

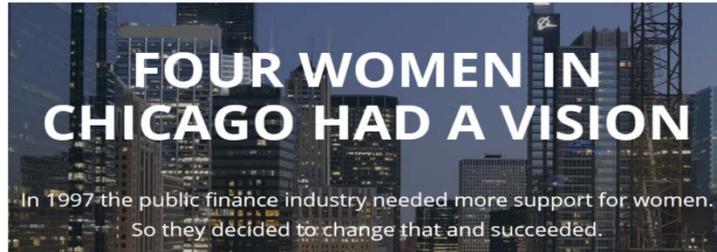


WOMEN IN PUBLIC FINANCE

2020 Annual Report

Our Mission

To support and advance the careers of women in public finance by fostering relationships and networking, and providing educational and learning activities and forums.



President's Message

If you attended our conference last year in Austin, Texas, you may recall our theme of resiliency. To look back now it seems almost foreshadowing! We can probably all agree this has been a year like no other—but it has allowed us to demonstrate our resiliency—in both our personal and professional lives. Despite the challenges this year has brought, the members of WPF continue to fulfill the mission of providing networking and educational opportunities to women in the public finance industry. We are resilient, adaptable and unwavering!

From its humble beginning as a gathering of four women with a vision, WPF has ballooned into a nationwide organization with more than one thousand participants represented by 20 regional chapters. Membership at both the national and regional chapter level facilitates more frequent personal interaction and access to regional events that complement the nationally focused activities of WPF. WPF is very proud to support the next generation of women in the public finance industry through our scholarship and mentorship programs. This year, National WPF awarded 16 scholarships and had 10 mentor/mentee pairs who met virtually throughout the year. Other strategic initiatives of the board this year included:

- created a transparent process for board member recruitment and selection with modifications to the organization bylaws;
- established a formalized continuity of operations plan to ensure critical board functions continue through changes in leadership or unforeseen circumstances;
- refined the scope of our partnership with the Municipal Advisory Council of Texas to provide administrative support services to the all-volunteer national board.

All of us in the industry have been fortunate to be preceded by pioneering leaders who have been at the forefront of the struggle as women and women of color in our industry. WPF maintains its commitment as an ally and advocate to promote leadership within the public finance sector that embraces the essentiality of diversity and inclusion. We stand for all human beings being treated equitably, with respect, with decency, and with dignity. It has been an honor to serve as the WPF president this year with the support of the executive board members, committee chairs, Chapter leadership, sponsors and members of Women in Public Finance.



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CHAPTERS

Despite a pandemic, our 20 chapters carried on with virtual meet ups that included two national-chapter virtual meetings, yoga, book clubs, wine tastings, and webinars on Teambuilding in a Virtual Workplace; ESG (Environmental Social Governance) in Municipal Disclosure; several Diversity & Inclusion discussions on mapping racial prejudice, criminal justice issues and the importance of minority supplier diversity. The virtual platforms increased attendance by WPF members from across the country.

SCHOLARSHIP

National WPF had one of its most successful program in its history with 44 applicants from 21 states. National WPF awarded 15 scholarships, while the MN, VA, Chicago, Los Angeles, IN and TX chapters awarded 16 additional scholarships, building the next generation of public finance leaders.

ANNUAL CONFERENCE

As the COVID-19 pandemic upended every aspect of our lives, the 2020 and 2021 WPF Conference Planning teams exhibited adaptability and resiliency in planning WPF's hallmark event - the Founder's Awards and National Conference. Building on the WHOVA app virtual platform, the Founders honored pioneering women of color in public finance, and the Conference tackled tough issues of Racial Equity, Economic Outlook and Building Your Personal Brand. A record shattering 713 attendees swapped photos, messages and chats on the Whova app.

MENTORSHIP

Our Mentorship team continued its strong leadership, supporting 24 women who formed 12 mentor/mentee pairs. They found that the virtual platform actually helped strengthen connections through more frequent dialogue to support each other and navigate the new 2020 work environment. The entire group also enjoyed meeting for quarterly happy hours and ice-breaker conversations and is exploring developing a blog to share ideas and resources.

The Mentorship Committee also partnered with the CFA Institute to host a 821 person webinar: **Building a Diverse Talent Pool: Prepare, Recruit, Promote and Retain Equally.**



COMMUNITY SERVICE

Even though the National Community Service Committee could not conduct its annual service project during our National Conference this year, our chapters stayed busy investing in their communities.

EDUCATION

The Education Committee was able to leverage virtual platforms to attract record attendance at our first webinar, "Building Executive Presence", which had 200 attendees, a second on "Effective Communication" in November and, coming in January, "Joining a Corporate Board".



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COMMUNICATIONS

Our dedicated and skillful Communications team worked tirelessly with ImageMaster to redesign the National and Chapter websites (wpfc.com) and stay connected through LinkedIn. Now more than ever it's essential to stay connected - [follow us](#) today!

Next year, the Communications Committee will work with Chapters and Membership to form an **Infrastructure Task Force** to evaluate ways that National WPF can support the chapters by providing consolidated payment services, accounting, website maintenance, email, surveys and virtual meeting platforms.

BOARD DEVELOPMENT & GOVERNANCE

Five years after the Strategic Planning and Advisory Committee created a vision for a national organization supported by regional chapters, we undertook a comprehensive review of membership, each chapter, committee structure, our bylaws and our processes to recruit and develop Board Members and Officers. This work has positioned WPF to leverage our outstanding growth at the national and chapter and build a foundation for the future.

BECOME A NATIONAL WPF MEMBER TODAY!

Words from a Member:

"Finding Women in Public Finance was a turning point for me professionally and personally. It provided a safe space for me to shine (drop my guard and be myself), have engaging professional conversations, and meet interesting and accomplished women. It is amazing how much energy is wasted when we have to mask our true selves to fit in, instead of feeling open to contribute. I have gained confidence, made incredible connections and broken through career barriers that I was facing. The benefits of the support provided by Women in Public Finance and its impressive membership cannot be overstated."

~Anonymous

Women in Public Finance is structured as a national organization with regional Chapters. We encourage everyone to join at both the Chapter and National level. Most Chapters do not charge a membership fee. Your National Membership fee provides the financial resources needed to maintain the technology and administrative support services to a 1000+ member organization and the 20 Regional Chapters, led by volunteers.

JOIN US! <https://www.wpfc.com/become-a-member/#join>

National WPF Annual Membership Categories*

\$25/year for Public Sector/Issuers/Students

\$125/year for Other Professionals

*Effective January 1, 2021

Fee structure is based on a rolling annual renewal from date of joining, not a calendar year.

Membership Benefits

Member Directory

WPF Mentorship Program

National & Local Events Calendar

Job Bank

WPF LinkedIn Postings and more



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THANK YOU TO OUR 2020 SPONSORS!

We would like to thank our sponsors whose generosity helps support all WPF operations and programs, including scholarships, mentorship, chapter operations and our annual conference.

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