



**CFA Society  
Los Angeles**



**CFA Society Los Angeles Hosts California Council on Economic Education's Annual Financial Advisors Contest for High School Students**

*May 20th competition at the Federal Reserve Bank of San Francisco, Los Angeles Branch aims to engage students to better understand finance.*

LOS ANGELES, May 19, 2015 - CFA Society Los Angeles (CFALA) has again partnered with the California Council on Economic Education (CCEE), a leading provider of economics and financial literacy training and resources to K-12 teachers and students in California, to host the annual Financial Advisors Contest (FAC). On Wednesday, May 20, finalist teams of Los Angeles area high school students will compete for first, second and third place cash prizes of \$2,500, \$1,500 and \$750, respectively.

There will be 52 students participating in the final competition as 13 teams of 4. After competing in preliminary online testing rounds, the advancing teams have worked collaboratively within their teams over a period of several weeks to develop an investment portfolio for specific case-profiles, working with their teachers and volunteer mentors from CFALA to determine the best investments and strategies to meet the objectives in those assigned case-profiles, and in preparing to present their work to a panel of judges.

"The Financial Advisors Contest is a wonderful way to reach a large number of students who will benefit from an understanding of our financial world while having fun," said Asha Joshi, CFA, past president of CFALA, a not-for-profit organization that promotes a high standard of ethics and competence among finance professionals for the purpose of providing a trustworthy, higher quality of service for the community. "Such an understanding will lead to better life choices, which, in turn, will result in a more stable future for the next generation."

According to CCEE, more than 65% of high school students fail economic reasoning and financial literacy tests the first time the tests are taken. The nonprofit focuses on reversing this trend of financial illiteracy by educating high school teachers to equip their students with a clear understanding of economic and financial dynamics that greatly impact their future livelihoods.

"The Financial Advisors Contest allows students to demonstrate their skills in understanding a 'client's' financial needs, wants and risk tolerance and matching them with investment opportunities," said Allysunn Walker Williams, president and chief executive officer of the CCEE.

"Our contest helps students build on their basic financial knowledge and hopefully they will use those tools to make sound investments for their own future financial success."

The 2015 competition, where finalists present their portfolios to a panel of judges with financial expertise, will be held at the Federal Reserve Bank of San Francisco, Los Angeles Branch. The students' work will be evaluated in terms of investment strategies, research and knowledge in servicing a client/investor.

For over 10 years, CFALA has provided mentors, graders and judges for students and teachers participating in the FAC. In addition, CFALA has raised funds for CCEE's financial literacy programs through their Annual Economic and Investments Forecast Dinner. Two of its past presidents currently serve on the CCEE Board, including Joshi and George Dennis.

The timing of the competition couldn't be better - May is "Putting Investors First Month," according to the CFA Institute, the parent organization to CFALA, which established this recognition that financial service providers prioritize the interests and success of their clients above their own or any other pursuit.

### **About CFA Society Los Angeles**

CFA Society Los Angeles promotes integrity, professional excellence and engagement among our members and within our community. <http://www.cfala.org/>

### **About California Council on Economic Education**

For nearly a half-century, California Council on Economic Education, a nonprofit organization, has been dedicated to advancing the economic reasoning and financial literacy of Californians. CCEE prepares students to participate in the global economy by providing educational programs and materials to K-12 teachers. Information about professional development for teachers, workshops, programs and student contests can be found at [www.ccee.org](http://www.ccee.org).

### **Media Contact**

Laura Carney  
Executive Director  
CFA Society Los Angeles  
213-613-1503 x701  
[laura@cfala.org](mailto:laura@cfala.org)