

August 2014

Fall 2014 Level I CFA Review Program

USC/CFALA CFA® Review Program

Preparing CFA Candidates for the December 2014 CFA Exam

Since 1984, CFA Society of Los Angeles, Inc.(CFALA), in partnership with the University of Southern California, Marshall School of Business (USC), has offered its Chartered Financial Analyst® (CFA®) Review Program to candidates studying for all three CFA examination levels. In the spring, we offer courses for Level I, II and III candidates. For candidates preparing to take the Level I examination in December, we offer a Saturday review course in the fall. While live instruction is the cornerstone of our program, we also provide candidates with supplemental study tools including a full-length practice examination, access to recorded classroom lectures, and Schweser Notes and Pro Question Bank. The Saturday review course provides candidates with a structured classroom based approach to preparing for the various CFA examinations. Our faculty base their materials and handouts on the CFA Program Curriculum. Their presentations are designed to assist candidates with mastering the CFA Program Candidate Body of Knowledge.

Date: 8/02/14 (*1st class in a series of 13*)

Time: 9:00am - 4:00pm

Cost Members: **\$1349.00**

Cost Non-Members: **\$1499.00**

Location: University of Southern California - Room TBA

Parking: Parking is not included in your enrollment fee.

Cost Members: Early registration by 07/11/2014: **\$1049.00** (after 07/11/2014 - **\$1349.00**)

Cost Non-Members: Early registration by 07/11/2014: **\$1199.00** (after 07/11/2014 - **\$1499.00**)

Fall 2014 CFA® Review Program

- Live Classroom Instruction
- Full length practice exam
- Mentor Program
- Web based recordings of the classroom instruction (accessed via the CFALA website)
- Schweser Study Notes - 6 volumes, Quick Sheet and Practice Exam Volume 1 (*available for early pickup*)
- SchweserPro Online Question Bank
- Candidate Connection (*CFALA Member Benefits*)
- Program Pledge
- Bonus Classes
- CFALA Lab (bi-monthly tutoring sessions)

[Click here to register](#)

Program Pledge: The USC/CFALA CFA Review Program is committed to helping candidates master the

Candidate Body of Knowledge and become CFA Charterholders. If you take our Review Program, and fail the CFA Exam, you may retake our review program for \$700 (within a 12-month period). We will rebate 100% of your 2nd registration fee after you have retaken the CFA Exam.

Schweser Notes and Pro will not be included with the repeat level.

To use the program pledge you must complete the following steps:

1. Submit a completed program pledge form to the CFALA office
2. Submit failed exam results to the CFALA office (verifying you sat for the exam)
3. Contact the CFALA office for a special registration link to receive the \$700 price
4. Sit for the exam
5. Submit your 2nd exam results within 30 days of their release

CFA Review Program Cancellation:

Cancellations must be received in writing, please email cfareview@cfala.org. There is a \$600 non-refundable deposit, and you will be charged \$100 per Saturday class or \$50 per study session that has been taught up to the day your written cancellation is received. There will be no refunds after September 12, 2014. All class times and locations are subject to change.

CFA Institute does not endorse, promote, or warrant the accuracy or quality of the products or services offered by the USC/CFALA CFA® Review Program. CFA Institute, CFA® and Charter Financial Analysts® are trademarks owned by CFA Institute.

Follows CFA Institute Prep Provider Guidelines

The Financial Domino Effect: How to Profit Now in the Volatile Global Economy

Tuesday, August 12th, 2014

Speaker: Ben Emons
Pacific Investment Management Company (PIMCO)

Chair: Don Brown, CFA

A CFALA Book Club sponsored event

The Financial Domino Effect is a real time book. Even that many examples are past crisis situations, the concept of a domino effect in financial markets is a "live event" that strikes portfolios negatively and positively every day.

The framework is fairly straightforward. Identify three main categories of domino effects: social-political, economic and financial. Look at a specific occurrence which category it most resembles. Then draw the likely path towards an outcome, which then ties into an investment strategy.

For example, the US faces another potential debt ceiling crisis this summer while the economy softens due to the sequester and the Federal Reserve is considering tapering its purchase program. What domino effects does an investor face?

Social-political: debt ceiling negotiation between Democrats and Republicans. Effect: uncertainty in Washington that affects markets and the economy.

Economic: sequester (automatic spending cuts) slows the economy but housing remains strong.

Financial: despite the sequester and debt ceiling, the Fed goes ahead and tapers asset purchases to avoid market distortions. The slowdown of the economy, the uncertainty of the debt ceiling and the Federal Reserve scaling back can adjust growth expectations lower.

This hypothetical example shows that a domino effect is complex and intertwined, connected. Moreover it is important to categorize the different effects and layout a potential outcome with a logical investment conclusion.

The Financial Domino Effect uses a basic framework and straddles it across different complex market situations. Each time a crisis happens, investors can hopefully use the basic framework to evaluate a path that leads to the most likely outcome. In addition, the book shows that such path comes along with symptoms like financial repression but also positive domino effects like quantitative easing.

Speaker Bio

Ben Emons is a senior vice president and a portfolio manager in the global portfolio management group at Pacific Investment Management Company (PIMCO), Newport Beach, California. Prior to joining PIMCO in 2008, he was a portfolio manager at Nuveen Investments in Los Angeles, focusing on government bonds and derivatives. He has 18 years of investment experience and holds an MBA from the University of Southern California Marshall School of Business and a master's degree in international finance from the University of Amsterdam.

As a participant in the CFA Institute Approved-Provider Program, the CFA Society of Los Angeles has determined that this program qualifies for 1 credit hours. If you are a CFA Institute member, CE credit for your participation in this program will be automatically recorded in your CE Diary.

Registration Links:

CFALA Members: \$20.00 (place cursor on amount for link)

Student Discount: \$30.00 (**Valid Student ID required at the event**)

Non-members: \$50.00 (place cursor on amount for link)

Date: Tuesday, August 12th, 2014

Time: 12:00pm – 1:30pm, Lunch

Location: **Millennium Biltmore Hotel Los Angeles**
506 South Grand Avenue
Los Angeles, CA 90071-2607

Parking: Hotel Valet Parking: \$20.00
Self-Parking at Pershing Square (located directly across the street on Olive St.): \$10.00

Book Discussion: The Financial Domino Effect: How to Profit Now in the Volatile Global Economy

Tuesday, August 12th, 6:00pm to 7:30pm

Chair: Don Brown, CFA

A Book Club Committee Sponsored Event

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Registration Links (Must register to attend)

CFALA Members: \$10.00 ([place cursor on amount for link](#))

Non-members: \$15.00 ([place cursor on amount for link](#))

*If you would like to conference call into the book discussion, please contact info@cfala.org for information.

Time: 6:00pm: check-in and reception with wine and pizza
6:30pm: book discussion

Location: Biltmore Court

520 S. Grand Ave., Suite 370
Los Angeles, CA 90071

Parking: Self-Parking at Pershing Square (located directly across the street on Olive St.): \$10.00.

Central Library Parking: For information on discount parking rates at the library, please click [here](#). **Library validation required.**

CFALA Happy Hour Chat Series: Wellness Talk

Wednesday, August 13, 2014

5:00pm - 7:00pm

X Bar - Hyatt Regency Century Plaza, Century City

Speaker: Lois Leonhardi

Chair: David Bradley, CFA

Want to reduce stress, improve digestion and feel better? Join us for a wellness talk and cocktails at the X-Bar in Century City. Lois Leonhardi will provide a brief overview about the holistic system of medicine from India called “ayurveda”. Ayurveda philosophy teaches that each individual has a unique constitution (called “dosha”) and recommends specific diet and lifestyle practices that will bring balance (minimize disease). You will quickly see how easy it is to apply the concepts to reduce stress, improve digestion and feel better. An informal discussion will follow with an opportunity for questions and mingling. More information about ayurveda at: www.yogawithlois.com.



Lois Leonhardi is a certified ayurveda wellness practitioner and author of “Eat Well, Be Well: Ayurveda Cooking for Healthy Living”. She trained under Dr. Lad at the prestigious Ayurvedic Institute in New Mexico and in Pune, India. She has over 20 years of training in holistic studies including ayurveda, yoga and Buddhism.

A retired CFA and owner of an investment advisory firm, she understands firsthand the challenges of maintaining balance (physically, emotionally and spiritually) and an ayurvedic lifestyle. This makes her uniquely qualified to create a realistic, accessible plan for her clients that they can seamlessly integrate into their life. She demystifies the core ayurvedic principles, showing how this practice can be embraced by a wider audience interested in healing and better health. Her approach is flexible and inviting. By including non-vegetarian options and expanding the recipe repertoire to include dishes beyond the continent of India, she appeals to a mainstream audience seeking healthy change. Sufferers of chronic illnesses such as cancer, IBS, Crohn’s, auto-immune disorders, etc., benefit from her knowledge by gaining an understanding of how to use food as medicine to augment their medical care.

In India, yoga and ayurveda were traditionally studied together; ayurvedic diet and lifestyle recommendations supported good health for the yogic journey. Seeing the benefits of getting this information beyond the yoga community, Leonhardi bridges the gap with her broad interpretation and application of the ancient principles. By encouraging a slow, flexible and realistic approach to incorporating healthy changes, she has made an ayurvedic lifestyle accessible to the masses. Whether it be for weight loss, chronic illness or general wellness, ayurveda can benefit all when interpreted in this manner. By following the ancient practice of integrating yoga with ayurveda, she helps her clients achieve balance in their modern life.

www.yogawithlois.com

***If you register for this event and cannot make the event please email CFALA at info@cfala.org to cancel your registration. These events are capped and you will be allowing another member to attend in your place.**

Registration (*Attendance is capped for this event- All must register to attend or be subject to non-member pricing)

CFALA Members: Free ([link](#))

Non-members: \$40.00 ([link](#))

Date: Wednesday, August 13, 2014 - appetizers and one drink ticket per person

Time: 5:00pm – 7:00pm



Location: X bar

Hyatt Regency Century Plaza
2025 Avenue of the Stars
Los Angeles, CA 90067
310.551.3332

X Bar parking: For X bar patrons and guests = \$8 Valet for 4 hours, with X bar Validation. No validation/discount offered for Self Parking. Please note: Valet parking is limited and availability varies based on hotel occupancy. Service is first come, first serve.

Meet Your Mentor Mixer - Fall 2014

Tuesday, August 19th, 2014

5:30 pm – 8:00 pm

Chair: Kush Gupta, CFA

CFALA Members who are mentors and Level I Candidates enrolled in the **Fall 2014 USC/CFALA CFA Review Program**, please join us on Tuesday, August 19th at the Bonaventure Brewing Company for drinks and appetizers. This is a great opportunity for mentors and mentees to meet in a relaxed setting.

Date: August 19th, 2014

Location: Bonaventure Brewing Company
404 South Figueroa Street (at 4th Street),
Los Angeles, CA.

Time: 5:30pm - 8:00pm

Cost: Free to CFALA Mentors and Mentees

Validated valet parking: \$7.00

Park in the Bonaventure Hotel valet parking (*entrance located on Flower St between 4th and 5th*) **and** take the escalator (*guest elevators do not stop on the 4th floor*) to the 4th floor and make a right.

To Register [click here](#)

If you are a CFALA member who would like more information regarding being a mentor or a level I candidate enrolled in the USC/CFALA CFA Review Program and would like to be assigned a mentor, please contact Kush Gupta at kushhg@gmail.com



Accounting Essentials Fall 2014

Date: Saturday, August 23, 2014

Time: 9:00am - 5:00pm (with an hour break for lunch)

Cost Members: \$225.00

Cost Non-Members: \$250.00

Location: USC Campus, Popovich Hall, Room 112 (JKP-112)

Parking: Parking structure "X" at gate 3. Cost is \$10.

Speaker(s): John Lacey, PhD, CPA

If you are already enrolled in the Level I USC/CFALA CFA Review Program, no need to register separately for this class - it is included in your enrollment fees and has been incorporated into your class schedule.

Candidates not enrolled in the Review Program may register to take Accounting Essentials as a stand-alone course.

Description:

The CFA Program assumes a working knowledge of basic principles of accounting and finance. However, many Level I CFA candidates are weak in these areas and may flounder when confronted with CFA curriculum materials that assume familiarity with these concepts. To help such candidates advance, we offer an Accounting Essentials course that provides the skills Level I CFA candidates need to study effectively the accounting and financial analysis topics of the CFA exam. The instructor for this course has served as an instructor for the USC/CFALA CFA Review Program and understands how to bridge this critical knowledge gap.

The 2005 CFA Level I Study Guide stated, "Candidates should have a basic mastery of the concepts typically presented in introductory -level college accounting courses. Knowledge of the mechanics of journal entries (debits and credits) is assumed . . . and may be required to answer questions on the examination. Moreover, an understanding of the construction of and interrelationships among the balance sheet, income statement, and statement of cash flows is important. Candidates are also expected to understand basic accounting and business vocabulary related to the use and construction of financial statements and financial reporting." The Accounting Essentials course outline reflects these prerequisites:

INTRODUCTION – THE PROCESS OF ACCOUNTING

- * Event • Revenue, expense and owners' equity
- * Record (journal) • Reporting
- * Summary (ledger) • Limitations
- * Report (financial statements) • Historical cost
- * Assets, liabilities and owners' equity • Operating cycle
- * Valuation • Revenue recognition and value
- * Materiality • Matching costs, entity

BALANCE SHEET

- * Assets: cash; short-term investments; accounts receivable; inventory; prepaids; property, plant and equipment; accumulated depreciation; investments; intangibles
- * Liabilities: accounts payable, other current liabilities, lease liabilities, pension liabilities, deferred income taxes, contingencies
- * Owners' Equity: preferred stock, common stock, retained earnings, foreign currency adjustment, treasury stock
- * Income Statement: sales, cost of goods sold, operating income, earnings per share
- * Other Required Disclosures
- * Summary: accounting process, transaction focus, values on the financial statements

Recommended Text (not provided): Essentials of Accounting, Robert N. Anthony and Leslie Pearlman Breitner, 11th Edition - \$56.98

Chair(s): William Krantz, CFA and Larry Harris, PhD

[Register Here](#)

Boot Camp: Risk Measurement: Statistical, Probabilistic, Scenario Based

8:30 AM - 4:00 PM, September 11th and 12th, 2014

Overview

A 2-day intensive training program where students are instructed on a risk measurement approaches and methodologies. The program is designed to introduce participants to the broad variety of risk measurement statistics, explain the basis for determining reasonable levels and demonstrate how risk measurements are practically applied.

The program includes both in-depth presentation and modeling case studies using MS Excel. Participants will explore a wide variety of concepts while gaining experience in modeling security and portfolio level risk.

Boot Camp Agenda

Day 1: Introduction to risk measurement approaches, security and portfolio level calculations, key assumptions, and measurement sensitivities.

Day 2: Focus on the reliability and shortcomings of risk measurements, their interaction, predictability, scenario analysis and stress testing.

What sets this program apart?



The program offers comprehensive instruction on the calculation and interpretation of risk measurements with a focus on fixed income securities including sections devoted to areas that are highly technical and difficult to teach.

The program includes intensive Excel modeling sessions on:

Calculation of duration, convexity, spread duration and key rate durations

Generating the impact of changing non-linear measures (Gama, Vega, etc.)

Hands on dollar duration hedging with cash and derivative securities

Scenario analysis set up, execution and interpretation

Be sure to bring your Excel-enabled portable computers!

(Required for the modeling session)

The program will be run by Greg Peeke of Skrimshaw Investment Management. Greg has taught classes in the fixed income program with the CFA-LA since 2003. He has 20+ years of investment experience including the design and implementation of risk management approaches for both institutional and private clients. He has served on multiple index advisory councils and was the moderator of the 2012 CFALA forecast dinner.

Click [here](#) for information brochure on the 2-day series

Time: 8:30 AM-4:00 PM, September 11th and 12th, 2014

Location: Biltmore Court

520 S. Grand Avenue, Ste. 680
Los Angeles, CA 90071

Parking: Self-Parking at Pershing Square (located directly across the street on Olive St.): \$10.00.

Central Library Parking: For information on discount parking rates at the library, please click [here](#). **Library validation required.**

10% Corporate Discounts available for companies who register 5 or more participants!

Click [here](#) for more details.

June Registration Link:

[\\$900 for CFALA Members](#)

[\\$1,000 for Non-Members](#)

Cancellation Policy



Enrollee cancellations must be made in writing and received at least 5 business days before the first day of class. All cancellations will incur a \$30.00 processing fee. If enrollment is canceled after the 5-day deadline, a 50% cancellation fee will be charged.

For questions about the content of the program or suitability, contact Rama Malladi, CFA, CAIA, FRM, Director of the Educational Programs, rmalladi@gmail.com or (714) 453-9763

Third Annual Asian Pacific Community of Interest Happy Hour and Mixer

Thursday, August 28, 2014

Chairs: Anthony Mak, CFA & Andy Chong, CFA

The Asia Pacific Community of Interest Group would like to invite all interested CFALA members and their associates to an informal happy hour mixer! Please join us on Thursday, August 28th at Nick & Stef's Steakhouse back patio for drinks, appetizers and networking.

Registration (You must register to attend)

CFALA Members: \$15

Non-members: \$40

Date: August 28, 2014

Time: 5:30pm - 7:30pm

Location: Nick & Stef's Steakhouse

Back patio

330 S Hope St #100, Los Angeles, CA 90071

Valet parking: At dinner, (5-10pm) Parking is free for three hours with a validation from Nick and Stef's. After three hours there is a flat rate of \$9.00.

The Role of Behavioral Errors Leading Up To and Causing The 2007/08 Financial Crisis

Tuesday, September 9th, 2014

Speaker: Richard Rosen
Federal Reserve Bank of Chicago

Chair: T. Jon Williams, Ph.D., CFA

An Applied Behavioral Finance Group Sponsored Event

The severity of the 2007/08 financial crisis seemed to have surprised even sophisticated investment professionals. As stewards of client's assets, one of our most important objectives is preservation of capital during times of crisis. Richard Rosen, an economist with the Federal Reserve Bank of Chicago, has written extensively about behavioral decision errors as possible causes of the crisis. Why is it that the US financial system nearly collapsed once housing prices started to fall? Also, the depth of the losses on securities tied to these price declines seemed to surprise many market participants.

Dr. Rosen's research emphasizes important behavioral factors in explaining the severity of this crisis are (1) overconfidence in higher returns on mortgage-backed securities prior to the crisis may have led investors to believe the expected returns on these securities were better than they actually were, (2) confirmation bias as investors dismissed evidence contrary to personal beliefs, (3) rational inattention to the details of many complex security structures, (4) the dependence of investors on ratings by rating agencies, and (5) many investors act as agents for others and have an incentive to reach for yield and follow the herd. These factors affected the full range of investors including those we think of as sophisticated. After reviewing the financial crisis, Dr. Rosen will offer some comments on how these factors are – or are not – affecting markets today.

Speaker's Bio

Richard J. Rosen is a vice president and research advisor in the economic research department at the Federal Reserve Bank of Chicago. In that position, Dr. Rosen conducts research on issues relating to financial intermediation, bank regulation, mergers and real estate and housing. In addition, he is part of the Chicago Fed's insurance initiative. His research is published in numerous leading academic journals.

Prior to coming to the Chicago Fed, Dr. Rosen taught in the finance departments at the Kelley School of Business at Indiana University, the Wharton School at the University of Pennsylvania and the School of Business at Georgetown University. He has also worked at the Board of Governors of the Federal Reserve System.

Dr. Rosen received a B.A. in mathematics from Swarthmore College and a Ph.D. in economics from Princeton University.

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Registration Links:

[CFALA Members: \\$20.00 \(place cursor on amount for link\)](#)

[Student Discount: \\$30.00 \(Valid Student ID required at the event\)](#)

[Non-members: \\$50.00 \(place cursor on amount for link\)](#)

Date: Tuesday, September 9th, 2014

Time: 12:00pm – 1:30pm, Lunch

Location: Omni Los Angeles

251 South Olive Street
Los Angeles, CA 90071



For directions call hotel: (213) 617-3300
Event parking at the Omni \$12.00

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Hands on dollar duration hedging with cash and derivative securities



UPCOMING PROGRAMS

520 South Grand Avenue, Suite 370 ■ Los Angeles, California 90071 ■ Phone: 213.613.1503 ■ Fax: 213.613.1233 ■ www.cfala.org

Scenario analysis set up, execution and interpretation

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(Required for the modeling session)

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Parking: Self-Parking at Pershing Square (located directly across the street on Olive St.): \$10.00.

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The Reckoning: How Accounting Has Guided Growth Of Nations, And Deceptions Have Led to the Collapse Of Nations

Thursday, September 18, 2014

Speaker:

Dr. Jacob Soll,
Professor of History and Accounting
University of Southern California

Chairs: Larry Brody and Dan Pomerantz, CFA

Advocacy Committee Sponsored Event

“The history of accounting is a story,” said Soll, “about the rise and fall of nations. When talking about wealth and poverty—and the survival of companies and governments—accounting plays a major role.”

Soll says accounting was seen as not only necessary, but also potentially dangerous; this is why past societies created safeguards such as developing a financially literate public and a tradition of regular audits. “Every member of Dutch society knew how to do a ledger with double-entry accounting, but they also knew its pitfalls and its dangers. It’s not enough just to have the books. You need a public and an administrative class that is actively engaged with those books,” said Soll.

In the book, Soll, a recipient of a MacArthur “Genius” award in 2011, examines 2,000 years of bookkeeping, inventories and auditing, and shows how accounting or, more specifically, the sense of public accountability that widespread literacy of the tools and techniques of proper accounting brings, influenced the vitality of major nation states.

“What I want people to take away from the book is, ‘Wow, here’s an industry of capitalism and government in the West that hinges on accounting. I’m going to think about the world in a new way,’” he said. “Every transaction eventually goes through the hands of an accountant, but nobody wants to hear about them or know what they do. That’s a willful blindness that’s completely self-destructive.”

From Dr. Soll to CFALA Members:

This presentation will examine the relationship between good bookkeeping, well-ordered government and capitalism. It will also examine the consequences of false bookkeeping as it applies to businesses and governments. It goes without saying that capitalism relies on double-entry bookkeeping. This is a commonplace of economics. What I will show is that certain cultures manage double-entry bookkeeping better through expansive financial literacy and the prominent role of accountants in society. Fraud once it appears and is perceived signals an ominous outcome.

In particular, Golden Age Holland was the first place to create what I call an accountable society. Not only was accounting celebrated by artists and philosophers; it was also considered central to the education of all citizens. This didn't mean it always functioned. What it shows, though, is that the Dutch knew accounting often failed and they tried to safeguard against accounting failure and fraud. This was central not only in their development of early capitalism, but also in their capacity to reform mismanaged companies and government administration.

I will move forward to contemporary issues and present possible outcomes and implications. Bad accounts could bring down companies, governments and even cause revolutions.

What is the risk from ignoring accounting irregularities? Does your profession accept accounting reports without sufficient question?

***CFALA President Mark Harbor, CFA, CPA will be the discussant of Dr. Soll's presentation**

Speaker: Dr. Jacob Soll, Professor of History and Accounting at University of Southern California



MacArthur Fellow, MacArthur Fellowship, 2012

Guggenheim Fellowship Recipient, John Simon Guggenheim Memorial Foundation Fellow, 2009-2010

Visiting Scholar, Trinity College, Cambridge University, 2009 Fernand Braudel Visiting Professor, European University Institute, Florence, Italy, 2007

National Endowment for the Humanities Fellowship Recipient, Fellow, National Endowment for the Humanities, 2005-2006

<http://dornsife.usc.edu/cf/faculty-and-staff/faculty.cfm?pid=1042779>

His recent book, "The Reckoning: Financial Accountability and the Rise and Fall of Nations" is a monument about what investors and financial service professionals should know about accounting, financial analysis and risk analysis."

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CFALA Members: \$20.00 (place cursor on amount for link)



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Student Discount: \$30.00 (**Valid Student ID required at the event**)

Non-members: \$50.00 (place cursor on amount for link)

Date: Thursday, September 18th, 2014

Time: 12:00pm – 1:30pm, Lunch

Location: **Omni Los Angeles**

251 South Olive Street

Los Angeles, CA 90071

For directions call hotel: (213) 617-3300

Event parking at the Omni \$12.00

2014 CFALA Fixed Income Panel

Tuesday, September 23rd, 2014

Omni Hotel

5:00 PM - 8:30 PM

Moderator

Michael Bazdarich, Ph.D

Product Manager and Economist

Western Asset

Panelists

Dave Balantine CFA, CFP,

Principal and Senior Fixed-income Portfolio Strategist

Payden & Rygel

Jerry Cudzil

Head of U.S. Credit Trading

TCW

Christian Stracke

Head of Global Credit Research, Investment Committee Member

PIMCO

Chairs: Ryan Buckmaster, CFA, Joyce Pang, CFA, Frank Spindler, CFA and Victor Wood, CFA

A Fixed Income group sponsored event

Today's unprecedented market conditions present an interesting and challenging environment for fixed income investors. Most believe the decades long bond rally has come to an end, and attractive investments lie within riskier asset classes. With over \$2.5 trillion combined assets under management,

our expert panelists and moderator represent some of the biggest bond power houses in the world. How do they find alpha during a time of tepid GDP growth, historically low volatility and zero interest rate policy? Amidst mixed signals from the Fed, where do they predict long term interest rate, inflation and credit spread settling in the post QE environment? Given an eventual rate hike, what corner of the fixed income universe do they find the most attractive? With an ever changing demographic of fixed income buyers and sellers, how will supply and demand for bonds be transforming? In the increasingly synchronized global business cycle, how do geopolitical issues from both DM and EM countries play into global asset pricing?

Our distinguished panelists provide unparalleled fixed income investment expertise in these subjects and beyond. Please join CFA LA for our first Fixed Income Panel discussion where we will explore their short and long term outlook on the bond market in depth.



Mr. Michael Bazdarich, PhD is a Product Manager and Economist at Western Asset. He joined the Firm in 2005 as Product Specialist in the Client Service and Marketing Department of the Pasadena office. Prior to working at Western Asset, Mr. Bazdarich ran his own consulting firm, MB Economics. In fact, Western Asset was a client of MB Economics, thus establishing Mr. Bazdarich's long-term alliance with the Firm. Mr. Bazdarich was also Director of the UCR Forecasting Center in the Anderson Graduate School of Management at the University of California, Riverside, eventually transferring that practice to UCLA Anderson Forecast. He has worked with United California Bank (later First Interstate Bank of California), the Claremont Economics Institute, and as an Economist in the Research Department of the Federal Reserve Bank of San Francisco. Mr. Bazdarich received a Bachelor of Arts in Economics from Santa Clara University, and a PhD in Economics from the University of Chicago.



David Ballantine, CFA, CFP, is a principal and senior fixed-income portfolio strategist at Payden & Rygel. He oversees the firm's trading operations and is a key member of the portfolio management team responsible for developing strategies for short- and intermediate-term fixed-income portfolios. Prior to joining Payden & Rygel, Ballantine traded corporate, asset-backed and mortgage securities at The Capital Group and worked in the fixed-income department at Fidelity Investments. David Ballantine is a member of the CFA Institute, Investment Counsel Association of America, Inc. and the Financial Planning Association. He is also a member of the Leadership of Southern California and the L.A. Works

Organization. Ballantine holds the Chartered Financial Analyst designation and is a certified financial planner. He earned a BS in Business Administration from the University of New Hampshire.



Jerry Cudzil is head of U.S. Credit Trading, overseeing the U.S. Fixed Income group's trading of corporate and high-yield securities and derivatives. Prior to joining TCW in 2012, Mr. Cudzil was a high yield bond trader for Morgan Stanley and Deutsche Bank, specializing in project finance, aviation, and energy securities. He was previously a portfolio manager for Dimaio Ahmad Capital, managing the multi-strategy credit fund and aviation fund and leading the firm's risk management team. Mr. Cudzil began his career as a corporate bond trader for Prudential Securities and has also traded

investment and high yield debt for Credit Suisse and Goldman Sachs. Mr. Cudzil earned a BA in Economics from the University of Pennsylvania.



Christian Stracke is a managing director in the Newport Beach office, a member of PIMCO's Investment Committee, and global head of the credit research group. The group covers all levels of the debt capital structure for targeted industries, including investment grade and high yield bonds, bank debt and convertibles. Prior to joining PIMCO in 2008, he was a senior credit strategist at CreditSights and also held positions as head of Latin America fixed income strategy with Commerzbank Securities and head of Latin America local markets strategy with Deutsche Bank. He has 15 years of investment experience and holds an undergraduate degree from the University of Chicago.

As a participant in the CFA Institute Approved-Provider Program, the CFA Society of Los Angeles has determined that this program qualifies for 1 credit hours. If you are a CFA Institute member, CE credit for your participation in this program will be automatically recorded in your CE Diary.

Registration Links:

CFALA Members: \$30.00 (place cursor on amount for link)

Non-members: \$75.00 (place cursor on amount for link)

Date: Tuesday, September 23rd, 2014

Time: 5:00pm – 8:00pm, Reception and Dinner

Location: Omni Los Angeles

251 South Olive Street

Los Angeles, CA 90071

For directions call hotel: (213) 617-3300

Event parking at the Omni \$12.00

Asset Allocation in a Geopolitically Uncertain World: An Alternative Perspective on Risk

Thursday, September 25th, 2014

Speaker:

Brian D. Singer, CFA

Partner, Head of Dynamic Allocation Strategies Team

Chair: Christopher Luck, CFA*A Research Foundation Group Sponsored Event*

As our world evolves, the market and economic environments continue to change. Building on a broad, fundamental framework of market and currency valuation, Mr. Singer identifies new disciplines that investors must embrace to find value and manage risk. This discussion will share views on:

- Shifting market environments and identifying opportunities in equities, bonds and currencies
- Geopolitics and its influence on asset prices
- Trends in global demographic and regulatory incentives
- Allocating capital across global markets
- Risk management when historical data loses its relevance

Speaker Bio:

Brian Singer is the head of the Dynamic Allocation Strategies team and also serves as a portfolio manager. Prior to joining William Blair in 2011, he was the head of investment strategies at Singer Partners, LLC. Previously, Brian was the head of global investment solutions and the Americas chief investment officer for UBS Global Asset Management, where he was a member of the UBS Group managing board and global asset management executive committee. Brian is a member of the CFA Institute board of trustees research foundation and formerly served as a board member and chair of the CFA Institute board of governors. He serves on the endowment investment committee for Exeter College at Oxford University and is the chairman of the "Free to Choose Network," which is inspired by the ideas of economist Milton Friedman. Brian serves as a member on the Rehabilitation Institute of Chicago Foundation Board. In 1991 Brian co-wrote "Determinants of Portfolio Performance II: An Update" with Gary Brinson and Gilbert Beebower; this research serves as a landmark update to one of the

pioneering studies on asset allocation. In 2009, Brian was the lead author of *Investment Leadership and Portfolio Management*, Wiley Publishing. Education: bachelor's in economics, Northwestern University; M.B.A., University of Chicago.

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Registration Links

CFALA Members: [\\$20.00\(place cursor on amount for link\)](#)

Student Discount: [\\$30.00 \(Valid Student ID with current year shown - required at the event\)](#)

Non-members: [\\$60.00 \(place cursor on amount for link\)](#)



Date: Thursday, September 25th, 2014

Time: 12:00pm – 1:30pm, Lunch

Location: **Intercontinental Hotel, Century City**
2151 Avenue of Stars
Los Angeles, California 90067

Parking: Valet \$12

Financial & Valuation Modeling Boot Camp October October 8, 9, and 10th, 2014

CFA Los Angeles is pleased to offer, in partnership with Wall Street Prep, one of Wall Street Prep's most popular courses to equip busy professionals and students with the financial skills they need on the job.

Overview

3-day intensive training program where trainees learn financial & valuation modeling in Excel using in a hands-on, case-study approach. The modeling methodologies covered include:

Boot Camp Agenda

Day 1 Financial Statement Modeling and Excel Best Practices

Day 2 Valuation Overview and DCF Modeling

Day 3 M&A (Accretion/Dilution) Modeling

Pre-recorded 8-hour video lectures of LBO Modeling

Online 15-hour Trading & Transaction Comparables Modeling

Step-by-step, intuitive approach

Each modeling methodology is preceded by conceptual introductions that relate academic coursework to the hands-on step-by-step exercises trainees undertake on their computers in class. The program is a synthesis of Excel modeling, navigating through various financial reports, and the application of accounting, corporate finance, and valuation courses.

What sets this program apart?

- The training materials that trainees receive are comprehensive and intuitive, and are designed to serve as stand-alone materials for easy use long after the training session has ended.
- Case study presentations and an end of program examination enable both participants and supervisors to assess individual performance.
- Our instructors are all practitioners (investment bankers, equity research analysts, etc.) with a passion for teaching with years of directly relevant real-world experience. They understand the



importance of teaching in a way that empowers finance professionals to apply the lessons from the classroom directly on the job.

- Unlimited support for 2 years post-seminar
- Issuance of Certification in Financial & Valuation Modeling
- 27 CPE credits and 35 PD credits

Additional Benefits:

Participants registering for a boot camp will receive:

- 12-month access to Excel crash course – valued at \$39
- 12-month subscription to Boost Excel add-in – valued at \$199
(<http://wsanalytics.com/>)
- 12-month on-line access to Trading & Transaction Comparables modules - valued at \$169
- Pre-recorded video lectures covering FSM, DCF, M&A, and LBO Modeling content - access for 1 year

Time: 8:00 AM-5:00 PM, October 8, 9, and 10th, 2014

Location: Biltmore Court

520 S. Grand Avenue, Ste. 680
Los Angeles, CA 90071

Parking: Self-Parking at Pershing Square (located directly across the street on Olive St.): \$10.00.

Central Library Parking: For information on discount parking rates at the library, please click [here](#). **Library validation required.**

10% Corporate Discounts available for companies who register 5 or more participants!
Click [here](#) for more details.

October Registration Link:

[\\$1,400 for CFALA Members](#)

[\\$1,500 for Non-Members](#)

Cancellation Policy

Enrollee cancellations must be made in writing and received at least 5 business days before the first day of class. All cancellations will incur a \$30.00 processing fee. If enrollment is canceled after the 5-day deadline, a 50% cancellation fee will be charged.

For questions about the content of the program or suitability, contact Rama Malladi, CFA, CAIA, FRM, Director of the Educational Programs, rmalladi@gmail.com or (714) 453-9763

Applied Behavioral Finance Research Update Panel

Wednesday, October 15, 2014

Speaker:

Jason A. Voss, CFA
Content Director at CFA Institute

And

Ron Rimkus, CFA,
Content Director at CFA Institute

Chair: Larry Brody and Mark Harbour, CFA

An Applied Behavioral Finance Group Sponsored Event

This program is a dual approach to advancements in Behavioral Finance. We are honored to host two esteemed colleagues who have professionally managed portfolios plus more recently actively researched behavioral techniques for investment decision-making.

Jason Voss approaches the topic from an understanding of how right brain function generates alpha. He presents ideas for adding creativity, intuition, and insight for investment analysis.

Ron Rimkus appreciates the advances in Behavioral Finance, but cautions us regarding the limits of its application. He applies perceptions to both specific investment issues, as well as the supply chain of the investment world. Ron expands the use of Behavioral Finance theory to include alerts **formis**perceptions.

We believe this program will enhance your understanding of how to apply, with discretion, more recent research findings in your investment analyses and decision-making.

A specific description of their separate talks is provided below.

The Role of the Right Brain in Investing

Jason Voss, CFA, Content Director CFA Institute

Jason believes that right brain thinking is more important than left brain thinking in investing. The reason is not that right brain thinking and its holism, creativity, and intuition is superior to left brain thinking. Instead it is that most investors overlook the power of the right brain so there is limited competition in this space. Consequently, the right brain is a rich source of alpha. Voss will discuss useful models that highlight the importance of the right brain, as well as how to unleash its power. Emphasis on applications for increasing your creativity, intuition, and insight are the central focus of the discussion. Voss will also discuss the limitations and caveats of right brain thinking.

Implementing Behavioral Finance – Application and Limits

Ron Rimkus, CFA Content Director CFA Institute

While Ron is a believer in the behavioral finance literature, he urges caution in its application. Ron will discuss practical applications of behavioral finance with an emphasis on its edges and limitations. This can be achieved by focusing on both perception and fundamentals. Regarding perception, Ron will explore application of behavioral concepts not only at target companies, but also inside the investment supply chain (consultants, institutional clients, as well as within the investment organization). Regarding fundamentals, Ron will explore the role of company analysis, industry analysis, global capital flows and monetary policy. By utilizing a more holistic approach, Ron will help define where fundamentals end and misperception begins.



Jason A. Voss, CFA is Content Director at CFA Institute and author of the 2011 Foreword Reviews Business and Economics Book of the Year finalist, *The Intuitive Investor*. He was co-Portfolio Manager of the Davis Appreciation & Income Fund which earned a Lipper #1 ranking and was one of Morningstar's first ten mutual funds given a Stewardship Grade of "A." Voss has been published in the Journal of Private Equity and the Journal of Behavioral Finance and given numerous press interviews to the likes of the Wall Street Journal and the BBC. He earned his B.A. in Economics, and MBA from the University of Colorado.



Ron Rimkus, CFA, is a content director at CFA Institute, where he focuses on economics and alternative investments. Current research interests include systemic risk, global macro analysis, and monetary policy. Ron previously served as director of large-cap equity products for BB&T Asset Management, where he managed a mutual fund and institutional accounts as well as led a team of research analysts, regional portfolio managers, client service specialists, and marketing staff. He also served as a senior vice president and lead portfolio manager of large-cap equity products at Mesirow Financial. Rimkus earned BA degrees in Economics and O.B. M. from Brown University and an MBA from the Anderson School of Management at UCLA.

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Registration Links:

CFALA Members: \$20.00 (place cursor on amount for link)

Student Discount: \$30.00 (**Valid Student ID required at the event**)

Non-members: \$50.00 (place cursor on amount for link)

Date: Wednesday, October 15, 2014

Time: 12:00pm – 1:30pm, Lunch

Location: **Omni Los Angeles**
251 South Olive Street

Los Angeles, CA 90071
For directions call hotel: (213) 617-3300
Event parking at the Omni \$12.00

VIX and Volatility as a Tradable Asset

Friday, October 31st, 2014

Speaker: Russell Rhoads, CFA
Chicago Board Options Exchange

Chair: Rama Malladi, CFA

An Education Committee Sponsored Event

Join Russell Rhoads, CFA as he discusses how traders and investors are using volatility as a tradable asset. He will introduce and explain the CBOE Volatility Index and then cover options, futures and exchange traded products that may be used to trade or hedge a portfolio by gaining exposure to volatility.

Speaker Bio:



Russell Rhoads, CFA, is a Senior Instructor with the Options Institute at the Chicago Board Options Exchange. He joined the Institute in 2008 after a career as an investment analyst and trader with a variety of firms including Highland Capital Management, Caldwell & Orkin Investment Counsel, TradeLink Securities and Millenium Management. He is a financial author and editor having contributed to multiple magazines and edited several books for Wiley publishing. In 2008 he wrote *Candlestick Charting For Dummies*. Since joining the Options Institute he authored *Option Spread Trading: A Comprehensive Guide to Strategies and*

Tactics which was released in January 2011 and recently finished work on *Trading VIX Derivatives: Trading and Hedging Strategies Using VIX Futures, Options, and Exchange Traded Notes* which was published in August 2011. He recently finished work on *The Warren Buffett Way 3rd Edition Workbook* and *Trading Weekly Options: Pricing Characteristics and Short Term-Trading Strategies*. In addition to his duties for the CBOE, he is an adjunct instructor at Benedictine University and acts as an instructor for the Options Industry Council. He is a double graduate of the University of Memphis with a BBA ('92) and an MS ('94) in Finance and also received a Master's Certificate in Financial Engineering from the Illinois Institute of Technology in 2003.

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Registration Links:

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[Student Discount: \\$30.00 \(Valid Student ID required at the event\)](#)

[Non-members: \\$50.00 \(place cursor on amount for link\)](#)



UPCOMING PROGRAMS

520 South Grand Avenue, Suite 370 ■ Los Angeles, California 90071 ■ Phone: 213.613.1503 ■ Fax: 213.613.1233 ■ www.cfala.org

Date: Friday, October 31, 2014

Time: 12:00pm – 1:30pm, Lunch

Location: **Millennium Biltmore Hotel Los Angeles**

506 South Grand Avenue
Los Angeles, CA 90071-2607

Parking: Hotel Valet Parking: \$20.00

Self-Parking at Pershing Square (located directly across the street on Olive St.): \$10.00

Education Registration Policies

INFORMATION

Specific questions on course content should be directed to the course coordinator and education chair. General questions should be directed to Laura Carney at the CFALA administration office at 213-613-1503 x702 or e-mail: info@cfala.org.

CONFIRMATIONS

The Society will only send confirmations of enrollment by e-mail. You will be notified if a course has been oversubscribed or canceled. If applicable: grades and/or certificates of completion will be made available only if requested from the course coordinator or instructor at the conclusion of the course.

CANCELLATIONS

Cancellations must be made in writing and received at least 5 business days before the first day of class. Please fax or e-mail cancellations to: (213) 613-1503 or info@cfala.org. All cancellations will incur a \$30.00 processing fee. If canceled after the 5-day deadline, a 50% cancellation fee will be charged. The Society reserves the right to cancel any course for any reason. Society cancellation will usually occur because of insufficient preliminary enrollment. The Society will call registrants to notify them of any course cancellations. All prepaid fees will be refunded. The Society also reserves the right to change the location, date and/or time of a course, in which case prior notification will be given to students.

PAYMENTS

Make all checks payable and send to: CFA Society of Los Angeles, Inc., 520 S. Grand, Ste 370, Los Angeles, CA 90071. Returned checks will incur a \$35 returned check fee. You may also pay by credit card through our online registration at: <http://www.cfala.org/cfmfiles/cal/eventlist1.cfm?t=g>

Event Registration Policies

CFALA MEMBER REGISTRATION GUIDELINES

All reservations must be made via website. In order to assure quality and service to our members, please make reservations in advance.



Please make your reservation online. Reservation deadline: 12 noon, two business days prior to an event. Limited space may be available after this deadline. No confirmations are made. You will only be contacted at the phone number provided on your RSVP if space is not available.

CANCELLATIONS

Cancellations must be received in writing by 9:00 am the day prior to the event. No phone cancellations are accepted. Please fax to the CFALA office at (213) 613-1503 or e-mail info@cfala.org. Member "no-shows" will be billed at \$40 unless otherwise noted. CFALA members will be billed the additional \$20 to meet the \$40 "no-show" fee requirement.

GUESTS fees are \$50 for CFALA events unless otherwise noted. Payment must be received prior to the event. Returned checks will incur a \$35 charge.