



CFA Society
Los Angeles

e-Newsletter

April 2020



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Original Content

MEMBERS INVITED TO DISCOVER CONNECT, CFALA'S NEW ONLINE PLATFORM

By Tom Derse, CFA

If you are looking for more coronavirus news, you have come to the wrong article. Hopefully you are not disappointed that the original content portion of the CFA Society Los Angeles (CFALA) e-newsletter will discuss a topic other than you-know-what. In fact, as much of the economy suffers a brutal slowdown, CFALA has been busy adding a feature that should make your membership more meaningful, assist in organizing your professional life, and expand opportunities to engage with other members and communities.

CONNECT is the new platform for CFALA members where you can join a discussion, network with professionals in the industry, check for CFALA events, and find media content when you need it. It is easy to access at <https://connect.cfala.org>. You log in using your CFALA website login and you are on your way to connecting in dozens of ways. The home page quickly gives you an idea of all the resources available. You can manage your networks, contribute to a discussion, join a community or browse upcoming events.

The addition of the platform was driven by a desire to discover and discuss compelling themes through member communities and forums, stay connected to CFALA in an enjoyable manner, and serve as a compliment to the CFALA website. CFALA Communications Manager Armin Mahramzadeh said, "Our goal is to create a platform that will serve as a space for members of CFA Society Los Angeles to engage with one another, share insights, and connect on a deeper level. Our hope is that our longstanding Member Communities will have a new and robust outlet for discussion in their respective CONNECT Community Groups."

CFALA Chief Executive Officer Laura Carney said she was first introduced to the platform through her affiliation with the American Society of Association Executives. Carney said, "I then learned that CFA Society Boston and CFA Society UK had just signed agreements to launch the platform, and I spoke with them. I brought the idea to the Technology Committee. We all reviewed the platform and then brought it to the Board of Governors who approved funding. They thought it would be a great way to provide further member engagement in an online digital format."

As Communications Manager, Mahramzadeh will maintain the site by creating Community Groups, moderating content, and managing features of the platform, including maintaining the integration of upcoming events. He noted the difference between CONNECT and the CFALA website. "We still create event pages, manage membership, and receive event registrations on our website. CONNECT is a communications platform where members can have discussions, upload content, and connect with one another."

CONNECT is available for use right now, and is for CFALA members only. Hopefully that restriction will keep the forums at a higher level than much of the "discourse" on the internet. Like many platforms, there is also an element of fun with CONNECT. Right now there is a thread on the Open Forum titled #CFALA fromHome inviting members to share photos from home, whether it's a photo of a "newly revamped work-station" or "latest culinary adventure." Check it out and join the discussion. The entire platform is a great resource for enhancing your CFALA membership.



Curated Content

Curators: Stuart Fujiyama, CFA
Sona Shahinian

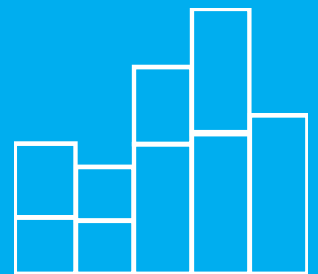


Breakingviews - Cox: What Will Change After Coronavirus Passes?

A shift towards remote working, a halt in non-essential travel, a spike in digital banking transactions, and a massive increase in online shopping and delivery are just a few of the behavioral changes prompted by the Covid-19 pandemic. These shifts can reshape industries, redefine the role of governments, and drastically change the way humans interact. While it's still too early to predict which changes will persist after the crisis passes, Reuters Global Editor Rob Cox explores some possibilities in this Breakingviews piece. [Read More...](#)

Words of Wisdom From William Bernstein

In this Wealth of Common Sense video interview, "former neurologist turned author and investment advisor" William Bernstein draws upon his considerable knowledge of financial market history, portfolio theory, and asset allocation to help put the current pandemic-focused investing climate into perspective. Hosting Bernstein is fellow financial author and Ritholz Wealth Management Director of Institutional Asset Management Ben Carlson, CFA. [Read More...](#) [And More...](#)



Meir Statman on Coronavirus, Behavioral Finance: The Second Generation, and More

In the opening for his latest book from the CFA Institute Research Foundation, titled, "Behavioral Finance: The Second Generation," Meir Statman explains that as decision makers, we are not rational the way standard finance envisioned us, nor are we irrational as the first generation of behavioral finance theorized. Rather, we are simply normal -- "usually normal-knowledgeable and normal-smart but sometimes normal-ignorant or normal-foolish." For more about Statman's book, as well his guiding insights for our response to the Covid-19 crisis, check out this lightly edited transcript of his recent conversation with Paul McCaffrey, editor of CFA Institute's *Enterprising Investor*. [Read More...](#) [And More...](#)

Why Smart People Believe Coronavirus Myths

In our last issue, we introduced you to science journalist and author David Robson and his thoughts on the "gambler's fallacy." In this recent and timely BBC article, Robson explains why so many smart (or at least politically prominent) individuals "have fallen for dangerous lies spread about the new coronavirus." In his article, Robson walks us through research into the possible psychological causes of this phenomenon and ways to combat it. [Read More...](#) [And More...](#)





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Will Working From Home Outlast The Coronavirus Crisis?

Around 45% to 50% of Americans may try to telecommute during the Covid-19 pandemic. U.S. companies have a mixed view about working from home (WFH), with the strongest misgivings revolving around employee productivity. But there is some evidence that productivity can improve. In this Investor's Business Daily article, Staff Writer Reinhardt Krause presents insights from workplace analysts, telecommunication company executives, economists, and a human resources researcher regarding the advantages and disadvantages of, and outlook for, WFH. [Read More...](#)

Here's a Timeline of Every Security Issue Uncovered in the Video Chat App

Certainly this e-newsletter team hasn't been alone in receiving an unsettlingly steady newsfeed stream of cautionary Zoom security vulnerability articles while at the same time being eagerly invited to Zoom meetings by coworkers, friends, and yes, professional societies like this one. In this continuously updated article, CNET Staff Writer Rae Hodge documents the issues and fixes that have comprised the "Zoom security saga" since March 26. [Read More...](#) [And More...](#)

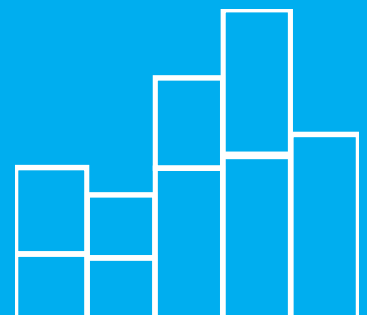


3 Tips to Avoid WFH Burnout

What happens when workers who transitioned to remote work almost overnight amid the Covid-19 pandemic are unable to manage healthy boundaries between their professional and personal lives? In this Harvard Business Review article, London Business School Postdoctoral Researcher Laura Giurge and Cornell University Associate Professor Vanessa Bohns discuss why maintaining employee productivity should not be the biggest issue concerning employers. Instead, there's a longer-term risk that warrants more attention from employers and employees alike. [Read More...](#)

What's On Your Coronavirus Survival Playlist?

Lulu Garcia-Navarro, host of National Public Radio's Weekend Edition Sunday recently asked her listeners to tell her about a song they find comforting or motivating through these pandemic times. Garcia-Navarro selected the first song, Andra Day's "Rise Up," on April 5th. A week later, she presented her listeners' first selection, Bob Marley and the Wailers' "Three Little Birds," with the help of a personal testimonial from Lisa Davenport, a clinical psychologist from Pembroke Pines, Florida. Take care and stay healthy! [Read More...](#) [And More...](#) [And More...](#)





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Los Angeles**

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The CFA Society Los Angeles (CFALA) e-Newsletter is a periodic publication with stories about noteworthy events and programs sponsored or hosted by the society, guest articles by members, book reviews, and other items of interest to CFALA members. If you'd like to contribute a story suggestion or write an article, we'd love to hear from you. Please email Chief Executive Officer Laura Carney at laura@cfala.org.

Please note that the content of this e-Newsletter should not be construed as investment advice, nor do the opinions expressed necessarily reflect the views of CFA Society Los Angeles.