

# News from CFALA

## For Immediate Release

### Contact:

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## Making Clear Decisions in Challenging Times

LOS ANGELES – The Chartered Financial Analysts Society of Los Angeles (CFALA) is sponsoring a panel discussion and presentation on how to keep a clear head to make crucial decisions. In recent years we're learning the difference between decision making under uncertainty and decision making under the unknowable.

As existing models of decision making fail, the need to be able to operate effectively in the unknowable increases. Clarity of thinking depends on being able to stay calm, focused, and flexible. A panel of experts will talk about the art and the science of keeping a clear head despite the challenging times. The presentations include strategies for keeping calm and for dealing with clients, committees, and colleagues. Panel and networking after takes place on April 2 from 4:30-7pm at the Omni Hotel, 251 S. Olive Street, Los Angeles, CA.

Panelists include experts from the University of Southern California, Dr. Uttam K. Sinha, Program Director, Department of Otolaryngology, a pioneer in mind/body healing; Michele T. Pato, M.D., Associate Dean of Education, Department of Psychiatry and the Behavioral Sciences Keck School of Medicine, who teaches and practices techniques that direct the brain to clear thinking; and Clare Kunny, Head, Public Education and Teaching, Getty Museum. Ms Kunny will discuss how in a time of crisis, art can remind us that the beauties and solace of life still have powers to revive our spirit and that what has been lost in reality has been preserved in art. Ms. Kunny notes that fresh perspective gleaned from the appreciation of art reduces stress and increases the quality of life.

The interactive session will be moderated by a leader in the field of the brain and financial decision making, Richard L. Peterson M.D., managing partner of MarketPsych LLC, and author of "Inside the Investor's Brain".

### About the Chartered Financial Analyst Society of Los Angeles (CFALA)

The CFA Society of Los Angeles (CFALA) is an organization of more than 1900 financial professionals, most who have earned or are in the process of earning the Chartered Financial Analyst designation. CFALA is an affiliated society of the CFA Institute, the global, non-profit professional association that administers the Chartered Financial Analyst® (CFA®) curriculum and examination program worldwide, publishes research, conducts professional-development programs, and sets voluntary, ethics-based

professional and performance-reporting standards for the investment industry. CFA Institute has more than 134 member societies, with more than 99,000 members in 133 countries and territories. More information may be found at [www.cfainstitute.org](http://www.cfainstitute.org).

For a press pass to the event, please call Steve Fox at (805) 647-8225 or email him at [steve@silverfoxco.com](mailto:steve@silverfoxco.com).

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