



## Dear CFA Society of Iowa.

Thank you, Laura and Milt, for your kind introduction. I am delighted for the opportunity to meet and speak with you this evening and especially to celebrate the success of your new CFA charterholders.

I brought over 200 pages of remarks to share with you. This is the most recent edition of CFA Institute's Standards of Practice Handbook. Our new CFA charterholders surely recognize this text from their studies. So we begin class tonight on page five.

Seriously, no matter where we are in our careers and lives—whether a retired veteran, established executive, young professional, CFA charterholder, CFA candidate, or student—we should be mindful to uphold and promote the ethical standards described herein.

Please allow me a moment to briefly introduce myself. After all, it is customary to introduce who you are and what you do, to communicate your purpose.

I am Richard Clemens, CFA, President of Hawk100. I represent the U.S. Midwest Region as Presidents Council Representative for CFA Institute.

Often, my listening audience questions the terms that I choose for my introduction. They ask about the CFA mark, CFA Institute, Midwest Region, and often, what exactly is a Presidents Council Representative.

**What is Hawk100?** When speaking on behalf of CFA Institute, I ordinarily, focus my comments away from my firm. Tonight, however, I feel at home. After all, friends from New York, Boston, and LA often confuse our states. Apparently Iowa and Ohio are spelled too similarly for someone from Massachusetts to distinguish, particularly when native "Ahians" change the "o" to "ah". Some quick advice, when you live among intensely loyal college fans, don't name your company for one of it's chief rivals. Admittedly, my Hawk100 license plate draws rage from zealot Buckeyes and friendly toots from a few Hawkeyes.

Hawk100 is a wealth advisor that aligns wealth with life for 100 individuals, families, and organizations who we call Members. My firm meets success by completely aligning its culture with CFA Institute.

**What is CFA Institute?** The mission of CFA Institute is to lead the investment profession globally by setting the highest standards of ethics, education and professional excellence.

CFA Institute is a leader. Leadership defines excellence—whether the CFA program, Global Investment Performance Standards (GIPS) or the

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**On December 14, 2010 in Des Moines, Iowa, Hawk100 President and CFA Institute Presidents Council Representative, Richard Clemens, CFA, presented the Chartered Financial Analyst charter to four investment professionals who voluntarily completed the rigorous CFA program, who made a commitment to their lifelong learning, and who set a higher standard for the investment profession.**

Asset Manager Code of Conduct—then meets its own standards by its actions and choices, and by virtue draws others to follow it.

CFA Institute is global. It is a professional association of 106,816 investment professionals, 370 from Iowa, who hail from 137 countries and 135 societies, much like your Iowa Society, from 58 nations. Our charter and our standards are recognized worldwide.

CFA Institute sets the highest standards of ethics. Our members embody a code of ethics that calls us to:

- Act with integrity, competence, diligence, respect and in an ethical manner.
- Place the integrity of the investment profession and the interests of clients above our own interests
- Use reasonable care and exercise independent professional judgment in the conduct of research, recommendations and actions
- Practice and encourage others to practice in a professional and ethical manner
- Promote the integrity of capital markets and
- Maintain and improve our professional competence and the competence of other investment professionals.

CFA Institute sets the highest standards of education. Graduation from the CFA program that we celebrate this evening is better resembles the beginning than the end of a commitment to lifelong learning. Your professional excellence depends on your active engagement in the development opportunities made available through your Society .

Your wealth.  
Your life.  
Aligned.



CFA Institute sets the highest standards of professional excellence. 106,816 members worldwide shine like brilliant stars in the night to bring visibility and clarity to the murky and dark world of finance.

**What is the Midwest Region?** The Midwest Region is distinctive. Geographically, the region is loosely Big Ten country less Penn State plus Missouri and Kansas. Fifteen CFA Societies have over 9000 members who practice the investment profession with diligence emblematic of the work ethic that has provided the nation and world with food, resources, and manufacturing.

The high qualities of the Midwest are assets to our organization. Past CEOs, board chairs, and other leaders call the Midwest home. Jeff Lorenzen—an Iowa Society member, leader and portfolio manager with Principal—currently sits on the Board.

**What is a Presidents Council Representative?** PCR's are volunteer leaders for CFA Institute connecting Society leaders and members from ten worldwide regions to CFA Institute. PCR's represent Society interests to the Board of Governors and executives and staff of CFA Institute, and we serve as a communication conduit for you.

The PCR is your connection to the large, global organization with a lofty purpose. The drive to lead the investment profession globally by setting the highest standards of ethics, education, and professional excellence is a lofty purpose. To meet that purpose requires connected engagement and unified commitment among CFA Institute, societies, and professionals around the world.

Every day in your office or home—whether meeting clients, prospects, or the public—commit to meet your individual responsibility to that purpose. Occasionally, connect with peers in your local Society. Then recognize that 106,816 other professionals share your global purpose.

**What is CFA?** The Chartered Financial Analyst professional designation is bestowed on 94,984 investment professionals globally who sequentially pass three six-hour exams that are widely considered to be among the most rigorous in the investment profession. There are 310 CFA charterholders in Iowa, and we welcome four new CFA charterholders into our membership this evening. Would the new CFA charterholders please stand to be recognized and congratulated?

The CFA program represents the highest standard of education in the investment profession. It requires rigor, tenacity, discipline, and

ethics. To explain, I want to share excerpts from the August press release wherein CFA Institute announced June 2010 exam results.

June 2010 pass rates were respectively 42%, 39%, and 46% for Levels I, II and III. Geometrically, that estimates a 7.5% sequential pass rate.

This year, 9,880 candidates passed Level III and are expected to earn their charter. That number is huge compared with our history when only 284 candidates sat for the first CFA exam in 1963 when, by the way, approximately 95% passed. Today's comparably low pass rates reflect the advanced exam rigor and requisite body of knowledge.

To quote John Rogers, CFA Institute CEO, "the heart of the CFA Program [is] financial education and professional ethics training. Investors know that when working with a CFA charterholder, they are working with a serious investment professional who is also a trusted adviser."

"Just as earning the CFA charter shows that an investment professional is committed to a higher standard, hiring a CFA charterholder signifies that a firm is, too. Employers and media around the world recognize the CFA charter as the standard of professional excellence."

Successful candidates spend 300 hours studying for each exam and typically take four years to complete the CFA program. Let's estimate that 1,200 hours are invested into each CFA charter.

For guests of those receiving their charter this evening—spouses, employers and significant others—thank you for investing 1,200 hours of your time supporting their successful effort. For new charterholders not accompanied by a guest, as soon as you return to work or home, show them this wonderful charter, thank them profusely for their support. Let your words, actions, and choices serve as perpetual reminders of the incredible value that you have earned through this charter.

**Today's brilliant stars.** You are more than Kevin Costner building a field of dreams on a baseball diamond. You now embody our high standards of ethics, education, and professional excellence hoping to meet our mission to lead the investment profession globally. To paraphrase our past chair, Tom Welch, the depth of the financial crisis taught us that there were not too many CFA charterholders, it taught us that there were too few. So this evening, I am delighted to recognize and welcome you into our membership as CFA charterholders.

Thank you and congratulations.

Your wealth.  
Your life.  
Aligned.