

FEI-LA NEWS

Information | Community | Advocacy



Inclusivity Matters

Inclusivity is crucial for a thriving business and society, fostering empathy, diversity, and innovation. Proactively creating inclusivity ensures that every individual feels valued and respected, irrespective of background or beliefs. It is about recognizing the inherent worth of every person and embracing the richness that comes from different perspectives.

Some think DEI has gone too far, while others think it has not gone far enough. As with most things in life, it is about what we do and how we do it. Based on empirical fact-based evidence, there is no doubt about the value of Diversity, Equity, and Inclusion. The overwhelming benefits are well studied and documented, including enhanced financial performance, innovation, employee engagement and retention, customer satisfaction and market growth, and problem-solving and decision-making.

For those who perceive inclusivity efforts as overblown, I ask you to reconsider your view. Consider if it is about the “whether or not” or the “what and how”? Let’s have the right discussions.

At FEILA, we champion inclusivity through proactive measures and open dialogue, fostering a culture of acceptance and respect for all.

Mark Green
Chapter President

FEI is Revving UP

We are finishing the program year strong at **FEI Los Angeles** with a long list of unique and compelling events.

One special event is the screening of **Show Her the Money** on May 2nd. The film follows four woman founders as they struggle to launch their business with the aspiration of making it the next “unicorn” (defined as a business with annual sales greater than \$1B). In the founders’ journey, the film also demystifies the world of venture capital and shows individuals what to do to make a difference.

We will be presenting this event with **C-Sweet**, a professional organization of female executives with titles like President, CEO, CFO; **Women @ LAVA** (Los Angeles Venture Association); & **Women of City Club**. We are expecting about 200 people for this very special screening 51 stories above Los Angeles at the City Club in downtown.

The schedule for the evening at the City Club:

- 5:00p to 5:30p - Registration and welcome
- 5:30p to 7:00p - Screening of *Show Her the Money*
- 7:00p to 7:30p - Q&A and Panel including cast members
- 7:30p to 8:30p - Appetizers and beer & wine

Through our generous sponsorship with **PNC; Stubbs Alderton & Markiles, LLP**; and the in-kind support from City Club, we are able to keep tickets to a nominal price of \$15/person.

Please see more upcoming events on Page 3 of this newsletter.

In Case You Missed It...

AI, ESG and a Box of Numbers

Did you know what we need to know for 2024? Now you do...



Tim Hird

Our friends from **Robert Half | Protiviti** **Tim Hird** and **Chris Wright** led a thrilling presentation of the priorities all of us as finance executives need to know. As the finance landscape evolves, embracing transformative elements like Artificial Intelligence (AI), Environmental, Social, and Governance (ESG) principles, and adapting to workforce trends becomes imperative for financial executives to find peak performance.

Artificial Intelligence (AI) is Top of Mind for CFOs

AI integration presents unparalleled opportunities for efficiency gains and data-driven insights. From predictive analytics to automated reporting, AI streamlines processes, enabling finance professionals to focus on strategic decision-making.

ESG is a “Box of Numbers” That Accountants Need to Report

ESG considerations are reshaping financial practices, with investors increasingly valuing sustainability and ethical business practices. Finance executives must integrate ESG metrics into financial analysis and reporting to meet stakeholder demands and mitigate risks associated with environmental and social factors. Said differently, ESG is a “box of numbers” and CFO organizations are best suited to design governance around measurement and reporting for their companies.

Will AI make Accounting Sexy Again

The accounting profession is currently experiencing some of the lowest unemployment rates in the U.S. workforce. However, several factors are contributing to potential turmoil in the industry. The accelerating retirement rates of Baby Boomers, the looming resistance to returning to office mandates, and dropping enrollment rates at colleges and universities for accounting programs all point towards significant challenges in building a talent pool of accounting and finance professionals.

In this landscape, the discipline of AI holds promise to renovate the image of accounting and finance. Many believe that by leveraging AI technologies, students and early-stage professionals could be drawn to this emerging discipline. AI offers the potential to enhance efficiency and improve planning techniques, thereby transforming the role of finance professionals into strategic business advisors.

This shift in skillsets within finance roles could be precisely what the profession needs to adapt and thrive in a rapidly changing business environment. By embracing AI tools and techniques, finance professionals can elevate their value proposition, moving beyond traditional accounting functions to provide strategic insights and guidance to businesses.



In conclusion, finance executives must embrace AI, ESG principles, and adapt to evolving workforce trends to thrive in the dynamic financial landscape. By leveraging technology, integrating ESG considerations, and nurturing a versatile workforce, finance professionals can drive sustainable growth and innovation in their organizations.

Tim Hird is EVP of Enterprise Optimization at Robert Half | Protiviti. **Chris Wright** is Managing Director at Protiviti

Apr 18, 2024
BMO Stadium
Los Angeles, CA



Stacy Johns
COO & CFO
Los Angeles Football Club

Evolution of LAFC

Join FEI LA for an insightful keynote presentation by Stacy Johns, COO & CFO of Los Angeles Football Club, as she delves into "The Evolution of LAFC."

Gain exclusive insights into the strategic growth and transformative journey of one of LA's premier football clubs.

Don't miss this unique opportunity to understand the key factors shaping the future of LAFC under Stacy Johns' leadership.

BMO Stadium
3939 South Figueroa Street
Los Angeles
5p - 8p

Coming Events

LUNCH SERIES GROWS TO FIVE...

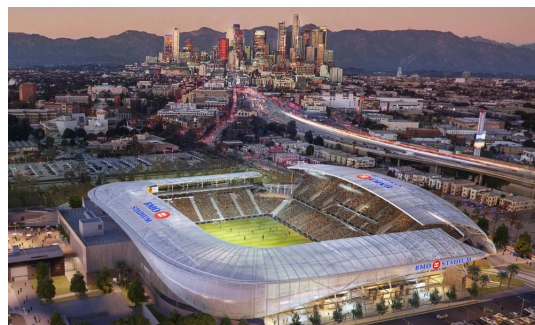
Just Added...

Long Beach Lunch on the last Tuesday of the month at The 908 in Long Beach

THANK YOU **Frances Moreno** from **Vaco** for leading our 5th lunch.

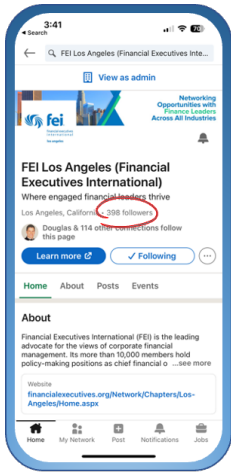


- **Apr 9, 10, 11, 12, 30** - Area Lunches
- **Apr 18** - Stacy Johns - LAFC COO & CFO
- **Apr 20** - Walk for Kids @ the Rose Bowl
- **May 2** - *Show Her the Money*
- **May 8, 9, 10, 14, 28** - Area Lunches
- **May 16** - Spring Workshop
- **May 19 through 21** - 2024 Financial Leadership Summit @ Disney Contemporary
- **May 29** - Women of Note - Know Your Worth
- **June 6** - USC SEC and Financial Reporting Institute Conference
- **June 12, 13, 14, 25** - Area Lunches (No DTLA)
- **June 29**- Hike, details TBD

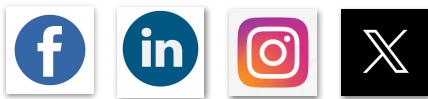


BMO Stadium - location for April's dinner meeting

Spread the Word



Please spread the word about FEI Los Angeles among your friends and colleagues. The power of our network lies in its diversity and the collective wisdom we bring to the table. By inviting others to join us, you are expanding your own network and also enriching the experiences of those around you. Let's continue to elevate the standing of financial executives in Los Angeles together. We are on **all social platforms**.



Chapter Sponsors

We'd like to extend a big **THANK YOU** to our Chapter Sponsors. Your unwavering support is integral to our finance community's success. We deeply appreciate your partnership.

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Three things to ponder...

1

IDEAS

"If you want to avoid criticism, create less. If you want to avoid irrelevance, create more." - James Clear

2

BE PRESENT

" Be prepared to appreciate what you meet." - Frank Herbert

3

FIND GROWTH

What is one thing you need to change, today, that you've dreaded to confront? Why? Find a member to help.

2023 to 2024 Los Angeles Officers



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FEI enhances member professional development through peer connections, career management services, conferences, research and publications.

Members participate in the activities of more than 65 Chapters in the U.S. FEI is located in Morristown, NJ. FEI is where engaged financial leaders thrive.