

December 18, 2020

Greetings!

For the past 89 years, CFA Society Los Angeles has been here for its members, just as the members have collectively run and looked after the Society. In this pandemic year of 2020, our strong member volunteers and great staff have risen to successfully pivot to online events for the benefit of us all.

As President this year, I looked forward to hosting and attending so many events with you. While I have missed seeing old friends and making new network connections at in-person events, like many of you, I haven't missed the infamous Southern California traffic. Because of our virtual programming success, we have expanded the CFA Society Los Angeles influence across the Americas and particularly in the Western Region of CFA Societies. We routinely share our content, such as the **PORTFOLIO Online** series this past summer and our **Election 2020: A Special Analysis of the Election Outlook** webinar. In fact, member participation in events has increased 4.15% this year.

Our themed social hours have been the talk of many CFA societies while we have enjoyed sushi, poker and wine & spice online together. We have met each other's kids, dogs (mine is the standard poodle), and seen some creative Zoom backgrounds. Educational opportunities and networking continued with modeling boot camps and various chat series.

Volunteering is also a vital way to get increased value for yourself and your CFA Charter. In my years of volunteering with the Society, I have met numerous intelligent, interesting and savvy people. My activities with CFA Society Los Angeles have given me opportunities to network, better my soft skills, and fulfill leadership roles. This is an opportunity for all the membership.

To further achieve our organizational goals, the Society is thrilled to announce that we have created a new volunteer opening for experienced professionals to give back and gain personal value. We have established several Member Community **Advisory Councils**, which are limited to 15 people and members must have a minimum of 10 years of relevant experience and/or significant interest in the topic to qualify.

We currently have openings for the following Advisory Councils *:

1. Fintech
2. Private Wealth Management
3. CIO Investment Leadership Series
4. Alternative Investments

*The Environmental, Social and Governance (ESG) and the Women's Group Advisory Councils are currently full.

What do Advisory Councils do? Meet 4-6 times a year and advise upon and create 2-4 events per year for members. If you are interested in joining an Advisory Council, or would like more information, please contact CEO Laura Carney at laura@cfala.org. Your information will be relayed to the Member Community Chairs.

CFA Society Los Angeles will be entering its 90th year in 2021 and, virtually or possibly in-person later in 2021, we have some exciting events planned to celebrate. Attend, volunteer, deepen your connections with the financial profession, and help to create a better CFA Society Los Angeles with us.

Happy holidays and stay safe and healthy,

Alicia Romo, CFA
President
CFA Society Los Angeles



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