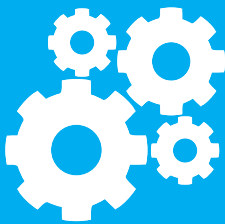




CFA Society
Los Angeles

e-Newsletter

October 2021



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PORTFOLIO Returns to Live Format in 2022

By Tom Derse, CFA

COVID-19 caused cancellations of thousands of conferences in 2020. Included in that list was PORTFOLIO, the West Coast's premier investment conference. The inaugural one-day event was hosted by CFA Society Los Angeles (CFALA) in May 2019, and the consensus indicated that the event was an unqualified success. Immediately after the event, CFALA Chief Executive Officer, Laura Carney said, "Feedback has been very positive. For an inaugural event I really feel we knocked it out of the park with great speakers, panels, and topics." Tom Mahoney, CFA, Chair of the Organizing Committee of PORTFOLIO, was also very happy with the first-ever event. He said, "I believe this was the largest first-year event in our (CFALA) history. We already have speakers, sponsors, and volunteers for the organizing committee for next year's event."

The excitement that was brimming at the end of the 2019 event was crushed by COVID-19 at the start of 2020. But as restrictions ease, live events are back, and on May 19, 2022, so is PORTFOLIO. PORTFOLIO is a forum for exchanging the leading ideas on all areas of investing. Attendees will hear over fifty notable experts on equities, fixed income, asset allocation, cryptocurrencies, real estate, AI, venture capital, private equity, commodities, and economics, and will enjoy an expert panel of political pundits forecasting the midterm elections. By compressing many current topics into a single day, attendees will use their time most wisely and will be best prepared for the remainder of 2022.

PORTFOLIO will be held at the JW Marriot downtown, a change from the Omni Hotel location two years ago. CFALA CEO Laura Carney said, "We are really excited to be moving to the JW Marriott this year. We have large ballroom spaces and a large foyer for sponsors and networking. We feel the extra space will make attendees more comfortable as we realize this might be the first conference they've attended since the pandemic began."

The conference is the brainchild of Mahoney and was inspired by the success of our annual alternative investment conference, ALTSLA. Mahoney said, "I saw the success of ALTSLA, of which some people refer to me as the founder, but I thought that it overlooked outstanding traditional fixed income and equity firms in Southern California. I thought it would greatly benefit practitioners to get a full-day stream of current information on and share ideas about the whole portfolio, not just the one-third or so devoted to alts." Mahoney is quick to share the credit for taking on such a large project. "Although I did come up with the idea, I did not have the willpower to launch another major annual conference in Los Angeles. Fortunately, our president at the time, Akiko Hayata, took on the task. By virtue of championing the idea and brilliantly executing the organization of the inaugural event, she gets credit for its success, which has been notable.

PORTFOLIO is a result of Akiko Hayata's successful

Year 1 execution, particularly getting it funded, and continues to be heavily involved. Laura Carney has, of course, been very involved in all aspects of the conference. And Caitlin Topkis, Alfredo Gomez, Suehyun Kim and the entire organizing committee — too many to mention."

Momentum is key to growing a conference, because as more people experience its success, they tell friends and return the next year. "Covid killed that momentum," Mahoney said. "Laura Carney and staff pulled a rabbit out of their hat by creating and managing the successful PORTFOLIO Online, but frankly attendance on Zoom was a fraction of the in-person event. We look at PORTFOLIO 2022 as a rebirth, a renaissance in a bigger, bolder way than the inaugural 2019 event."

Although restrictions are eased, they still exist, and protocols will be in place taking into account the conditions at the time of the conference. Carney said, "We are requiring all attendees to show their vaccination card or a negative Covid test within 72 hours for all of our events, including PORTFOLIO. Our members have told us via survey that they want to make sure there are protocols in place for our in-person events. We will also follow city, county and state guidelines and at this time masks will be required indoors unless one is actively eating or drinking. If the positivity rate rises significantly, we can create socially distanced seating and limit attendance if necessary."

Organizing an event like PORTFOLIO is a big lift in the best of times. COVID-19 adds to the planning requirements. Carney added, "We are in uncharted territory here. The health and safety of our staff, members and attendees are paramount. City, county and state guidelines change and we have to be creative and flexible in creating an environment where attendees will have a safe but great networking and educational experience."

Mahoney also spoke to the challenges of organizing a high-end conference. "There is an inherent dilemma in organizing using volunteers: You want volunteers who are the most senior, connected professionals you know, yet they are likely to have the least time. Navigating that involves a high degree of difficulty. The way to overcome it is to get them to buy into the vision: The largest annual investment conference on the West Coast. We are creating something big and self-reinforcing. And the Society gives us the credibility and gravitas to do it."

PORTFOLIO is back in person and it is simply the largest annual investment conference on the West Coast. CFALA volunteers and staff have created something very special and members are fortunate to have the opportunity to attend the event in downtown Los Angeles. Additional details, including information on registration, are on the CFALA website.

Original Content

Strengthening Our Community Roots Through Financial Literacy

By Jitendra Motwani, CFA

CFA Society Los Angeles (CFALA) makes a financial and volunteer commitment to two prominent financial literacy organizations in Southern California. The Mission Statement of CFALA is “CFA Society Los Angeles promotes integrity, professional excellence and engagement among its members and within the community.” This initiative builds on the “engagement within the community” part of that mission. The CFALA Board of Governors have agreed to collaborate with two renowned organizations in the field of financial literacy who maintain a prominent presence in our SoCal community. The partnership includes a financial contribution as well as the participation of society members in the educational initiatives of these organizations. The Board met with the representatives of both organizations and evaluated the alignment of their goals to CFALA’s before making the decision.

The first organization is California Council on Economic Education (CCEE). CFALA has previously partnered with CCEE, and we are excited to continue our engagement with them. CCEE was established in 1959 and was founded as part of the California State University Foundation. The organization’s mission is to “improve California’s economic future by teaching economics and financial literacy, especially in under-served communities.” CCEE runs noteworthy programs such as the National Economics Challenge, Personal Finance Challenge and the Financial Adviser’s Contest.

The Financial Adviser’s Contest provides California’s high school students with the opportunity to gain hands-on learning experience while competing with other students from across the state. Student teams are assigned a mentor – typically a CFA charterholder or professional with a background in finance – and a fictional client case study. Over 4 weeks, students prepare a presentation with their mentor in anticipation of the virtual competition day. The contest highlights the alignment of the CFALA mission, by giving our members the opportunity to get involved and give back to their communities, while simultaneously improving the financial literacy outcomes for the next generation of students. CFALA member Alan K. Chuang, CFA, CPA, CFP, has been involved with CCEE for many years. He writes, “The Financial Adviser’s Contest has provided me with such a rewarding opportunity to help high school students learn about personal financial planning and support their interest in the investment field as a future career path. Their enthusiasm and efforts in preparing for the contest is a testament to this generation’s potential as the future leaders of our industry.”

The second organization is Junior Achievement SoCal. Junior Achievement (JA) is a nationally recognized organization which reaches more than 3 million students annually. JASoCal reaches 58,000 students annually with focus on communities in need. JA Finance Park, situated in Los Angeles, hosts thousands of students in their “The Simulation” workshops where students learn about real-world scenarios such as budgeting, paying for bills, credit cards, etc. With guidance from a mentor, students perform case studies in small groups, learning about these topics, which are also taught in their respective school curricula. In addition, JASoCal also collaborates with schools to deliver financial literacy in K-12 schools throughout Southern California.

Society members can learn more about these organizations by visiting ccee.org and jasocal.org. If you are interested in getting involved and giving back to the community, please email us at info@cfala.org. Specific volunteer opportunities will be emailed to members periodically. CFALA looks forward to our continued engagement with these organizations in enhancing their financial literacy and community engagement objectives, as well as sharing the depth and richness of knowledge and expertise of our members with these organizations.

Curated Content

Curators: **Stuart Fujiyama, CFA**
Sona Shahinian



[3 U.S.-based Economists Win Economics Nobel Prize for Work on “Natural Experiments”](#)

The three U.S.-based economists who won the 2021 Nobel prize for economics have, according to The Royal Swedish Academy of Sciences, completely reshaped empirical work in the economic sciences. Check out this Associated Press article, featured on CBS News, to briefly learn about their research. The article also lists the names of the other ten laureates who won awards in the original five fields. [Read More...](#) [And More...](#)

[Shipping Disruption: Why Are So Many Queuing to Get to the US?](#)

BBC Journalist Jack Goodman and BBC Foreign Affairs Analyst Micah Luxen investigate the causes behind the record-breaking queues of container ships outside the ports of Long Beach and Los Angeles. For (many) more port congestion stories and images check out the Ports newsfeed on maritime and offshore news site gCaptain. [Read More...](#) [And More...](#)



[Covid Or Policy: What’s Causing This Inflation Surge?](#)

Forbes’ Senior Contributor Chris Carosa explains why it’s important to dig deeper than the headlines to understand what factors have contributed to the sudden surge in inflation. Supply chain disruptions caused by COVID-19 is an obvious one, explains Carosa, but the reasons for the sudden surge are many. [Read More...](#)

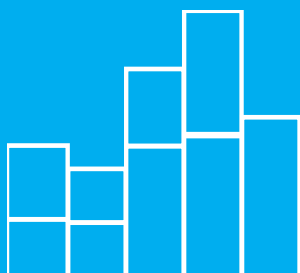
[Inflation, Monetary Policy & Pandemics](#)

In this August Investor Amnesia Sunday Reads blog post, financial historian and O’Shaughnessy Asset Management Client Portfolio Associate Jamie Catherwood highlights three papers that examine inflation and monetary policy from a historical perspective. [Read More...](#) [And More...](#)



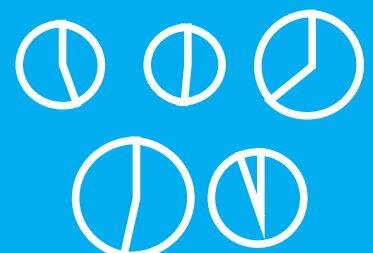
[How Can You Hedge Against Inflation?](#)

In this more recent The Evidence-Based Investor blog post, author and Chief Research Officer at Buckingham Strategic Wealth Larry Swedroe summarizes one of the three papers highlighted by Catherwood. In their study, Henry Neville, Teun Draaisma, Ben Funnell, Campbell Harvey, and Otto Van Hemert analyze the performance of a variety of asset classes for the United States, the United Kingdom and Japan since 1926 to determine which have done well (or poorly) in past inflationary regimes. [Read More...](#) [And More...](#)



[Tracking America’s Recovery](#)

How is America recovering from the pandemic? Check out this proprietary Back-to-Normal Index, co-created by Moody’s Analytics and CNN Business to gauge economic activity using 37 national and 7 state-level indicators. According to this recovery dashboard, the U.S. economy is operating at 95% of where it was in early March 2020. [Read More...](#)





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The CFA Society Los Angeles (CFALA) e-newsletter is a periodic publication with stories about noteworthy events and programs sponsored or hosted by the society, guest articles by members, book reviews, and other items of interest to CFALA members. If you'd like to contribute a story suggestion or write an article, we'd love to hear from you. Please email Executive Director Laura Carney at laura@cfala.org.

Please note that the content of this e-newsletter should not be construed as investment advice, nor do the opinions expressed necessarily reflect the views of CFA Society Los Angeles.