

Media Advisory from CFALA

For Immediate Release

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The Economics of Happiness

LOS ANGELES – Please join us when the Applied Behavioral Finance Group of the CFA Society of Los Angeles (CFALA) presents Anthony Scaramucci, Managing Partner of SkyBridge Capital, discussing “The Economics of Happiness.”

Scaramucci, a highly successful Wall Street financier and author of the book “*Goodbye Gordon Gekko: How to Find Your Fortune and Not Lose Your Soul*,” argues that happiness and prosperity arise not from pursuing wealth per se but from following your personal values and principles. He and fellow panelists IHS Global Insight Chief Economist Nariman Behravesh and Columbia University Professor of Economics Joseph E. Stiglitz recently explored how happiness should be measured from the perspective of economics at Davos 2010 in Switzerland.

While blaming much of the recent financial crisis on ego-driven, status-seeking individuals on Wall Street and elsewhere who mimicked the movie character Gordon Gekko, Scaramucci presents practical suggestions for achieving success on your own terms. He urges individuals to build a circle of competence made up of those you trust, to mentor and celebrate others, and to give back to your community and country, all the while still targeting success.

Scaramucci’s provocative presentation will follow lunch at 12pm Monday, Aug. 9 at the Omni Hotel, 251 So. Olive St., in downtown Los Angeles. Please RSVP to Cynthia Harrington of the APFG at cynharrington@mindspring.com. For additional information or to arrange an interview with Scaramucci, please contact Steve Fox at (805) 647-8225 or steve@silverfoxco.com.

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Released 07/26/2010