



CFA Society  
Los Angeles

# e-Newsletter

## August 2020



### In This Issue....

- Meet CFA Society Los Angeles President Alicia Romo, CFA

- CFA Society Los Angeles Welcomes 2020-2021 Board of Governors

- Announcement: CFA Society Los Angeles Moves Offices

- Will the Pandemic Reshape Notions of Female Leadership?

- The Exchange: A [COVID-19] Conversation with [IMF's] Kristalina Georgieva and Ian Bremmer

- Brookings Webinar – Special Edition BPEA 2020: COVID-19 and the Economy

- Brookings Webinar - A Decade of Dodd-Frank

- Brookings Webinar - 9th Annual Municipal Finance Conference

- A Viral Market Update XIII: The Strong (FANGAM) Get Stronger!

- The World's Tech Giants, Ranked by Brand Value

## Original Content

# MEET CFA SOCIETY LOS ANGELES PRESIDENT ALICIA ROMO, CFA

By Tom Derse, CFA

CFA Society Los Angeles (CFALA) is run almost entirely by volunteers. Dedicated members devote an enormous amount of time to deliver professional, social and networking events, along with services such as career assistance, CFA review courses, and continuing education opportunities. The Society does have a top-notch professional staff, but unpaid members pitch in to drive the content and services.

All of the activity starts with the Board of Governors. And leading the Board this year is Alicia Romo, CFA. Romo has been a long-time volunteer at CFALA as she started volunteering as a mentor about 15 years ago. At that time, she had a job that required a lot of travel so it was tough to volunteer for something in Los Angeles. After switching jobs and settling in Los Angeles, Romo then started assisting with the USC/CFALA CFA Review Program. She joined the Board as Secretary in 2017. After Secretary, she was the Treasurer and then Vice President.

Romo was elected President at the Annual Meeting of the Members in June. She said, “For the first time, this meeting was online and not in person. While it was nice to see folks online, I really missed being able to run around and say hello to old and new friends.”

The dedication of time to be a Board member is significant. “The hours per month spent on Board leadership, not including my separate volunteer hours, varies depending on the number of events going on and the number of Board topics,” Romo said. “I would estimate leadership hours at 15 – 25 per month.”

Considering the level of dedication necessary to be President, what inspires Romo to keep giving back? “The best part is working with smart people who are interested in bringing challenging, educational and fun programming and opportunities to the membership.” And the most challenging part of the “job?” She said, “Had I been asked last year about the biggest challenges, I would have said the most challenging is meeting the diverse needs of a large and geographically dispersed membership. This year, add to that the issues around Covid-19, working from home, and all meetings being virtual.”

Committing that much time to a volunteer-led organization must take support from others such as employers and family. Romo highlighted their contribution. “My company (MUFG Union Bank) values charity and community involvement. It certainly makes lunch and afternoon meetings with CFALA possible. My husband is also supportive of the time and usually attends the annual socials to see people and enjoy the wine and nibbles! I also have several colleagues who are charterholders that are great supporters and also volunteer their time.”

Any discussion regarding organizations, events and education cannot escape the topic of Covid-19 and its effect on participants. Still, Romo is looking to keep members involved and has an idea of how to deliver on the CFALA mission. “This is an unusual year for all of us given the pandemic and attendant recession. What we have heard from the membership is that they desire large-scale events that provide named speakers, education and networking opportunities. We continue to have great volunteers who are developing topical programming and we have actually had many new attendees given the online nature.”

When asked about how she sees the role of CFALA going forward, she said, “I believe that CFALA and the CFA charter are more relevant than ever. Finance always evolves whether in terms of new products and services or new ways to deliver services. There are multiple opportunities with CFALA and with CFA Institute to update skills and even to network and meet new people. I have met and networked with several new members and volunteers online, but I do miss the opportunity to meet people in person and look forward to when we will meet in person again.”

Original Content

# CFA SOCIETY LOS ANGELES WELCOMES 2020-2021 BOARD OF GOVERNORS

**By CFA Society Los Angeles Staff**

On September 1st, 2020, CFA Society Los Angeles will be welcoming three new governors and its 2020-2021 officers to the board.

The 2020-2021 slate of officers: Vice President Alicia Romo, CFA has been elected to serve as President; Treasurer James Lewis, CFA will step into the role of Vice President; Secretary Alfredo Gomez, CFA will be serving as Treasurer; newly elected governor Falko Hörnicke, CFA, CFP will be the society's Secretary; and Tom Mahoney, CFA, CAIA will transition from the role of President to Immediate Past President.

The society is also excited to welcome two dedicated and passionate volunteers to the board. Zack Ellison, CFA, CAIA and Michael Koop, CFA will be kicking off the first year of their three-year terms this September.

Chen Song, Ph.D., CFA, Eric Souders, CFA, Peter Stutz, CFA, and Michael Treidl, CFA will be returning as governors.

# ANNOUNCEMENT: CFA SOCIETY LOS ANGELES MOVES OFFICES

**By CFA Society Los Angeles Staff**

CFA Society Los Angeles has officially moved offices. Please note the new address below.

CFA Society Los Angeles  
13400 Riverside Drive, Ste. 215  
Sherman Oaks, CA 91423



Curated Content

Curators: Stuart Fujiyama, CFA  
Sona Shahinian

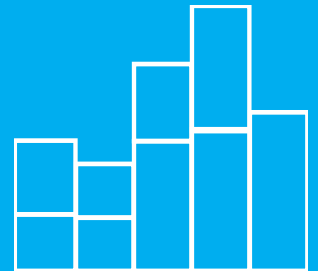


## Will the Pandemic Reshape Notions of Female Leadership?

Countries with women in a position of leadership have suffered six times fewer confirmed deaths from Covid-19 than countries led by men. In this HBR article, organizational psychologist Tomas Chamorro-Premuzic and gender consultancy CEO Avivah Wittenberg-Cox explain why they believe the performance of leaders in general and women leaders in particular during the current crisis may redefine the way we pick leaders in politics and business in the future. [Read More...](#)  
[And More...](#)

## The Exchange: A [COVID-19] Conversation with [IMF's] Kristalina Georgieva and Ian Bremmer

Check out this insightful IMF Exchange conversation between Kristalina Georgieva, managing director of the IMF, and Ian Bremmer, president and founder of Eurasia Group. Ravi Agrawal, managing editor of Foreign Policy magazine, moderates. Georgieva and Bremmer discuss the Covid-19 crisis and its social, economic, and political implications. A few days before the interview, Time Magazine published Bremmer's article on "vaccine nationalism." [Read More...](#)  
[And More...](#)



## Brookings Webinar – Special Edition BPEA 2020: COVID-19 and the Economy

On July 30, the Brookings Institution held a special third edition of its 2020 Brookings Papers on Economic Activity conference, dedicated to research and policy analysis regarding Covid-19's impact on the economy. Conference sessions covered labor markets, consumer spending, safety net programs, poverty, emerging markets, social distancing, macroeconomics, and Fed policy (featuring former Fed Chair Ben Bernanke). [Read More...](#) [And More...](#)

## Brookings Webinar - A Decade of Dodd-Frank

Five days later, Brookings and the Center on Finance, Law & Policy at the University of Michigan hosted a ten-year retrospective of the Dodd-Frank Act. Panelists included former Chairmen Chris Dodd and Barney Frank, Federal Reserve Governor Lael Brainard, and former Fed Chair Janet Yellen. [Read More...](#) [And More...](#)





Curated Content

Curators: Stuart Fujiyama, CFA  
Sona Shahinian



## Brookings Webinar - 9th Annual Municipal Finance Conference

And two weeks after that (they've had a busy summer), Brookings hosted the Municipal Finance Conference, bringing together academics, practitioners, issuers, and regulators to discuss recent research on municipal capital markets and state and local fiscal issues. Topics covered include pension funding, shadow banking, ETFs, and advisor/underwriter conflicts of interest. [Read More... And More...](#)

## A Viral Market Update XIII: The Strong (FANGAM) Get Stronger!

Aswath Damodaran, professor of finance at the Stern School of Business at New York University, presents his thirteenth pandemic market update, with a focus on Facebook, Amazon, Netflix, Google, Apple, and Microsoft. Damodaran began this series on February 25. [Read More... And More...](#)



## The World's Tech Giants, Ranked by Brand Value

Technology Content Writer Theras A.G. Wood walks us through leading technology company brand value infographics constructed by brand equity platform BrandZ based on data from Kantar and Bloomberg. [Read More... And More...](#)



**CFA Society  
Los Angeles**

# **e-Newsletter**

## **August 2020**



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](mailto: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.\*