilot program during 2016-2017 to provide opportunities for talented individuals who have left financial services for a prolonged period of time and want a path to return to the industry.

Accomplishments/Highlights

In its third successful year, four companies, BMO, BNY Mellon, New York Life and PGIM the Global Investment Management Business of Prudential Financial, partnered with the FWA to adapt the program to their particular needs, provide re-training opportunities for selected individuals, and support them with internal and external mentoring. While there are currently many return-ship programs, Back2Business is special in that candidates can meet with each of the sponsoring partners at our comprehensive workshops. In addition, their applications will be shared with up to three of the company partners that they select.

Prior to the pandemic, 83 qualified applications to the Program were in the review stage by the President’s Circle partners, and interviews were held with select candidates. Our participating sponsors are proud to be a part of this diversity initiative and pleased with the expertise and level of accomplishment that many of these candidates bring to the table. In the last pre-pandemic year, 7 candidates were hired, not counting previous hires.

We were about to go live with our in-person workshop when the pandemic hit. To maintain interest, the Back2Business committee presented a career workshop and an overview of the Back2Business Program.

Recommendations for the Future

Strong interest has been expressed by additional President’s Circle firms in joining the next round of the Back2Business Program. The program will be reviewed by the participating organizations during July/August, with an anticipated virtual workshop date of late September or early October 2021.

Special Thanks

Our immense gratitude to BMO, and New York Life and to all the individuals at each organization involved in developing and promoting the Program and hosting the Workshops.

Our thanks to Amy Kosh of Ayers for providing professional career advice to workshop attendees. Credit also goes to FWA member Ellen Perlstein who helped to make this happen.

Participating Committee Members

Patti Mittelman, Chair Robin Nack, Co-Chair Gina Simonis, Media
PRESIDENT’S CIRCLE PROGRAM — PACESETTERS

Co-Chairs: Amy Hertenstein, Director, Financial Sponsors Group Stifel | Investment Banking
Marian Oláh, Leadership & Organization Development Consultant, Executive Coach
The Center for Reflective Leadership

Committee Purpose and 2020 – 2021 Objectives

The Pacesetter Program is a continuing partnership with President’s Circle organizations that recognizes outstanding women within those companies who exemplify the character, achievement, passion, and leadership that is critical to organizational success. The objective of the Program is to support the professional and personal development of these talented leaders through participation in workshops and presentations from external thought leaders, leadership experts, authors, as well as mentoring and group coaching.

Accomplishments/Highlights

The 2020-21 Pacesetter calendar included the following events in addition to coaching and Group Mentoring:

- Getting to Know Each Other: Marian Oláh & Kristin Laktaif
- Color Q: What’s My Communication Style Workshop - Marian Oláh & Kristin Laktaif
- Pacesetter Mentors, Baruch Mentees: Betsy Werley & Olga Barskaya
- Back to Business/How to be a good leader in the new normal/How to attract the attention of people in a virtual setting Panel: Amy Hertenstein, Carol DeNatale, Mike Sebring, Guy Fruda
- D&I Conversation/Panel: Marian Oláh & Sonnya Kourteva
- Getting to Know the Work of the FWA: Amy Hertenstein, Marie-Helene Kennedy-Payen, Albana Theka, Jena Angeliadis
- Demystifying Your Career Advancement: Fireside Chat: Amy Hertenstein, Selina Ip, LaMae deJongh, Kathy Styponia
- Leading with Gravitas – Raleigh Mayer | Raleigh Mayer Consulting
- Developing Leaders Through Allyship: Madhura Kelkar, Prudential Financial; Angela Durham, Redwood Consulting; Wilton Williamson, Prudential Financial
- Emotional Intelligence through Assertive Communication: Marian Oláh & Sonnya Kourteva
- The Benefits of a Board Position: Amy Hertenstein, Sonnya Kourteva, Lauren Leipold, Maureen Adolf, Cynthia Remec
- Nancy Ankowitz – Self-promotion for Introverts: Marian Oláh
- Paths to Success in Private Equity and Banking: Amy Hertenstein, [speaker TBC]
- FWA Award Ceremony
Recommendations for the Future

- Identify opportunities to maximize participation and engagement amongst Pacesetters
- Implement creative and innovative ways to further develop and engage pacesetters in the new hybrid corporate workplace

Special Thanks

Special thanks to the President’s Circle firms that hosted Pacesetter events this year: BNY Mellon, Wells Fargo Advisors, SMBC, New York Life, Deloitte, BMO Capital Markets, BNP Paribas, Citizens Bank, Eversheds Sutherland, MetLife, MUFG, Prudential/PGIM, Sidley Austin, S&P Global and Stifel.

Sincere appreciation goes to our Mentors who volunteered their time and tremendous talents to mentor Pacesetters and to Amy Herteinstein who served as our Group Mentor Leader. Our mentors included: Maureen Adolf, Ellen Auster, Guy Fruda, Robin Matza, Anna Pinedo and Annette Stewart.

Our Program would not have been complete without our Executive Coaches who so generously donated their time and expertise to develop 3-4 Pacesetters at a time in monthly group coaching sessions. Many thanks to Marian Olah for coordinating this effort with our Executive Coaches: Jim Arnoff, Ellen Auster, Gerri Bostick, Christine Birnbaum, Angela Durham, Bart Erback, Nadya Karastoyanova, Jane Maloney and Michael Palumbo.

Finally, the administrative support from Lisa Buddenhagen, FWA Operations Director, was extremely efficient and beyond expectations.

Participating Committee Members

Amy Hertenstein (Co-Chair)
Marian Oláh (Co-Chair)
Jena Angeliadis
Selena Ip
Sonnya Kourteva
Kristin Laktaif
**Co-Chairs:**  
*Barbara DaCosta*, Project/Program Management Consultant  
*Patti Domm*, Markets Editor, CNBC  
*Jacqueline Linden*, Global Risk and Finance Consultant

### Committee Purpose and 2020–2021 Objectives

The three-member Programming Committee was formed for the ’20-’21 fiscal year to oversee and provide direction for the content of FWA’s programs. The committee provides a critical function for the organization as it strives to achieve a thematic approach to programming and to attract high quality speakers, since this ultimately drives membership and President’s Circle participation. We expect the Committee to continue to work closely with the Leadership Council, the Board, and the PC Committee to deliver top-notch programming.

The Committee’s goal is to establish a system within the FWA that will help the organization draw high caliber speakers and present important and informative content to our members. These programs are at the core of the FWA’s mission, and success in this area is key to the retention and attraction of new members and supporters. We are proud that for the past year, we have been able to continue to offer impactful programming on-line that has examined timely topics and critical issues in finance, the economy, markets & investing, and the workplace, as well as programs focused on career development and skills enhancement.

### Accomplishments/Highlights

One focus this year was to increase programming related to the markets, the economy, and the financial sector to comprise 70% of overall programming. These themes were evident at the FWA’s Fourth Annual Summit, which included a fireside chat on the markets with the Blackrock CIO, Rick Rieder, a BNP Paribas economic panel on the Eurozone, and a panel on Stakeholder Capitalism, moderated by Holly Gregory, Partner at Sidley Austin, LLP. In May, we spearheaded an economic roundtable featuring three prominent female economists moderated by Steve Liesman, Senior Economics journalist at CNBC. In addition, programming this past fiscal year covered impact and angel investing, fintech, supply chain and trade finance, commercial finance, and financial planning. Notable programs in this area included A Fireside Chat on Energy, Climate, and the Clash of Nations with Dan Yergin, Pulitzer Prize-winning author and A Conversation with NY Lieutenant Governor Kathy Hochul on the Economy, the Election, & Equality. The FWA also responded to our members’ specific interests and the current times by providing numerous programs related to career development and workforce and social changes including a program celebrating Ruth Bader Ginsburg, reflecting on her accomplishments related to gender equality. We also presented events covering Covid-19 and health and wellness.

Our Committee also designed and implemented a framework for the capturing, reporting, and analysis of events for each of the six programming themes: Economy, Markets/Investing, Financial Sector/ Fintech, Education/Career Development, Work Force/Social Changes, and Healthcare/Covid-19 Impacts. We added an Other category to track Signature and networking events. There were 52 programming and signature events held this fiscal year. Overall, the FWA’s programming efforts delivered the most events under the themes of Education & Career Development, followed by Work Force & Social Changes. In addition to the three signature events, there were ten other events that had 70 or more individuals in attendance.
Recommendations for the Future

In the next year, the Programming committee will work closely with Hermina “Nina” Batson to develop and implement the programming agenda early in the fiscal year to enable a steady stream of events around core themes. Working with Hermina “Nina” and the committees, we also hope to cover some of the planned topics we did not cover this past year (such as the Outlook for both Inflation and the US Dollar, China Decoupling, the 60/40 Rule in Portfolio Management, the Tech Concentration in the Stock Market, Private Equity Opportunities, SPACs, the Role of B Corporations, and the NYC Economy and Real Estate Prognosis). We plan to continue to focus on workforce and social changes with programming dedicated to Racial and Gender Financial Inequality, Diversity, Equity, and Inclusion, as well as other changes in the workplace post-pandemic. Our goal in the coming fiscal year will be to continually reflect new topics and trends in the programs we offer our members.

Distinguished speakers have always been an important part of the FWA’s calendar, and our hope is that we will have a good number of high-level speakers and thought leaders represented at the Summit as well as at other programs. We have targeted some top women leaders, but there are many more individuals, both women and men, who would inspire the FWA community.

We appeal to board members, committee chairs and their members, and President Circle firms with their relationship managers to make suggestions, and also to help reach some of these individuals if they have connections. We are strongest together and we can help make the FWA an important destination for high-level speakers and thought leaders.

Special Thanks

Special thanks to Simone Vinocour and Hermina “Nina” Batson for their support and guidance. Also, thanks to Lisa Buddenhagen for her technical support and to the FWA Office for tracking the attendance of FWA events.
Committee Purpose and 2020-2021 Objectives

1. Engage FWA members in providing a robust program of events in NJ to attract and retain membership. In order to do this the Committee plans at least 7-8 annual events. Due to the pandemic the committee adapted to virtual presentations using the ZOOM platform.

2. Successfully implement a balanced program of events.

3. Engage firms here in NJ to support events, particularly through partnerships with firms’ internal Women’s Group.

4. Continue the NJ based FWA mentoring group sponsored by our committee at Seton Hall University Stillman School of Business, South Orange, NJ with FWA scholarship support.

5. Support the FWA 2020-2021 themes as articulated by the President.

In order to accomplish these objectives, the committee meets monthly via teleconference. It is usually the third or fourth Thursday of the month at 7:45 a.m., along with special meetings. As of the January meeting, the committee has been meeting via ZOOM.

Accomplishments/Highlights

The following program events were held as follows:

- 7/22/2020 – “Shopping and Dressing Post Corona- What will it look Like?” with Sharon Kornstein
- 9/9-10/20 – September “Alfresco Dining”. Members and guests registered for a choice of two dates and a 1st/2nd choice of 5 BYOB restaurants. Table arrangements at any locale had an FWA host and no more than 6 persons. All participants registered at FWA website and paid a $25 fee. All participants paid for their meal selections at the time of the event.
- 9/22/20 – “Leading in Times of Stress” – Workshop #1 with Jacquelyn Wieland
- 10/6/20 – “Leading in Times of Stress” – Workshop #2 with Jacquelyn Wieland
- 10/29/20 – “The Changing Landscape of Commercial Finance” - expert panel included Mindy Warde, moderated by Barbara Callahan, CIT head of Investor Relations. This was held jointly with CIT’s internal women’s group.
- 11/6/20 – “Leading in Times of Stress” – Workshop #3 with Jacquelyn Wieland
- 11/17/20 – “Thinking Ahead” - Panel of subject matter experts moderated by Sally Glick of Sobel & Co, focused on strategies to consider to think through now for preparing for retirement.
- 2/5/20 – Meet & Mingle – Virtually
- 5/2020 – Virtual Meet & Mingle
- 6/2020 – Alfresco Dining (format similar to Sept events)
Committee events were:

- Books: *Unapologetically Ambitious* by Shellye Archambeau; *White Fragility* by Robin DiAngelo; *The Making of a Manager* by Julie Zhuo
- 12/04/2020 – Committee Holiday virtual gathering – Cheese tasting event

Mentoring Program events:

- 9/22/2020 – Kick off virtual event for mentors and mentees with Raleigh Mayer
- 10/19/2020 – Fall virtual event workshop “The Power of Mentorship: Creating the Ideal One for You” with Jim Arnoff
- Mentees participated in the virtual Holiday Benefit arranged by Michael Taylor with actors from Hamilton.
- 2/16/2021 – Reprise of Commercial Finance event using taped selections from original event moderated by Mindy Warde
- 3/30/2021 – Career event with mentors. Virtual event with mentor panel followed by breakouts for mentees to “visit” to talk to mentors about their careers and chosen fields
- 5/6/21 – Closing event: Jacquelyn Wieland to present virtually.
- FWA funded scholarships totaling $30,000 were awarded to thirteen students; awards ranged from $1000 to $3500.
- Students were selected to attend conference (virtually) at Simmons University of which FWA was a sponsor.
- Jacintha Arthur has been selected to be the FWA in NJ Mentoring Program speaker at the May 12th FWA Awards event.

The Mentoring program is completing is 6th year and currently has 32 mentors and 36 mentees.

**Recommendations for the Future**

The Committee is actively engaged in planning future events, including continuing use of virtual technology.

**Special Thanks**

We are especially grateful to Seton Hall University Stillman School of Business in South Orange, and supporters from CIT and Sobel helping with presentations.
Specific event co-chairs included Elizabeth Harper, Pat Haverland, Jacquelyn Wieland, Mary Beth Dunn, Christine Birnbaum, Mary Ann Cioffari
Participating/Active Committee Members

Mary Tanasovic Bitting – (retired) BNY Mellon
Christine Birnbaum – (retired) NY Life (mentor)
Madhumita Chakrabartti – (mentor)
Maryanne Cioffari – (mentor)
Liz Crystal – The LC Group, moderator of the FWA in NJ Virtual Book Club
Melinda DiBenedetto – (mentor) PNC Wealth Management
Carol Doyle (mentor & co-chair of mentoring) – Merrill Lynch
Mary Beth Dunn – BMO Capital
Janice Farrell – Borough of Garwood, NJ
Donna Harris (mentor & co-chair of mentoring) – Prudential retiree
Elizabeth Harper – Sobel & Co., LLC. (mentor)
Patricia Haverland – Siemens (retired)
Laura Lannin – Homeless Solutions (retiree)
Susan Bernas-Milkewicz
Mike Palazzoto – Pershing
Annette Stewart – (mentor) – RBC
Jacquelyn Wieland – Solutions Provided

Participating/Active Mentors

Judith Adelson  
Christine Birnbaum  
Laura Bourgeois  
Madhumita Chakrabartti  
Cathy Christian  
Maryann Cioffari  
Melinda DiBenedetto  
Carol Doyle  
Heather Garland  
Elizabeth Harper  
Donna Harris  
Stephanie Hauge  
Suzanne Klatt  
Laura Lannin  
Valerie Mauiello  
Stephanie Monahos  
Prisca Owens  
Susan Parker  
Tatiana Preta  
LaTanya Robinson  
Shannon Seidel  
Annette Stewart  
Kimberly Stirling  
Wendy Strutt  
Caroline Tanis  
Josefina Tranfa-Abboud  
Arminda Y. Warde  
Jacquelyn Wieland
SIGNATURE EVENTS - ANNUAL AWARDS CEREMONY

Co-Chairs: Simone Vinocour, FWA President 2019-2021
Hermina “Nina” Batson, FWA President-elect and Leadership Council Chair

Committee Purpose and 2020 – 2021 Objectives

As a replacement of the Annual Dinner, the Awards Ceremony honors Public and Private Sector Women of the Year, the Male Ally of the Year, Mentees from our mentoring programs and the graduates of the FWA Pacesetter Program. A night of inspirational speeches and passionate testimonials highlight the value of FWA Educational programs and provides the rationale for donating to FWA educational programs.

Accomplishments/Highlights

The 2021 Virtual Annual FWA Awards Ceremony was held on May 12th, 2021. The event featured both pre-recorded and live segments.

Our Honorees:

Public Sector Women of the Year: Jo Ann Jenkins – CEO, AARP
Private Sector Women of the Year: Carla Harris – Vice Chairman and Managing Director, Morgan Stanley
Male Ally of the Year: Jean-Yves Fillion – CEO, BNP Paribas USA

Recommendations for the Future

– Determine type of event at least 6 months in advance (e.g., virtual, in-person or hybrid)
– Book venue if necessary
– Involve PC firms in sponsorship efforts
– Appoint a seasoned project manager to identify all tasks and to keep the project on track
– Engage marketing team to develop a strategy for broadly marketing the event and sponsorship opportunities

Special Thanks

Special thanks to our sponsors:

BNP Paribas – Cornerstone Sponsor
AARP – Standard Bearer Sponsor
Ninety One – FWA Supported

Special thanks to the FWA Office team (Lisa N. Buddenhagen, Robert Brown, Kelly Barahona, Michael Taylor) that were essential to the support of the event production.
SIGNATURE EVENTS - ANNUAL SUMMIT

Co-Chairs: 

Simone Vinocour, FWA President 2019-2021  
Hermina “Nina” Batson, FWA President-elect and Leadership Council Chair

Committee Purpose and 2020 – 2021 Objectives

To further grow the Annual Summit into a Signature Event that addresses the PC firms request for topical events and the memberships need for educational and networking events.

Accomplishments/Highlights

The FWA’s Fourth Annual Summit was held entirely live and virtually over 2 evenings: March 15-16, 2021. Each evening featured a keynote speaker/interview session, 2 panel discussions and an interactive networking session. The theme of the conference was “The Age of Rapid Change in Finance” and featured the following topics/speakers:

Women Leaders in Finance:
Keynote interview of Moira Forbes, EVP Forbes, Media & President and Publisher ForbesWomen by Ida Liu, CEO Citi Private Bank North America

Fireside Chat: Future of Work: The New Work Dynamics in a Post Pandemic Age
Technology is continuously advancing, and the pandemic has changed how we work. As we move into a post-pandemic age, what will work look like in the future regarding its structure, location, and interpersonal relationships? 
Guest Speaker: Lynne Oldham, Chief People Officer, Zoom with Steve Hatfield (Interviewer), Global Future of Work Leader, Deloitte

Panel Discussion: The Economic Outlook for the Eurozone
A panel of subject matter experts from BNP Paribas discuss the drivers of the economies and financial markets of the EU. The panel drew some perspectives on growth concerns, market indicators, and highlight current expectations for the EU economies.

Introduction: José Placido, CEO, BNP Paribas Corporate and Institutional Banking (CIB) Americas

Panelists:  
Heather Orrico (Moderator), Co-Head of FXLM.COMM Americas  
Olivia Frieser, Global Head of Markets 360, Strategy & Economics, Global Markets  
S. Michael Koh, US Head of Regulatory Strategy & Policy  
Anne van Riel, Co-Head ESG Structuring
Panel Discussion: Courageous Conversations
There continues to be glaring inequality for women across the financial industry. Data shows that women’s experiences are far from equal in the workplace. This panel addressed the dynamics of lesser wages, lack of opportunity, and thoughts to better inclusion.

Panelists:
Jennifer Brown (Moderator), Founder and CEO, Jennifer Brown Consulting; Author, Inclusion and How To Be An Inclusive Leader
Alison Micucci, SVP and Head of Business, New York Life
Sonia Chaliha, Managing Director, BNY Mellon Corporate Trust – Global Head of Business Development
Stephanie Sleeper, SVP, Senior Director - Head of Third Party Risk Management, Citizens Bank

Panel Discussion: Stakeholder Capitalism - Reimagining Corporate Commitment to Creating Sustainable Value
In August 2019, the Business Roundtable, an association of CEOs from U.S. top companies, released its Statement on Corporate Purpose emphasizing that the purpose of a corporation is to deliver goods and services in a manner that delivers value to and considers the interests of a range of stakeholders. This panel focused on trends and practices regarding stakeholder capitalism and ESG.

Panelists:
Holly Gregory (Moderator), Partner and Co-chair, Corporate Governance, Executive Compensation and ESG Practice, Sidley Austin LLP, and President of the American College of Governance Counsel
Judy Samuelson, Founder and Executive Director, Aspen Institute Business and Society Program
Rina Kupferschmid-Rojas, Global Head of Sustainable Investing, UBS
Kristi Mitchem, CEO, BMO Global Asset Management

Each day was concluded with a virtual networking session and breakout rooms for continuing conversations.

The summit welcome remarks were provided by Jean-Yves Fillion, CEO, BNP Paribas and closing remarks were delivered by Claudine Gallagher, Chief Human Resources Officer, CIB Americas, BNP Paribas.

Recommendations for the Future
- Determine type of event at least 6 months in advance (e.g., virtual, in-person or hybrid)
- Book venue if necessary
- Book keynote and other top bill speakers 6 to 9 months in advance
- Involve PC firms in sponsorship efforts
- Appoint a seasoned project manager to identify all tasks and to keep the project on track
- Engage marketing team to develop a strategy for broadly marketing the event and sponsorship opportunities
Special Thanks

Special thanks to hosts, underwriters and recognition to members that lead events, etc.

– BNP Paribas
– BMO Capital Markets
– FWA Office team (Lisa N. Buddenhagen, Robert Brown, Kelly Barahona, Michael Taylor)
– Ria Davis, FWA Executive Director
– FWA Executive Board
SIGNATURE EVENTS – HOLIDAY BENEFIT

Chair: Susan Parker

Committee Purpose and 2020 – 2021 Objectives

Signature Events provides yearly fundraising events to support to The FWA of New York, Inc.’s educational programs.

Accomplishments/Highlights

The Holiday Benefit is an annual tradition where industry professionals gather to network and raise funds to support the FWA of New York, Inc.’s vast educational, mentoring and programming initiatives.

The Financial Women’s Association 2021 Holiday Benefit was entitled “The FWA’s New Year’s Celebration Benefit” and was a virtual event held on January 12, 2021.

The theme for the Holiday Benefit theme (“Let’s Celebrate! New Year, New Opportunities, and Gratitude Over Wine and Cheese”) allowed for a fun-filled event that also supported a worthy cause. In recognition of the FWA’s selected International Business Conference of The Netherlands, the Holiday Benefit provided live interactive sessions featuring:

Carla Graifer, the cheese professional, a brief presentation about the history of cheese.

Harris Greenstein of NY Vintners discuss wines that complement different cheeses and will assist us in the wine pairing tasting of the cheese samples that was delivered to each of the attendees home along with a bottle of prosecco!

Rudi Smit, owner and head cheese monger of Olsson’s Fine Foods in the center of Princeton, NY. Olsson's is the premier cheese shop in central New Jersey and have been so for the last 35 years. Rudi provided the cheese sample and lead the cheese tasting part of the evening.

Alexandra Janelli is considered one of New York City’s premier guided visualizationists, hypnotherapists, and life coaches lead a relaxation session to wrap-up the evening’s activities.

Recommendations for the Future

While still under the pandemic, consider holding a hybrid event so that members can attend the event in-person or virtually.

Special Thanks

Special thanks and acknowledgements to:

Our host, Green Fig, for the beautiful space, good food, great music and overall ambiance.

The FWA Office Staff (Lisa Buddenhagen, Robert Brown, Ria Davis, Michael Taylor, Kelly Barahona, Emily Plisic) who worked behind the scenes to support logistics and execution of the event.

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**Participating Committee Members**

The FWA Signature Events Committee members included:

- Hermina “Nina” Batson
- Susan Parker
- Brianna Perez
- Simone Vinocour
PLAY A CENTRAL ROLE IN FURTHERING THE MISSION OF THE FWA AND WORK TO INCREASE PUBLIC AWARENESS OF THE ORGANIZATION, ITS MEMBERS AND ITS ACTIVITIES. THROUGH INITIATING PROGRAMS, PROVIDE THE MARKETING, COMMUNICATIONS AND PROMOTIONAL SUPPORT TO OTHER FWA COMMITTEES AND THE FWA PRESIDENT ON BOTH A STRATEGIC AND TACTICAL LEVEL. SUPPORT THE FWA’S CONTINUED MISSION AND GROWTH BY COLLABORATING ON INNOVATIVE WAYS TO BEST SERVE MEMBERS AND PARTNER FIRMS DURING THIS ERA OF RAPID CHANGE.

ACCOMPLISHMENTS/HIGHLIGHTS

We have taken President Simone Vinocour’s call to action to support the continued mission of the FWA to “Advance Women in Finance” throughout this unique and challenging year as our guiding principle:

- **Coordinated FWA Values-Purpose-Mission-Vision Taskforce**

- **Developed expanded #GivingTuesday2020 Campaign** in collaboration with Stephanie Hauge, (Chair of the Development Committee) and her team, as well as the FWA Staff to drive increased support for all FWA programs and events meeting and potentially exceeding the new 50% higher goal of $15,000. Campaign leveraged the recently developed FWA Marketing Template applicable to various organizational initiatives.

- **Lead Membership Marketing Ideation Workshop** at the request of Marie-Helene Kennedy-Payen and Albana Theka (Co-Chairs of the Membership Committee). Conducted targeted ideation and innovation session with joint meeting of both committees to develop a wide range of new tactical marketing strategies for increasing new member registration and member renewals.

- **Developed & Launched FWA Quick Share Campaign** to enlist FWA Leadership and eventually all members (via FWA eblast distribution) in liking, commenting and sharing on FWA LinkedIn posts to exponentially increase reach and activity in a few short clicks.

- **Developed & Launched FWA Autosignature Marketing Campaign** to enlist FWA Leadership in reinforcing key FWA initiatives through use of targeted marketing messaging within communications they send on behalf of the FWA.

- **Developed Virtual Video Content Gathering Guides** that evolved with this year of change to continue increasing use of video gathering for FWA social and digital posts within FWA members and mentees.

- **Developed Entry Level Sponsor Lead Generation Strategy w/Development** working together to coordinate ideation, fact finding interviews and program development to identify & develop new entry level FWA sponsors.
Provided Messaging Guidance to PC Committee Communications working together with Stacy Musi to ensure outreach felt authentic and relevant in light of current social/political events.

**Recommendations for the Future**

- **Values-Purpose-Mission-Vision Rollout:** Coordinate rollout of FWA’s new Values, Purpose, Mission & Vision including
  - Presenting to FWA Committees & Programs & prompt ideation
  - Develop Marketing Assets (Placemat, Site, etc.)

- **Video Content Creation:** Continue supporting & evolving increased commitment to video content gathering throughout the program year for use in digital and social campaigns

- **Entry Level Sponsor Development:** Continue development & rollout in collaboration with Development of program to identify and develop new potential entry level sponsors

- **Grow FWA Social Marketing Reach w/Promoted Posts:** Allocate budget of 200/month toward promoted posts on LinkedIn to broaden awareness among our prospective members and sponsors.

- **FWA Signature Milestone Marketing -Educational Initiatives:** Coordinate marketing support for two FWA Signature Milestones - The FWA Baruch Mentoring Program’s 20th Anniversary & The FWA Highschool Scholars Program’s 35th Anniversary.
  - Partner with Educational Initiatives to Support for BMO & Baruch Planned Events
  - Develop Marketing Assets to leverage both signature milestones (Promotion for events, fundraising, membership marketing, Women’s History Month tie-in, etc.)

**Special Thanks**

Development/Stephanie Hauge (Committee Chair)
FWA Values-Purpose-Mission-Vision Taskforce Members
Corporate Sponsorship/Stacy Music, President (2017-2018), Simone Vinocour, President
Signature Events/Susan Parker (Co-Chair)
FWA Office: Special thanks to Ria Davis’s steady guidance and insight throughout the year, Lisa Buddenhagen for her design, editing & production skills, Robert Brown for his marketing & social media skills and participation in committee meetings.

**Participating Committee Members**

Melinda DiBenedetto
Stephanie Dilorio
Jason Dodd
Fernanda Garcia
Jessica Levine
Dew Mekto
Robin Nack
Dianne O’Boyle
Denise Roy-Desrosiers

Lori Schwebel
Mike Walton
UNDERGRADUATE SCHOLAR PROGRAM

Chair: Beth Dorfman, Bank of America

Committee Purpose and 2020 – 2021 Objectives

To provide scholarships, stipends, and additional support to the mentees graduating from our high school mentoring program as they transition to college and complete their undergraduate studies.

Accomplishments/Highlights

Since the inception of the FWA’s high school mentoring program in 1986, approximately 840 low-income and middle-income female high school students have participated in the program and 100% of these mentees have graduated on time and enrolled in college, which is considerably better than the average school-wide graduation rate in New York City of 77.3% (in 2019).

In 2005, at the inception of the BMO Equity Through Education grant program with the FWA, we expanded our scholarship program; to date, over 275 FWA high school mentees have graduated and received over $1,000,000 in scholarships sponsored by BMO Capital Markets. In 2020 – 2021, 28 high school mentees received scholarships of up to $5,000 each for a total of $135,500 of scholarship funding from the FWA. The FWA also provides each scholar with a $1,500 stipend (this year totaling $41,099) to help pay for non-tuition related school expenses.

In addition to providing financial support, the FWA continues to support our undergraduate scholars with expanded resources including Professional Coaching sessions by Jim Arnoff that were particularly helpful during COVID-19, free business cards for networking, study abroad scholarships, opportunities to attend multiple leadership conferences, and enhanced support by a full time FWA Educational Programs Manager. COVID-19 hit many of our scholars particularly hard. Some were abruptly forced to leave college campuses and had to quickly adapt to remote learning in less than optimal living conditions, some had families facing unemployment and illness and others had to take on part time jobs in addition to studies to help families make ends meet. In response to these challenges, the FWA created a COVID 19 relief fund, the FWA Educational Programs Manager began holding regular Zoom meetings with the scholars to provide additional support to the students, and many mentors from the High School program were also in constant contact with their former High School mentees to provide additional support and guidance.

Since many of the opportunities for conferences were cancelled, the FWA created a series of virtual Lunch & Learn workshops to provide opportunities for learning and networking. For the first time in its history the FWA became a sponsor for the prestigious Simmons Leadership Conference which enabled more of our undergraduate scholars to attend the conference.

A Student Holiday Celebration was held on Zoom – a private performance by cast members of Hamilton.
Recommendations for the Future

Continue to support the scholars as we begin to transition back to a post COVID-19 world.

Work with our scholars to help connect them as appropriate with internships and employment opportunities

Special Thanks

Special thanks to BMO Capital Markets, whose continuous and generous financial support has enabled us to increase the scholarship awards for our undergraduate scholars.
The Wall Street Exchange (WSE) program augments the experiences of selected rising college seniors with paid summer internships at financial services firms or in finance roles for non-finance firms. The program provides tools to strategically consider career choices and to develop career management and leadership skills.

The committee’s principal objectives include planning and executing up to eight weekly program sessions, which run from June through August. Additionally, we: 1) enhance corporate sponsors’ engagement with the WSE program and FWA, 2) enrich program content, and 3) explore how innovation and technology are reshaping finance career paths.

Continuing committee objectives include expanding WSE program awareness among students and sponsors not currently represented, establishing business school alliances, recruiting candidates with diverse backgrounds and experiences, and fostering FWA engagement via an ongoing “Alumni Network” of WSE graduates.

Accomplishments/Highlights

- Restructured historically in-person programming to highly interactive virtual sessions in collaboration with sponsors.
- Expanded participant acceptance 140 percent. Accepted 106 students into the program from 54 different colleges and universities with paid internships at 25 firms.
- Collaborated with FWA President’s Circle committee to secure sponsors and speakers for 8 weekly sessions. Welcomed one new sponsor, Stifel, and six returning sponsors: Wells Fargo Advisors, MUFG, New York Life, SMBC, BNY Mellon, and BNP Paribas.
- Designed intentional, structured networking sessions into programming to engage participants and foster community building and support during their virtual internships.
- Partnered with corporate sponsors to plan and design interactive online sessions with panels and keynote speakers on a variety of career development and leadership topics.
- Incorporated two new session topics focused on career management skills: How to Receive Feedback Effectively and Emotional Intelligence.
- Simplified the application process to focus on most critical program success indicators.
- Incorporated weekly participant surveys to facilitate real-time adjustments throughout the program.
- Offered supplemental, unstructured virtual networking sessions to participants.
- Collaborated with session speakers to provide comprehensive post-program follow-up to participants for “unanswered” and “unasked” questions.
- Provided a virtual e-book gift to 36 participants with perfect program attendance.
- Continued to expand college marketing and recruiting efforts by reaching out to additional schools and internship program managers at firms.
Recommendations for the Future

- Perform an annual sponsor survey to track issues and implement best practices.
- Increase WSE alumni engagement with FWA: send FWA Newsletter and invitations to upcoming FWA events.
- Partner with Membership Committee to increase WSE participant engagement with FWA post-graduation.
- Redesign program to continue emphasizing career management skills, rather than job search-specific skills, which are addressed by college career services.
- Incorporate sessions that expand participants’ understanding of the range of career paths within financial services, including technology, compliance and risk management roles.
- Track the employment of WSE graduates following their school graduations with a focus on positions with President Circle firms to strengthen our partnerships.

Special Thanks

In such a challenging year, we offer special thanks to each of our WSE program sponsors, session speakers and panelists for their dedication to WSE and for sharing their career development and leadership experiences. Your commitment is what makes Wall Street Exchange so successful. Thank you, also, to Lee Wood, Peggy Decker and the rest of the President’s Circle Committee for their ongoing support and dedication.

The FWA office, particularly Lisa Buddenhagen and Michael Taylor, also deserve special thanks for their assistance in pivoting to a completely virtual program and supporting its successful execution. In addition, they helped seamlessly manage the many program details and each session’s production.

We could not have delivered the 2020 program without our WSE committee members. Thank you for volunteering your precious time and sharing your expertise.

Participating Committee Members

Jena Angeliadis
Gerri Bostick (co-chair)
Michelle Harlan (co-chair)
Madeline Pacific (co-chair)
Laura Smith Dunaief (co-chair)
FWA New/Reinstated Members
as of June 30, 2021
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