



CFALA Names Brian Brady, CFA March Volunteer of Month



Attracting new members to CFALA is the mission of **Brian Brady, CFA**, who co-chairs the Membership Committee with Doug Achtemeier.

With the financial crisis impacting membership, Brady and Achtemeier have had to work hard to bring new members aboard. One effort is the “MBA Tour”, where Brady and other volunteers educate students on the many benefits of belonging to CFALA. Another initiative centers on a new membership category recently approved by the society’s board of directors.

“We’re going to allow qualified individuals from other allied professions to become associate members,” Brady explained. “For example, lawyers or accountants or perhaps financial planners who have an interest in what CFALA does will now be able to attend our events without having to obtain the charter. We think it will help us increase membership and bring some new people into the group.”

Brady is also exploring additional relationships with local university organizations.

A portfolio manager in Northern Trust’s Westwood office, Brady has been active in CFALA since joining the society three years ago. In addition to his membership work, he also belongs to the Private Wealth Management Committee and Applied Behavioral Finance Group. For all his hard work, CFALA is pleased to name Brian Brady volunteer of the month for February.