



**CFA Society
Los Angeles**

E-Newsletter

June 2024

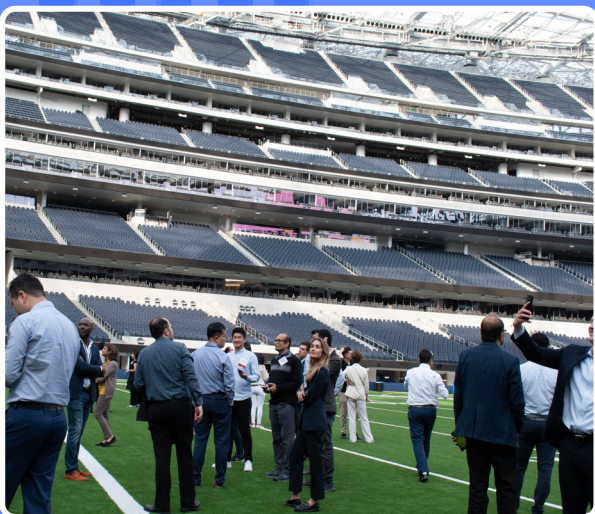
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Grand Venue for the Annual Meeting: SoFi Stadium

Tom Derse, CFA

Many of us have seen SoFi Stadium. Maybe you saw the enormity of the venue from the air on the final approach to LAX. Maybe you have seen it on TV watching a football game. Or possibly you are one of the lucky ones who saw Taylor Swift live. No matter how you have experienced it, you likely did not see it and say to yourself, “That place would be a great spot for a CFA Society Los Angeles (CFALA) event.”



Fortunately for CFALA mem-

bers, CFALA Social Committee member Mark Davidson, CFA had a greater vision.

Davidson was kicking around venue ideas for a CFALA social event and came up with the great idea for having it at SoFi. Conventional wisdom is that the stadium is built for 70,000 football fans, not 170 CFA charterholders. But Davidson did some research and discovered So-Fi hosted smaller events and was excited to consider it. He shared his idea with CFALA Chief Executive Officer, Laura Carney, who mentioned that the Society was looking for a venue for the annual meeting. Davidson agreed it would be a good venue and shared the idea with Annual Meeting co-chairs Daniel Wong, CFA and Kristen O'Connor, CFA.

“We considered some other venues such as the Hammer Museum or the Getty Museum, but we thought this would be a good spot,” Wong said. He was spot on. The CFALA Annual Meeting of the Members was held June 6 and the attendance at this annual meeting was the highest since 2012, with almost 170 members in attendance. Carney shared, “Our typical attendance for an event like this is 120 to 125.”

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The event included a 45-minute tour of the stadium. The tour took you through places most of us will never get to experience, including the Owner's Club, a locker room, and then down to the field (the goal posts are narrower than they look on TV.) It was a fantastic peek behind the scenes of a technology-forward stadium.

After the tour, members convened at the Corona Beach House, a unique space on level 3 of the stadium that was the perfect size for a group of 170. PartySlate describes the spot as "a central bar and a modern industrial aesthetic. Your event can break free from the ordinary ballroom your guests have grown tired of." The business portion of the meeting was led by CFALA President Pete Stutz, CFA and started with a progress

report on the society. He noted the smaller pipeline of CFA candidates and the challenges that presents. He also importantly highlighted the over 90 events that CFALA has hosted since the beginning of the fiscal year. These events reflected themes based on different areas of interest such as education, social, and career development. Clearly these events do not happen without hard work from staff and volunteers. Consequently recognition was given to a number of people that make things happen at CFALA, from programming, to maintaining the website, to coordinating venues like SoFi. Signing up for the event is easy; getting it done is not.



Other necessary business items were completed, such as electing new officers. It was after 7 pm, and the food was ready, so

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when Stutz asked if anyone had other business to address, wisely nobody raised a hand and the meeting was adjourned. The food at SoFi was very, very good. To paraphrase PartySlate, the food broke free from the ordinary fare that many have grown tired of.



Finding acceptable locations for an organization with members strewn all over traffic-clogged Southern California is not easy. Some members traveled over 2 hours to get there, but it was likely worth the trip. Bravo and thank you to all that were involved.

Congratulations to the new and returning board members who will start their term on September 1st, 2024. On June 6th, the Regular Members of the CFA Society Los Angeles voted to approve the 2024-2025 Board of Governors.

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Embracing Change: The 2024 CFA Curriculum Update and Its Impact on Finance Career Paths.

Exciting changes have come to the CFA Program in 2024! The CFA Institute's latest revisions to the CFA curriculum emphasize practical skills and real-world applications, making CFA candidates who pass each level even more valuable to employers. This LinkedIn article by Studious, an AI-enabled CFA exam prep company, explains how these changes will impact employers, career paths, and HR practices. CFALA member Cynthia Harrington, CFA is a founder and the COO of Studious.



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Further Reading

Can You Answer These 3 Questions About Your Fi- nances? The Majority Of US Adults Cannot.

According to the TIAA Institute-GFLEC Personal Finance Index, financial (il)lteracy in the US has held steady for eight consecutive years (2017-2024). In this World Economic Forum article, Senior Writer Michelle Meineke summarizes key results from the P-Fin Index annual survey. Those findings underscore the importance of enhancing financial literacy to equip individuals with the skills necessary for making informed decisions in today's dynamic financial landscape.

Curation by **Stuart Fujiyama, CFA** and **Sona Shahinian**

2024 CEE Survey Of The States Show Progress For Financial Education.

In this Forbes article, financial literacy advocate Liz Frazier, CFP explains how even one semester of financial education can positively impact young adults' financial decisions. Frazier cites Council for Economic Education Survey of the States findings showing improved opportunities for young Americans to gain essential personal finance skills, advancing their lifelong economic potential.



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Bogleheads Conference 2023 - Tim Ranzetta: How Bogleheads Can Spread Financial Wellness.

In this Bogleheads 2023 Conference Proceedings video, author and Next Gen Personal Finance founder Tim Ranzetta tells individual investing enthusiasts how to promote personal finance education for high school students.



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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 - email Chief Executive Officer 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.