



350 South Grand Avenue, Suite 1680 • Los Angeles, CA 90071
p/f: 213.341.1164 • e: info@cfala.org • w: www.cfala.org

May 22, 2009

Dear CFALA Member:

Thank you for your membership with the CFA Society of Los Angeles. It is because of our dedicated members that we have been able to build and grow a community of like-minded professionals committed to the rigor and ethics necessary to build trust in the investment business.

In this challenging environment, we are pleased to report that the Society has not only been able to maintain its regular activities but has added a few as well. Our membership has grown to over 2000 members and we continue to add to our excellent pool of volunteers. If you have volunteered for the Society, thank you for your contribution to our success. If you have not, please do consider getting involved – I am confident you will find it immensely rewarding.

This year the CFA Institute rolled out a new program whereby societies could submit grant proposals for special initiatives that benefit their members. In response to our proposal, we were granted funds to be able to simulcast our events to satellite locations, allowing us to cast a wider net to serve our members. What is more, we recently received the following feedback from Charlottesville:

Your Funding application and proposal have been noted as one of the best submitted for the 2008-09 cycle. For this reason, we would like to make it available to other societies as an example by posting it in its entirety on the Society Leader Resource Center page.

Using our new equipment, we have broadcast our events, including a *workshop on speaking to the press*, as well as *A Conversation with the Hon. Warren Christopher*, live to members in Santa Barbara. We are currently working on adding a Westside and a Pasadena location to our satellite location in Santa Barbara. This should provide many more options for our members to take advantage of our events without fighting the notorious LA traffic.

In addition to our topical programs focusing on investment issues and our social events (think *March Madness*), our programming has included career-development topics to address the environment in which we find ourselves. Here is just a sample from our list of events this year: *How to Master the Job Interview*; *How to Make Good Decisions in Challenging Times*; and *Managing Through Chaos*.

Our CFA Review Program and scholarships have helped many candidates navigate through the arduous task of passing the CFA exams and our CFA Mentor program has received much praise. In honor of Veterans' Day last November, we announced that we would offer our CFA Review Program to members of the armed forces via streaming media at no charge. This ground-breaking free program will enable on-duty U.S. military personnel around the world to study via the internet and earn the Chartered Financial Analyst designation.

And after all that, with the help of generous sponsors of our *Annual Forecast Dinner*, we have been able to give back to the community at large by sponsoring the *Los Angeles Capital Markets Contest*. This community outreach program helps promote financial literacy among our high-school students, including many from the inner city who have never heard of investments.



350 South Grand Avenue, Suite 1680 • Los Angeles, CA 90071
p/f: 213.341.1164 • e: info@cfala.org • w: www.cfala.org

I hope I will see you at our Annual Dinner on June 10th, when Professor John Taylor, who proposed what is now known as the *Taylor Rule*, will tell us how our economy got into its current fix. In the meantime, please log on to our website at www.cfala.org to find out more about your Society and how you can make the most of what we offer.

Thank you again for your continuing support and commitment.

Warm regards,

A handwritten signature in black ink that reads 'Asha' with a long, sweeping underline.

Asha B. Joshi, CFA
President,
CFA Society of Los Angeles