



Nov. 19, 2013

Dear CFALA Member,

As is our annual tradition, this letter is intended to provide an update on priorities, activities, and future plans for the CFA Society of Los Angeles. I wish to begin by noting that it is a high honor to work with the deeply dedicated volunteer leaders of CFALA and our remarkable administrative staff. Their enthusiasm for our Society and the professionals we support is contagious. I hope and trust that a growing number of other members will become “infected,” as I have, to our collective benefit.

Surveys and discussions with society members and leaders indicate the following key priorities for CFALA for the 2013-2014 year.

1. **Programming** - Orchestrate a robust series of educational and informative sessions featuring noteworthy thought leaders.
2. **Networking & Career Development** - Enhance activities among members and others in our profession as a catalyst for professional development and career enhancement.
3. **Public Advocacy** - Promote high ethical standards and advocate for financial market integrity within the investment industry, as well as investor protections in the broader community.

We are working to align our operating structures more closely with these priorities. The goal is to clarify responsibilities, enhance collaboration, and develop more valuable activities for our members. As always, our success depends on volunteer leaders, whose professional interests are a key ingredient in promoting the active exchange of ideas that can expand our communities of interest (COIs). Some specific actions and plans are highlighted below.

Programming

Our programming is benefiting from the efforts of two new coordinators, Frank Spindler and Victor Wood, who are supporting COI leaders in enhancing the number and quality of our programs. We have outlined goals for our valued COI leaders, while also identifying support resources for them and budgets for their activities. We are collaborating more actively with other western regional Societies to expand our potential pool of noteworthy speakers.

We also have been fortunate to identify two new volunteer leaders, Joyce Pang and Richard Grise, to head our newly launched Fixed Income COI. They are beginning to generate ideas and formulate plans for future programs.

Networking and Career Development

We have been investigating potential software vendors who can offer wider representation on job search websites as a way of improving our career center efforts. Watch for improvements in coming months. We also are in discussions with other western regional Societies on ways to expand the listings of potential employment opportunities for our members.

We continue to have excellent participation in our growing number of networking events and we plan to have another successful Career Expo event in the spring of 2014.

Also coming up in the first quarter of 2014 is a Past President's Dinner that will recognize the significant contributions these key leaders provided CFALA. As we have in earlier Past President's Dinners, we are planning to invite a keynote speaker from the CFA Institute Leadership team and look forward to sharing ideas.

During the second quarter, we plan to institute a Strategic Advisory Board comprised of key leaders from major employers in our industry and other important community organizations to enhance collaboration between them and CFA LA for our mutual benefit and the industry.

Advocacy/Ethics

Our Advocacy/Ethics Committee, formed last year under the leadership of Dan Pomerantz, has already been effective. Recent accomplishments include:

- Hosting a luncheon with Congresswoman Maxine Waters, Ranking Member of the House Financial Services Committee, in conjunction with the CFA Institute, to begin dialogue with select public officials on financial issues.
- Sponsoring a program on ethics by Michael McMillan from the CFA Institute.

Future plans include identifying and training CFALA members who can publicly represent our perspective and views on issues of importance to our industry. We also have plans to incorporate ethics into programs and content with our University partners.

Upcoming Events and Additional Action Plans

We hope you will join us on Nov. 21 for the Charter Award Dinner at the Jonathan Club, where we will formally recognize the achievement of those who have completed the rigorous challenges required to receive their Chartered Financial Analyst designation. Heather Brilliant, a member of the CFA Institute Board of Governors and global director of equity and credit research and chief equities strategist for Morningstar, Inc., along with Robert Luck, CFA , Director - Society Advocacy Engagement for CFA Institute, will be the presenters.

Our annual Forecast Dinner, scheduled for Feb. 6 at the Biltmore Hotel, will feature three noted panelists: William C. Dunkelberg, Chief Economist, National Federation of Independent



Business; Nancy R. Lazar, Partner, Cornerstone Macro; and Greg Valliere, Political Strategist, Potomac Research Group.

After reviewing other large CFA society websites, Laura Carney, our executive director, and a group of select volunteers are currently making a number of improvements to the CFALA website. This is part of a wider array of efforts to improve our internal and external communications capabilities.

I look forward to seeing you at an upcoming event. In the meantime, if you have questions, concerns, or perhaps wish to toss an idea our way for action (and/or volunteer to help us), please email me at president@CFALA.org. We sincerely appreciate and value your input.

A. Mark Harbour, CFA
President