



PHOTO: Jeff Lowe

## CFALA Offers CFA Review Program Via Internet to Armed Forces Members Around the World



Beginning in January, the CFA Society of Los Angeles and the USC Marshall School of Business will pioneer a high-tech program that will enable on-duty U.S. military personnel around the world to study via the Internet to become Chartered Financial Analysts.

“We have been streaming our lectures to CFA candidates in other states and other countries since January 2006,” CFALA President Asha Joshi said in announcing the ground-breaking program, which is being offered to military personnel free of charge.

“We’re now taking this innovative program to an even higher level by delivering content to soldiers or sailors who have access to a computer and the Internet. This will help those who are interested in an investment career to prepare now for a successful transition to civilian life.” *(continued on next page)*

## 2009 Forecast Dinner Features Top Economists, Investment Experts

A trio of highly-respected economic and investment experts will give their views on the outlook for the economy and markets when CFALA hosts its annual Economic and Investments Forecast Dinner on Feb. 5, 2009 at the OMNI Hotel in downtown Los Angeles. Bloomberg Television Anchor Kathleen Hays will moderate and the media is welcome.

The panelists will discuss a number of important subjects, including the length and severity of the current recession, the actions of the Federal Reserve Board and Treasury Department, the outlook for equities, interest rates and inflation, and the course of the global economy. A question and answer session will follow the panel’s presentation.

Appearing will be:

• **ROBERT L. RODRIGUEZ, CFA:** Mr. Rodriguez is CEO of First Pacific Advisors, LLC (FPA), which currently manages some \$8.7 billion in institutional and mutual fund assets.

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## About CFA Society of Los Angeles

Established in 1931, the CFA Society of Los Angeles is a network of more than 1,900 investment management professionals in the greater Los Angeles area. CFALA is one of 134 societies of the global CFA Institute. The mission of the Society is to provide access to information, expertise and personal interaction to further members’ professional development and to promote the value of the profession and the CFA designation.

## About USC Marshall School of Business

Based in Los Angeles at the University of Southern California, at the crossroads of the Pacific Rim, the USC Marshall School is the best place to learn the art and science of business. The school’s programs serve nearly 5,000 undergraduate, graduate, professional and executive-education students, who attend classes in facilities at the main Los Angeles campus, as well as satellite facilities in Irvine and San Diego. USC Marshall also operates a Global MBA program in conjunction with Jiao Tong University in Shanghai, China.



For additional information on resources available through the CFALA or for assistance with a specific story, members of the media are welcome to contact Steve Fox directly at (805) 647-8225 or [steve@silverfoxco.com](mailto:steve@silverfoxco.com).

**MEDIA**

## Review Program *(continued)*

Larry Harris, Director of the Center for Investment Studies at Marshall, noted that the CFA designation, which is recognized internationally, “requires a rigorous course of study. Our program has helped hundreds of candidates preparing for the CFA examinations to learn from USC faculty members and from CFALA members who hold top positions in the investment community. We are pleased to now share our resources and expertise with U.S. servicemen and servicewomen. We want to honor all those who are serving our country and thinking about their careers after the military by providing a way for them to participate in the CFA program from wherever they are.”



Candidates usually attend classroom lectures, which will now be available online to qualified service members.

CFALA and the Marshall School Business have offered a Chartered Financial Analyst Review program since 1984 for candidates studying for all three CFA examination levels. Candidates usually attend classroom lectures, which will now be available online to qualified service members.

Further information on the CFALA Review Program, a brochure describing the streaming media program, and an Active Duty Service Members' Application are available at [www.cfala.org](http://www.cfala.org) or [cfareview@cfala.org](mailto:cfareview@cfala.org).

## Forecast Dinner *(continued)*

Mr. Rodriguez, who supervises approximately \$6.2 billion, forecast the market turmoil that characterized 2008 well ahead of time. His focus on capital preservation has benefited FPA clients and his views on current market conditions and the outlook for 2009 and beyond are widely sought. Mr. Rodriguez is a two-time recipient of Morningstar Mutual Fund Manager of the Year Award.

• **DR. SUNG WON SOHN:** Dr. Sohn is a professor of economics and finance at California State University Channel Islands and Vice Chairman of a multi-national retailer Forever 21, which has annual sales approaching \$2 billion. He previously was President and CEO of Hanmi Financial Corp., a commercial bank in Los Angeles with \$4 billion in assets; and Executive Vice President and the Chief Economic Officer of Wells Fargo Bank. He also served as a senior economist on President Nixon's Council of Economic Advisors, where was responsible for economic and legislative matters pertaining to The Federal Reserve and financial markets.

• **PAUL DONOVAN:** Mr. Donovan is Managing Director and Global Economist at Union Bank of Switzerland (UBS). He is responsible for formulating and presenting the UBS Investment Research global economic view, drawing on the bank's worldwide resources. He co-authors the Global Economic Perspectives publication with the other members of the Global Economics team and writes Global Economic Specials that focus on key topics of interest to investors worldwide. Mr. Donovan regularly appears on the CNN, Bloomberg TV, and CNBC television networks.

• **KATHLEEN HAYS:** Ms. Hays is one of the nation's top economics reporters and anchors, having covered the U.S. economy and the Federal Reserve for more than 20 years on television and in the print and electronic media. She anchors Bloomberg TV's recently launched "On the Economy," which focuses on the economic forces driving the U.S. and global markets, and also serves as Economics Editor, specializing in the U.S. economy and the Federal Reserve. Ms. Hays previously served as Economics Correspondent for CNN, and also worked at several other news organizations.

*The OMNI is located at 251 South Olive Street. The evening will begin with a 5:00 pm cocktail hour, followed by dinner at 6:00 pm, with the panel discussion starting at 6:30 pm. For further information, please contact Steve Fox at (805) 647-8225 or [steve@silverfoxco.com](mailto:steve@silverfoxco.com).*

## CFALA Experts Is Reporter's Quick Resource List

CFALA members with expertise in everything from behavioral finance to hedge funds to distressed assets investing are available to members of the Southern California media at [www.cfala.org/i4a/pages/index.cfm?pageid=3419](http://www.cfala.org/i4a/pages/index.cfm?pageid=3419).

The CFALA experts list, which is organized by areas of expertise, include respected analysts, portfolio managers and researchers who are willing to respond to reporters on short notice to provide quotes, perspective and useful background information for developing stories.

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