

## Heather Koo, CFA Named Volunteer of the Quarter



As a membership organization, CFA Society Los Angeles (CFALA) strives to provide worthwhile benefits and services to local members. When new charterholders become approved for membership, what's the first touchpoint from their local society to welcome them to the society and inform them of all the available benefits and services? Each local society has their own methods, but CFALA relies heavily on volunteers who help with initial member outreach. The *CFA Society Los Angeles Winter 2018 Volunteer of the Quarter* is Heather Koo, CFA, chair of the Member Outreach Committee. Koo leads the effort in member outreach in a variety of ways and is essential to introducing new members to CFALA.

"I decided to volunteer and become more active to take advantage of all the networking opportunities, and found that CFALA hosts and organizes some really great events," Koo explained. "I thought it would be great to help out and give back to the community by volunteering."

As a co-chair of the Membership Committee, Koo places monthly phone calls to the newly accepted members that the Board of Governors approve each month. She not only welcomes the newly approved members to CFALA, but Koo also informs them of all the potential ways that they can take advantage of their local society. In addition, Koo also organizes the [New Member Wine & Cheese Mixer](#) twice a year where new members have an opportunity to network and also hear from a Board of Governor about CFALA.

"I became involved with member outreach because it seemed like a good way to get to know the people of CFALA and a valuable volunteer experience," Koo said.

While she dedicates the majority of her volunteer effort to continuously facilitating member outreach and engagement, Koo has also volunteered as a mentor to Level I candidates as a part of the Mentor Match initiative within the USC/CFALA CFA® Review Program.

Koo is an Associate Director in Navigant Consulting's Disputes and Investigations practice in Los Angeles. She received her Bachelor of Science (B.S.) in Commerce, with concentrations in Finance and International Business from the University of Virginia. She is also currently in school part-time in UC Berkeley's Master of Information and Data Science program.