

*CFA Society of Los Angeles, Inc. presents*

# CAREER DEVELOPMENT EXPO

MAY 5, 2011 • 2:30 pm - 6:30 pm • Omni Los Angeles

251 South Olive Street • Los Angeles, CA 90012 • Directions call: 213.617.3300



*Join us for an afternoon of learning,  
networking and investing in your career!*

The CFA Society of Los Angeles, Inc. is pleased to present the 2011 Annual Career Development Expo. This year's Expo features informative panel session that will give you the pulse of the Southern California job market and a presentation on utilizing social media to enhance your career. New this year, is a speed networking/resume/mock interview session that will be fast, furious and informative. Whether you are a student considering the many career paths in the Finance industry, or someone who is looking to leverage existing experience, this Expo can benefit you! Plus, you will have a chance to meet and mingle with local company representatives and CFA Los Angeles Society members.



CFA SOCIETY OF LOS ANGELES, INC.  
520 S. Grand Ave., Ste. 370, Los Angeles, CA 90071  
T: 213.613.1503 • F: 213.613.1233 • E-mail: [info@cfala.org](mailto:info@cfala.org)

# Career Development Expo 2011

2:30 pm..... Registration, Exhibit Hall

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3:00 - 3:10 pm ..... Welcome – Frank Spindler, CFA, Chair for the Career Development Committee of CFALA

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3:10 - 3:30 pm ..... Benefits of CFA Charter in the Finance Industry – Learn more about the CFA designation, the CFA exam process and the benefits of being a CFA charter holder.  
Speaker ..... Larry Harris, Ph.D., CFA

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3:30 pm..... How to Open the Door and Climb the Ladder – What types of careers are available in the financial services industry? What do I need to remain competitive in the future? How do I effectively market myself to financial services companies? Our panelists will use the knowledge gained from their career paths to discuss skill set requirements, job responsibilities and hardships you may encounter in today's job markets.

Moderator .. Michael Salvay, CFA, Managing Principal & Senior Portfolio Manager, Payden & Rygel

Panel ..... Brian Brady, CFA, Portfolio Manager, Northern Trust  
Anthony Diaz, CFA, Vice President, Vellum Financial  
Eric Hovey, CFA, Vice President/Senior Strategist, Payden & Rygel  
Monica Erickson, CFA, Co-Portfolio Manager/Senior Credit Analyst, DoubleLine Capital LP  
Tatev Stepanyan, Deloitte Financial Advisory Services LLP

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4:15 pm ..... Managing Your Social Capital – How does social media figure into your career path?

Speaker ..... Jean-Marie Bonthous, Principal, Seamless Social. Seamless Social is a consultancy helping businesses formulate and implement strategies to leverage social media for engaging influencers and customers. Mr. Bonthous has a particular expertise in helping companies adopt and benefit from socially disruptive technologies, including social customer relationships management systems (Social CRM), social media monitoring & analysis, and influencer marketing. He holds a Ph.D. in strategic management from the University of Paris, France, and has published two books on business intelligence. His clients include Coca Cola, Texas Instruments, Kodak, 3M and here, in the Los Angeles area, Parker Aerospace, the Getty Trust and Metropolitan Water District.

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4:40 pm..... Speed Networking/Resume/Interview Sessions, Ballroom and Exhibit Hall



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# CAREER DEVELOPMENT EXPO / MAY 5, 2011 Registration Form

## Registration Fee

Individual Pre-Registration

Register by May 3 .....	\$30.00	(CFALA members are not hosted)
Individual Pre-Registration After May 3 .....	\$40.00	
Walk-In Registration .....	\$50.00	

## REGISTER IN ONE OF THREE WAYS\*

1. Make check payable to *CFA Society of Los Angeles* and mail with registration form to: *520 South Grand Avenue, Suite 370, Los Angeles, CA 90071*
2. Groups must fax form below with credit card information.  
(\*NOTE: Students must submit paper registration to receive special rate)
3. Individuals may pre-register and pay online at [www.cfala.org](http://www.cfala.org).

**SPECIAL STUDENT  
GROUP RATE:** Register by May 3 and for every 5 students registering together, pay only \$25 each!  
**All registrants must register together by fax or mail to receive this special rate.** No group walk-ins will be allowed.

Name \_\_\_\_\_

Firm \_\_\_\_\_

Address\* \_\_\_\_\_

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

Home Phone (     ) \_\_\_\_\_ Business Phone (     ) \_\_\_\_\_

E-mail \_\_\_\_\_ Fax (     ) \_\_\_\_\_

MasterCard/Visa/Amex Number \_\_\_\_\_ Expiration Date \_\_\_\_/\_\_\_\_/\_\_\_\_

Name on Card \_\_\_\_\_

Signature \_\_\_\_\_ Payment Amount: \$ \_\_\_\_\_

- Reservations must be made in writing or online only. No phone reservations will be accepted.
- Cancellations must be faxed or emailed by 5:00 p.m. on May 3, 2011.
- Bank fees and a \$15 handling fee are payable on uncollected funds.
- Confirmations will be sent to the email provided.



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