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# Susan B. Weiner Investment Writing

**September 2008**

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## **Who's hiring CFA charterholders...and other job search tips**

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Some firms will always hire in down-markets as well as up-markets, said Bob Gorog, a partner with CT Partners, an executive search firm. He spoke on a panel called "Talent Search Professionals Uncensored" at "Investing in Your Career," a CFA Institute program held in Boston on September 23.

Certain areas are stronger than others, in Gorog's experience. Continue reading "[Who's hiring CFA charterholders...and other job search tips](#)" to learn which investment professionals are in demand and to get tips from three people involved in hiring investment professionals.

Even if you don't work in investments, you may find the job hunting tips useful.

## **Bloomberg video can enhance your financial blog**

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You can ratchet up the appeal of your financial blog with free video feeds, including video from Bloomberg. Learn how in "[Add Bloomberg video to your blog](#)."

I asked investment manager Prieur du Plessis how Bloomberg and other video feeds enhance his blog. Du Plessis, a South African, blogs at [Investment Postcards from Cape Town](#).

### **Q. Why did you add video feeds-and the Bloomberg video feed in particular-to your blog?**

A. I continually include blog feeds in my posts as hearing and viewing the commentators often add weight to the point I would like to get across. The Bloomberg blidget, in particular, is very useful as it includes video feeds on a whole array of topics of interest to investors and is packaged in a user-friendly manner.

### **Q. What feedback, if any, do you get on your video feeds from your readers?**

A. I have, in general, received positive feedback from readers, although some of the video feeds are very slow and some people have difficulty with opening these clips. I therefore always try also to include some text with the video clips in order for everybody to be able to get the gist of the story.

### **Q. If you're willing to say, do you make a significant amount of money off the advertising on your blog?**

A. I blog primarily to organize my thoughts about financial markets. Although I am an investment professional, I have always seen

Investment Postcards as something personal rather than a commercial venture. I have thus far not really planned a proper advertising strategy, but do receive a small amount of advertising revenue - applied to cover some hosting and maintenance costs. However, the blog site has created global awareness about our investment management business, [Plexus Asset Management](#), which may lead to monetary gain in the longer term.

## **"Infrastructure Investing: New Asset Class or Fad?"**

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With their high returns and low correlations to other major indices over the past five years, investments in global infrastructure-toll roads, airports, utilities and the like-are attracting attention from financial advisors and new products from fund providers. But will such impressive performance continue? And, if you buy the case for this kind of investing, how should you evaluate the funds vying for your attention?

Continue reading [my article on infrastructure investing in \*Advisor Perspectives\*](#) for insights from Jay Rosenberg, lead manager of First American's Global Infrastructure Fund, and from Harold Evensky, president of wealth management firm Evensky & Katz.

Just as I began research on this article, I read a *Wall Street Journal* article questioning the future of infrastructure funds, "Shaking Up the 'Macquarie Model': Babcock's Woes Cast Clouds Over Infrastructure Funds." So I was relieved to learn from Rosenberg that Babcock's problems were due to being overleveraged--not to a problem inherent in infrastructure investing. The long, steady cash flows of infrastructure make leverage appealing. But, as Rosenberg told me, "If you have to refinance debt when there's no liquidity in the market, you can destroy a company."

For an institutional perspective on infrastructure investing, check out "[Infrastructure: A Growing Real Return Asset Class](#)" (CFA membership or payment required for article access). This article by Mark Weisdorf of JP Morgan Asset Management got me grounded in infrastructure before I started my interviews.

## Use this tool for more effective client meetings

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Making a client smile can bring your meeting one step closer to a successful result.

So, consider using a cartoon about the economy or stock market. It's easy to find them using the source I mention in "[Make your clients smile, while you stay safe from lawyers.](#)"

## Can you recommend a Boston CFA charterholder with a non-traditional career?

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For an upcoming panel on alternative careers, I'm seeking a Boston-area CFA charterholder with a non-traditional job that leverages his or her CFA expertise. So far, this Boston Security Analysts Society panel has a treasurer and a writer--I'm the writer. Product management and operations might be good areas for CFAs to target. But I'm open to your ideas for a speaker.

Also, if you've got questions that you'd like answered by the panel, please tell me. My main questions for each panelist:

1. What do you do?
2. How does your work leverage your expertise as a CFA charterholder?
3. How can a CFA who has pursued a traditional career break into your field?

## More writing and communications links: "Dear Valued Client" emails, web writing, investment jargon, ghostwriting blog posts

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Here are links to some other writing and communications articles from my blog:

- ["Stop Sending 'Dear Valued Client' Emails"](#)

- [Get to the point quickly, or lose your web readers](#)
- [Resources to help you cut through investment jargon](#)
- [Do NOT hire me to ghostwrite your blog posts](#)

## Dmitri Medvedev and me

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Russian President Dmitri Medvedev delayed my departure from the Kremlin.

"They don't allow people to get too close to Mr. Medvedev," said Nikolai, our group's tour guide, after a policeman stopped us from crossing the street to return to our bus. Medvedev rushed by us in an extra-long black car surrounded by security.



That was one of the more dramatic moments of my recent two-week river cruise from Saint Petersburg to Moscow.

What I learned on vacation about Russian history and politics resonated with what I read in ["The Russian Resurgence and the New-Old Front" by Peter Zeihan of Stratfor](#), as reproduced in John Mauldin's *Outside the Box* e-newsletter. "Russia is attempting to reforge its Cold War-era influence in its near abroad. This is not simply an issue of nostalgia, but a perfectly logical and predictable reaction to the Russian environment," according to Zeihan.

I don't think I'd like to do business or live in Russia. Corruption is rife, according to the guides. For example, if you're caught driving drunk in Moscow, you can face punishment or pay \$3,000 to the police officer. If you don't have the cash handy, the officer will wait while you call your friends or relatives to round it up.

On a crime-related note, a group of men tried to mug one of my tour group's members by blocking his exit from a subway turnstile in Saint Petersburg. He pushed through them and laughed about the experience afterwards. Luckily I didn't learn about this until after my family members and I rode the subway to the city's Peter and Paul Fortress, where Russia's last tsar is buried.

I'm glad I made the trip. I saw lots of impressive sights. The musical performers at church-museums were a pleasant surprise--especially [this group at the Ipatievski Monastery in Kostroma](#), as seen in a YouTube video.



If this newsletter would interest your colleague, you can forward it with a personal note.

### **Quick Links...**

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### **Contact Information**

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phone: 617-969-4509

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