



CFALA Names Jason Totodo, CFA, Volunteer of the Month for September



It's not surprising that Jason Totodo has focused on programming and education in his volunteer work for CFALA. Our volunteer of the month for September has been interested in investments from a young age and enjoys helping others learn too.

"I took a stock market challenge – something similar to the California Council on Economic

Education - Capital Markets Contest – when I was in grade school and have been in love with investing ever since," Totodo said. "One of the pillars of the CFA designation is education, so I thought that would be a good area for me to volunteer. It's very powerful to bring new knowledge to someone that can help them in their career."

A member of CFALA since 2001, Totodo has served on the programming and education committees and is now involved in the society's annual golf tournament.

"It all really centers around my desire to give back to the CFA Institute and to the local chapter," he said. "I'm honored to be a charter holder and I want to support the designation and the activities of CFALA.

The golf tournament, which drew more than 100 participants to the Friendly Hills course in Whittier, is "a great, low-cost way to meet your peers in the industry, network and just have fun," Totodo said.

Having worked in institutional fixed income sales and trading and risk management for almost twenty years, Totodo has recently turned his attention to the wealth management side of the industry and is looking forward to joining a financial advisory practice in the Los Angeles area. A 1993 graduate of the University of Delaware, with a BS in Economics, Totodo received his CFA designation in 2001 and also holds a Certificate in Investment Performance Measurement (CIPM).