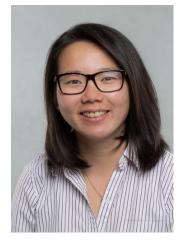


Heydi Maylin Lu Chen Named Volunteer of the Quarter



Have you ever wondered who was the volunteer that designated and coordinated volunteers? It's akin to asking the question of who styles the hair stylist's hair or who delivers the mailman's mail. In the case of CFA Society Los Angeles (CFALA), Heydi Maylin Lu Chen fills the integral role of co-chair for the Volunteer Committee and ensures that all potential volunteers can find their niche at CFALA. Lu Chen's incredible success, hard work, and dedication for over two years in this role have been immeasurably impactful at CFALA. She has even simultaneously been pursuing her charter in the CFA Program while she has been making significant contributions to CFALA. Due to both her commitment and impact, Lu Chen has been named the CFA Society Los Angeles Spring 2017 Volunteer of the Quarter.

"My volunteering adventures with CFALA began with the encouragements of [Past President] Ken Yee, CFA and [Treasurer and co-chair of the Volunteer Committee] Akiko Hayata, CFA," Lu Chen said. "Ken and Akiko showed me what good people are willing to do to help others with their journeys and I'd like to do that to those that follow similar paths."

Since joining Hayata on the Volunteer Committee as co-chair, Lu Chen and Hayata have completely transformed the volunteer experience at CFALA in a multitude of ways. They refined the volunteer application form and automated a series of processes that had previously involved arduous manual labor. With Lu Chen and Hayata's enhanced procedures increasing both effectiveness and productivity, volunteer engagement and participation skyrocketed in only one year. They also rebranded the Volunteer Appreciation Social as a Summer Social to increase participation and interest in an event meant for networking, fun, cocktails, and, of course, appreciation for our hard-working volunteers.

"[Hayata] showed me the importance of helping volunteers find what they love and this has been my motto since," Lu Chen explained. "I hope that by placing volunteers to their preferences and the need of CFALA, the society will operate more efficiently."

In addition to being the co-chair of the Volunteer Committee, Lu Chen has consistently volunteered as a part of the Community Outreach Committee at their LA Food Bank volunteer outings and assisted in coordinating the Fixed Income Series.

"CFALA has so much to offer its members – it's just a matter of how each individual takes advantage of these opportunities," she said. "Your professional career doesn't begin when you become a charterholder – it begins when you decided that you will become part of the community."

Lu Chen studied Business Economics at the University of California, Santa Barbara. She currently works at Western Asset Management.