



CFA SOCIETY LOS ANGELES PRESENTS

# THE WEALTH MANAGEMENT EXCELLENCE SERIES

**The Wealth Management Excellence Series** is designed for thought-leaders in the advisory community who want to bend the curve, not just stay ahead of it. The intent of the program is to learn about and analyze cutting-edge strategies to generate market-leading client results and share the next level of evolution in practice management. Attendees will include C-suite executives of family offices and RIAs, leading financial advisors, investment managers, business managers, and other top private wealth industry professionals.

This 6-part series is designed to address the issues, concerns and interests of wealth management practitioners. Meeting every other month on the first Wednesday from February through December, this highly successful program in Los Angeles will be led by a dynamic team of industry experts. Register for individual sessions or for the entire series. *Don't miss out!*

## SCHEDULE OF EVENTS

All events will be held from 4 pm - 7 pm

- February 6** . . . . . AI: Understanding the Next Wave of Innovation
- April 3** . . . . . Blockchain Technology for Wealth Managers and your Clients: Do you want to own it - or will it own you?
- June 5** . . . . . Opportunity Zones: What does tax-free investing mean in the 2017 Tax Cut and Jobs Act?
- August 7** . . . . . Deep Dive with the BDCs: What's the Real Story on Business Development Corps?
- October 2** . . . . . Deep Dive into Concentrated Equity: How to master single stock, ISOs, RSUs, ESOP, ESPP exposures?
- December 4** . . . . . Productivity Tools for Advisors: The New and Noteworthy in 2019

	Session	Series	For dates, locations and more information for each topic visit <a href="http://www.cfala.org">www.cfala.org</a>
<b>Members</b>	\$25	\$100	
<b>Non-Members</b>	\$50	\$225	

***The Wealth Management Excellence Series is presented by CFA Society Los Angeles, but open to all practitioners in our community (not exclusive to CFA Charterholders). In 2019, we will feature:***

**February 6 - AI: Understanding the Next Wave of Innovation**

How will AI shape the future of our industry? Join us as our diverse panel will explore the possibilities and showcase some practical applications of artificial intelligence in use today by companies, investors and wealth managers.

**April 3 - Blockchain Technology for Wealth Managers and your Clients: Do you want to own it - or will it own you?**

Will blockchain revolutionize the Wealth Management industry? Are we up for serious disruption or transformation? We aim to explore and reconcile the bulls vs. the bears in the form of a live debate - honing in on the question of whether we are entering the biggest innovation in computer science or bursting yet another over-hyped technology bubble.

**June 5 - Opportunity Zones: What does tax-free investing mean in the 2017 Tax Cut and Jobs Act?**

Qualified Opportunity Zones were created with the 2017 Tax Cuts and Jobs Act. This brand new opportunity has very favorable tax treatment. Under the law, the governors of each state designated certain low income census tracts as Qualified Opportunity Zones. The new provision allows for very favorable tax treatment. Come discover the latest on how this proposal is coming to market, especially for your clients with substantial unrealized capital gains.

**August 7 - Deep Dive with the BDCs: What's the Real Story on Business Development Corps?**

Business Development Companies generally make floating rate loans to growing companies. At first glance, these BDC's look like a great yield play in a rising rate environment. But how do we, as investors, assess their underlying assets for interest rate gems. Where is the value?

**October 2 - Deep Dive into Concentrated Equity: How to master single stock, ISOs, RSUs, ESOP, ESPP exposures?**

Join us for expert tactical analysis with real world case studies of NQSOs, RSUs, 83(b) elections, ESPPs. We'll also discuss strategies for diversifying large stock holdings.

**December 4 - Productivity Tools for Advisors: The New and Noteworthy in 2019**

Showcasing software and tools that improve task performance and boost productivity allowing the Advisor to do more. Come and join the conversation about what's new and noteworthy.



# WEALTH MANAGEMENT EXCELLENCE SERIES SPONSORSHIP OPPORTUNITIES

## CFALA's Year-Long Wealth Management Excellence Series

Join on us every other month on the 1st Wednesday

February – December 2019 | 4 pm - 7 pm

Excitement is building amongst our members and constituents as word gets out that CFA Society Los Angeles is continuing its highly successful **Wealth Management Excellence Series** for 2019. Led by a dynamic team of industry experts and senior wealth management professionals, the committee has already put together a list of cutting edge, engaging and educational topics that you can be part of by becoming a sponsor. Heighten the visibility of your company by partnering with CFALA and reaching the audience that you want to reach: C-suite executives of family offices and RIAs, leading financial advisors, investment managers, business managers, and other top private wealth industry professionals.

### Series Sponsor | \$3500 (Only 10 available)

Benefits include: Two tickets to each event (transferable); Sponsor table at each event to highlight 1 piece of your organization's collateral; Opportunity to do a 2-minute introduction of you and your company on your "host date;" Consistent logo visibility on website, online promotions, and signage.

### Host Sponsor | in kind contribution by hosting (only 1 available)

If your firm has room for 100+ attendees, host one of the sessions at your firm! Host Sponsors will provide the event venue and light refreshments. Benefits include: Two tickets to each event (transferable and up to five on your host date); Opportunity to do a 2-minute introduction of you and your company on your "host date;" Consistent logo visibility on website, online promotions and signage.

### KEY BENEFITS

- Maximize exposure throughout the year-long series
- Target a select, high-value group of industry professionals
- Enhance credibility with a respected organization
- Build market presence and brand awareness
- Firm name/logo included in press release, event program, signage and more
- Promotion to all CFALA members and 20K+ marketing list including: portfolio managers, pension fund advisors, analysts, executives and business owners
- Great networking opportunities

### CFALA MEMBER PROFILE

91%	CFA Charterholders
18%	Female
82%	Male
44	Average Age
18	Average years in Industry

### SPONSORSHIPS AVAILABLE

Sponsorship Level	Series	Host
Number Available	10	1



*Don't miss out on this unique opportunity to be part of CFALA's successful Wealth Management Excellence Series. Contact CFALA for more information.*



CFA Society of Los Angeles | 520 S. Grand Ave. | Ste. 655 | Los Angeles, CA 90071  
Laura Carney, Executive Director | [laura@cfala.org](mailto:laura@cfala.org) | 213.613.1503, x701

# SPONSORSHIP REGISTRATION & PAYMENT FORM

Register to be a Sponsor by faxing completed forms to 213.613.1233 or emailing to [laura@cfala.org](mailto:laura@cfala.org), and mailing payments to 520 South Grand Avenue, Suite 655, Los Angeles, CA 90071. You may also register and pay online at [www.cfala.org](http://www.cfala.org)

Please print or type:

Company \_\_\_\_\_

Principal Contact Person \_\_\_\_\_

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City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone ( ) \_\_\_\_\_ Fax ( ) \_\_\_\_\_

Email Address \_\_\_\_\_

## Schedule of Events

Please indicate sessions that you could potentially host or for which you could provide speaker or moderator.

- Feb 6 AI: Understanding the Next Wave of Innovation**
- Apr 3 Blockchain Technology for Wealth Managers and your Clients: Do you want to own it - or will it own you?**
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- Dec 4 Productivity Tools for Advisors: The New and Noteworthy in 2019**

## SPONSOR LEVEL

**Series Sponsor** ..... **\$3,500**

**Host Sponsor** ..... **In Kind**

Check here if you wish to receive an invoice

Check here to receive a W-9

**Visit [www.cfala.org](http://www.cfala.org) to pay online.**

**FOR SPONSORSHIP INQUIRIES**, contact Laura Carney at 213.613.1503, x701, or [laura@cfala.org](mailto:laura@cfala.org).

Please email logos to [laura@cfala.org](mailto:laura@cfala.org). Vector files (eps) are preferred, but hi-res (300 dpi) .tif or .jpg are acceptable.



**CFA Society  
Los Angeles**

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