



## **California Polytechnic State University (Cal Poly), San Luis Obispo Named Winner of Local CFA Institute Research Challenge in Los Angeles**

*Students advance to the next level of the world's leading investment research competition*

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CFA Society Los Angeles (CFALA) announced today that California Polytechnic State University (Cal Poly), San Luis Obispo has won the local competition of the CFA Institute Research Challenge and now advances to the Americas Regional where it will compete against universities from the United States, Canada, and Latin America.

The Cal Poly team consists of Alyssa Gustafson, Jason Koss, David Larsen, Cody Van Boxel with faculty advisors Cyrus Ramezani, PhD, Phillip Cohl and CFALA Mentor, Scott B. Kirk, CFA.

The following universities competed with Cal Poly at the CFALA Competition:

University of Southern California (USC)  
College of the Canyons  
Loyola Marymount  
California Polytechnic State University (Cal Poly), San Luis Obispo  
Claremont Graduate School, Drucker School of Management

Each university sent a team of three-to-five students to participate in the local challenge. The CFALA Competition was the first step of two for a local team to advance towards the global final in Singapore. The students from Cal Poly will now travel to the Americas Regional at the Grand Hyatt Denver in Denver, Colorado, 18-19 March 2014, where they will match their wits, analytical skills and presentation abilities against other student teams from the United States, Canada, and Latin America. The winners of the three Regionals (Americas, EMEA, and Asia Pacific) will then advance to compete in the Global Final in Singapore on 25 April 2014.

"For students, the Research Challenge is a fantastic learning opportunity: it's a hands-on, practical approach to equity research that a textbook alone can't match." noted Investment Research Challenge in Los Angeles Co-Chair, Nathaniel Downes, CFA.

The students presented their analysis and buy/sell/hold recommendations on subject company: Mattel. Their presentation at the Research Challenge in Los Angeles was the culmination of months of research; interviews with company management, competitors, and clients; and presentation training.

This year's CFA Institute Research Challenge hosted by CFA Society Los Angeles was sponsored by FactSet and Kaplan Schweser.

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### **About the CFA Institute Research Challenge**

The CFA Institute Research Challenge gathers students, investment industry professionals, publicly traded companies, and corporate sponsors together locally, regionally, and globally for an annual competition. In order to promote best practices in equity research and company analysis, students research, analyze, and report on a company as if they are practicing analysts. Local CFA member societies and other affiliated groups host local level competitions of the Research Challenge in conjunction with the participating universities. The universities assemble teams of three to five business and finance students who work directly with a company in researching and preparing a company analysis. The team's final presentations are locally evaluated by high-profile panels of heads of research, portfolio managers, and chief investment officers from the world's top firms. The local champions advance to regional competitions in the Americas, Asia Pacific, and Europe, Middle East, and Africa (EMEA) and then to the Global Final. Additional information on the Research Challenge is available on the CFA Institute website, [www.cfainstitute.org/researchchallenge](http://www.cfainstitute.org/researchchallenge).

### **About CFA Society Los Angeles**

Established in 1931, CFALA promotes financial expertise, integrity, and professional skills among our almost 2,000 members and CFA charter candidates. We improve the quality of financial decision-making throughout society by developing our members' ability to provide valuable leadership for their clients, their firms, and the CFA Institute. The means by which we accomplish and communicate our mission includes educational programs, networking events, and public advocacy. For more information, visit [www.cfala.org](http://www.cfala.org).

### **About CFA Institute**

CFA Institute is the global association of investment professionals that sets the standard for professional excellence and credentials. The organization is a champion for ethical behavior in investment markets and a respected source of knowledge in the global financial community. The end goal: to create an environment where investors' interests come first, markets function at their best, and economies grow. CFA Institute has more than 113,000 members in 140 countries and territories, including 102,000 CFA charterholders, and 137 member societies. For more information, visit [www.cfainstitute.org](http://www.cfainstitute.org). (Bloomberg users can find CFA Institute at 497458Z.)

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