The Active Manager

Quarterly Journal of the National Association of Active Investment Managers

Vol. 15 Issue 1, Janaury 2018

INDEX

Uncommon Knowledge CONFERENCE 2018

Uncommon Knowledge 2018 Comes to the Wyndham Grand Orlando Resort Bonnet Creek – April 22 - 25

NAAIM'S 2018 UNCOMMON KNOWLEDGE WILL BE held in Orlando, Florida at the Wyndham Grand Orlando Resort, Bonnet Creek. This is your opportunity to explore innovative investment strategies, network with experienced investment advisers, discover proven investment approaches, and learn about investment vehicles and service providers that help your advisory firm succeed.

Uncommon Knowledge 2018 continues a 29-year tradition of promoting and expanding the application of active management through exceptional speakers and topics, peer networking, and sponsors dedicated to supporting active managers.

Sunday, April 22, offers a choice of the 26th Annual NAAIM Golf Classic; a NAAIM Fishing Expedition (additional

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The views and opinions of the authors are not necessarily those of NAAIM, its officers or Board of Directors.

NAAIM
6732 W. Coal Mine Ave., #446
Littleton, CO 80123
888-261-0787
info@naaim.org
www.naaim.org

President's Letter

Emily Frazier

THE START OF A NEW YEAR IS A good time to think about what we want to accomplish in the months ahead and the steps we need to take to go from goal to reality.

So along with wishing everyone a Happy and Prosperous New Year in 2018, I would like to also extend the wish that 2018 is the year that you accomplish your goals. It's time to put away the "too hard," "I can't do" and "I won't" excuses and make some progress.

At NAAIM, our primary goal is to grow the association and enhance our revenue sources to guarantee that we continue to put together top-quality conferences and expand the benefits of membership. We are looking at building new ways for members to connect; attracting new sponsors; diversifying our income sources, and adding value to NAAIM membership. Thanks to the support of the NAAIM membership, we were able to easily pass the modified bylaws towards the end of 2017, providing more flexibility for the association as well as a better definition of the qualifications of Regular NAAIM membership.

NAAIM was started not as a business, but rather as a non-profit association to bring people together who believe in active management and to be a resource in expanding knowledge and use of active investment management approaches. It is an organization dedicated to supporting and growing the use of our management approaches and our members.

As we move into 2018 and set goals for the association, it is very important to hear from the members what they want from NAAIM. NAAIM needs to grow based on what the members want. Please take a moment to share your ideas and goals with myself and members of the board of directors. Names and contact information are available on the NAAIM website at http://www.naaim.org/about/board-of-directors/. If you would like to be a formal part of the process, consider becoming a member of the NAAIM Board. Three new directors are elected every year at the General Membership Meeting during Uncommon Knowledge. If you would like to toss your hat in the ring, or would like more information on what board membership involves, give me a call. It is a great way to enhance the benefit of your NAAIM membership and build relationships within the organization.

In setting goals for myself for 2018, I want to implement qualities that will enable me to accomplish personal and professional growth. These include having a positive and joyful mindset, being a thankful person and being disciplined in my actions. If I can accomplish these three characteristics, then other goals become possible.

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Mathew Verdouw, CMT, CFTe and Jeffrey S. Weiss, CMT Among Confirmed Speakers at Uncommon Knowledge 2018

NAAIM CONFERENCES FEATURE SPEAKERS WITH innovative approaches to active investment management and 2018 is no exception.

Mathew Verdouw, CMT and CFTe will present ***RRGs - A unique way to display Relative Strength.***

Since making their debut on Bloomberg in 2011, Relative Rotation Graphs (RRG) have been used by Traders, Analysts and Portfolio Managers (PMs) to help them in their asset allocation decisions. Many PMs have shifted to exclusively using RRG for their relative strength work. In this presentation, Mathew will be explaining the background of RRGs, why relative strength is the real driver of market prices, and how RRGs can be used for security selection and portfolio management. He will also touch on the quantitative work that he has done on RRGs and share how strategies can be built.

Mathew has been living and breathing Technical Analysis for over 21 years. As a Computer Systems Engineer he wrote his own TA platform a year after he finished university in Australia—which has been used all over the world from private traders to major US firms. More recently, Mathew has become the only person in the world to currently teach the latest curriculum of all three levels of the CMT program. His broad exposure to Technical Analysis and his engineering background has led to many new insights and brand new ways to model analysis. Mathew is a staunch believer that there are still many new discoveries to be made in the area of financial analysis and he is constantly working on new ways to help his clients.

He is the Founder and Global CEO of Market Analyst Software, a group of international companies dedicated to creating the world's best analytical software for both financial professionals and retail traders. Mathew travels the world seeking out the smartest minds in financial analysis and working with them to provide the very best tools for his clients.

Jeff Weiss, CMT has titled his presentation at the NAAIM Uncommon Knowledge Conference **Money, Madness and the Stock Market; Investment rules for tumultuous times.**

Jeff considers himself a pure technical analyst, explaining that it doesn't matter who is president, trade, governing style or political craziness. What matters is only supply and demand. "So many people get so wrapped up in psychological and emotional obstacles that they miss the trade. You are dead if you try to stand in the way of the major trends. To invest successfully, you have to respect the trend and force," he explains.

Jeff's stock market interest was sparked in the sixth grade when his math teacher gave each student a hypothetical $50,000 to invest. Jeff's interest turned into fascination, and at age 13 he committed his birthday money to the market. After earning his B.A. degree in Economics at Rutgers University (1978), Jeff embarked on his 40-year career in the investment industry encompassing the investment advisory firm of Indicator Digest, E.F. Hutton and Company - working for the legendary Newton Zinder, Lehman Brothers, PaineWebber - where he served on their Focus List Stock Selection and Risk Management committees, UBS/PaineWebber, and UBS. Jeff has been a member of the Market Technicians Association since 1984, earning his Chartered Market Technician (CMT) designation in 1989.

Today Jeff is Chief Technical Analyst at Clearview Trading Advisors, Inc. and President of JEFFSTREET LLC. His first book was published in 2017**, Relationship Investing – Stock Market Therapy For Your Money**.

Discover the market insights of Mathew and Jeff along with other leading-edge speakers, panels, roundtable discussions and sponsor presentations. It's all at Uncommon Knowledge 2018 in Orlando Florida, April 22-25.

Uncommon Knowledge Conference 2018

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fees apply for these activities) or the Solo Advisors Workshop, followed by an evening welcome reception at the Wyndham Grand. From Monday through Wednesday, April 23-25, immerse yourself in three full days of presentations, networking, strategy presentations, and sponsor breakouts. Registration provides access to all presentations, meals throughout the day, and Monday and Tuesday night receptions. Experience the insights of active management speakers and compliance experts, member and sponsor panels, investment strategy presentations, and roundtable discussions where attendees shape the discussion offering questions and solutions on industry issues.

In addition to thought provoking-presentations, Wednesday wraps up the conference with the NAAIM Founders Award winning white paper presentation and the NAAIM Shark Tank Finals. Find out why past attendees have rated Uncommon Knowledge as the most valuable conference they attend each year. Join the NAAIM membership in Orlando, Florida, April 22-25, 2018

Visit www.NAAIM.org for agenda details, to register online, or download the 2018 conference registration form.

Shark Tank 2018 Preliminary Competition Underway

SHARK TANK IS ALIVE AND BITING, BUT SOME changes are afloat. Live preliminary presentations at Outlook in November have been eliminated. Instead, managers wishing to participate are requested to submit video presentations along with a written application to the committee for consideration to present in the finals at Uncommon Knowledge 2018, April 23-25 in Orlando, FL at the Wyndham Grand Resort Bonnet Creek.

NAAIM Shark Tank preliminaries have been broadened to accept applications and videos from non-members as well as members.

NAAIM Shark Tank Preliminary Competition 2018 - Rules

Purpose of the NAAIM Shark Tank Competition:

NAAIM Shark Tank was created to help NAAIM members gain exposure to new ideas in asset management and to identify and foster potential new business relationships.

Objectives of the competition include:

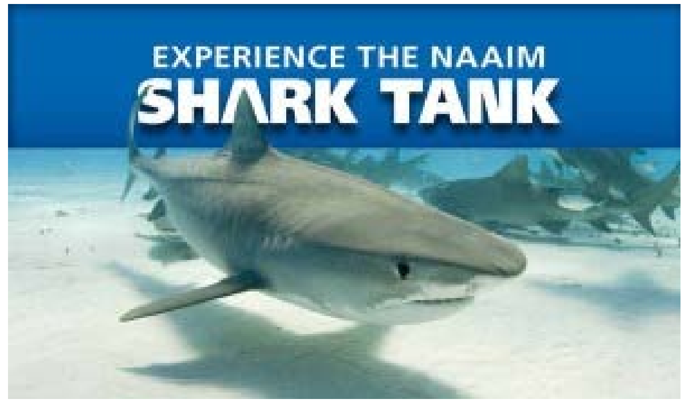
- To formalize the networking potential for NAAIM members
- To provide a structured venue for NAAIM Members to present strategies/models/signals to other members, managers, and asset gatherers
- To provide NAAIM members exposure to new ideas in asset management
- To provide managers/asset gatherers opportunity to identify potential new relationships

Who May Submit an Application:

The application process for the preliminary competition is open to all trading and investing practitioners who have developed strategies with a verifiable live track record. Membership in NAAIM is not required to take part in the preliminary competition*.

Preliminary Competition Application Criteria:

1. A video presentation of the strategy must accompany the written application
2. The video presentation must be no longer than 7 minutes
3. The video presentation must address the following:
   a) The asset class or classes traded or invested in by the strategy
   b) Articulation of the investment process
   c) Strategy performance
   d) Trading frequency, speaking to the tax efficiency
   e) Why you serve as a third-party investment manager
4. NAAIM will accept the presentation in most file formats including but not limited to: Webinar recordings such as GoToMeeting or Webex; YouTube; and Windows Media.
5. NAAIM will accept only one strategy and one manager per video. (Limit: two strategies per firm may be submitted).



6. Completion of written application found online at: NAAIM Shark Tank Preliminary Competition Application.

Applications and Video Due Date: March 1, 2018

Finalists will be announced: March 15, 2017

**Finalists must be members of NAAIM and registered paid attendees of Uncommon Knowledge 2018 to present their strategies at Uncommon Knowledge, Wednesday, April 25.*

Additional Taping Option:

Paid NAAIM members are welcome to use NAAIM's GoToWebinar account to tape their presentation. Please contact Susan Truesdale to make an appointment. (One recording per strategy. No do-overs).

Questions? Contact Susan Truesdale at info@naaim.org or (888) 261-0787 | fax: (720) 749-1367

SHARK TANK – INTENT TO SUBMIT A VIDEO

Please submit your intent to participate in the Shark Tank Preliminary Competition prior to submitting a video and full application. This information will only be used for the purpose of contacting potential participants with reminders or information about the contest.

- ❑ **Please place me on the list to participate in the preliminary Shark Tank Competition**
- ❑ **I am a NAAIM Member**
- ❑ **I am not a NAAIM Member. Please send me information about membership**

Please print or type:

NAME____

TITLE____

COMPANY NAME____

EMAIL ADDRESS____

PHONE____________________________ CELL PHONE________________________

HOW DID YOU HEAR ABOUT NAAIM SHARK TANK?

- ❑ Previous Competitor/Winner
- ❑ NAAIM Email/NAAIM News
- ❑ LinkedIn Post, Facebook, Twitter
- ❑ NAAIM Event
- ❑ Referral
- ❑ The Active Manager Newsletter
- ❑ Other

Email or fax your intent to: Info@naaim.org or Fax: 720-749-1367

If you have questions, please contact Susan Truesdale at 888-261-0787

An Introduction to Portfolio Hedging

BY PROSHARES

INVESTING INVOLVES RISK. MARKET DOWNTURNS will happen. Having a sound investment strategy can help smooth out the turbulence in your portfolio, and save you from getting caught up in the herd mentality of selling low into a down market. So how might you do this?

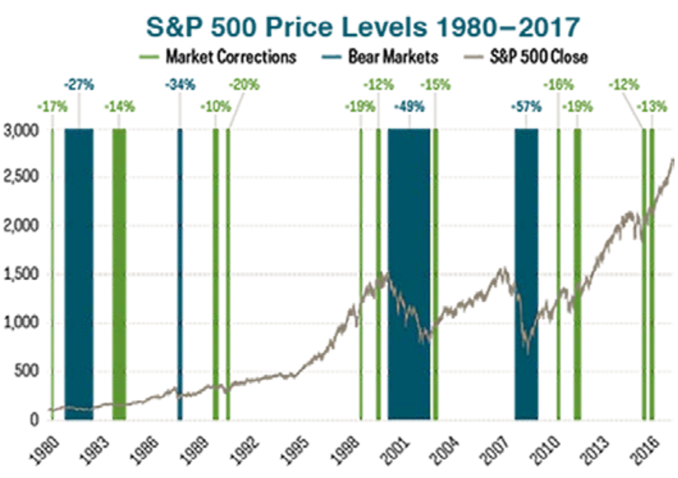
There are a number of possible answers. Hedging is a popular strategy for mitigating the effects of market downturns, but before we talk more about hedging, let's examine recent market history to help illustrate the inherent market risk we face every day.

Recent Downturns in the U.S. Equity Market

It's admittedly difficult for many of us to focus on a declining equity market while we're enjoying a fairly strong bull market. But remember, sometimes you'll see the downturn coming and be able to prepare; other times, you'll have little if any warning.

Since 1980, there have been numerous market corrections (defined as a drop of 10% or more), lasting an average of 109 days. There were also four bear markets (declines of 20% or more), with an average duration of 542 days—nearly a year and a half. In the 1980s, we had the Latin American debt crisis and the stock market crash of 1987. While there weren't any bear markets in the 1990s, we had the technology bubble and the real estate bubble and financial crisis in the 2000s.

Where does this leave us? It's impossible to say, but no expansion in U.S. economic history has lasted more than 10 years. Only time will tell if this period of growth sets a new record, or if it will prove to be a mature market heading toward a decline.



Portfolio Hedging

Now, back to portfolio hedging. A hedge, in its simplest form, is an investment intended to move in the opposite direction of an asset in your portfolio that you consider to be at risk. A hedge provides inverse exposure. If the at-risk investment should decline in value, the hedge is designed to increase in value and offset potential losses in your portfolio.

Hedging is a flexible strategy. You can apply it broadly in an effort to help minimize loss across entire asset classes in your portfolio, to help shield your equity, fixed income, commodity or even currency allocations. Or you can hedge narrowly to help shield individual sectors or even specific stocks. There are a number of hedging strategies available, and the best one for you will depend on your specific needs, goals and tolerance for risk.

Used strategically, portfolio hedging can become part of your long-term investment strategy. Deployed tactically, a hedge can be applied and removed as needed, without disturbing your core strategy or long-term goals, to help provide short-term shelter from adverse market events. Hedging your portfolio can provide you with an alternative to selling in a down market, realizing investment losses and potentially generating significant redemption fees, transaction costs and tax consequences. Of course, hedging strategies have unique risks, costs and consequences of their own (i.e., fund management fees, rebalancing costs, taxable events, etc.). It's important that you fully understand the strategy you plan to use and read the prospectuses for any investments you intend to use as a hedge.

Hedging with Inverse Exposure

Short Selling	• Short selling involves borrowing securities from a lender, typically for a small fee, with the intent to sell them at market value and then buy them back at a lower cost to return to the lender (known as covering the short). • Used as a hedge, if the securities fall in value between their sale and re-purchase, the profit offsets losses in a declining investment.
Buying Put Options	• A put option is a contract between two parties in which the buyer of the put has the right (but not the obligation) to sell a security at an agreed-upon price to the seller of the put, regardless of its market price. • Used as a hedge, if the value of the security falls below the specified price (known as the strike price), the owner of the put can sell the security for a profit and offset losses in the original position in the security.
Selling Futures Contracts	• A futures contract is an agreement, facilitated through a futures exchange, to buy or sell an asset at a predetermined price on a predetermined date in the future (the expiration date). • Used as a hedge, selling a futures contract allows investors to offset the risk of a decline in the price of an asset.
Using Inverse ETFs	• Inverse ETFs are designed to move in the opposite direction of a benchmark or index, by the inverse (-1x) or by multiples of the inverse (-2x or -3x). • Used as a hedge, if an investment based on an index declines 1% on a given day, for example, a -1x inverse ETF is designed to rise by 1% that day (before fees and expenses), thereby offsetting the loss.

Pros and Cons of Different Hedging Strategies

While short selling, buying put options and selling futures contracts are widely used hedging techniques, they are quite sophisticated and have drawbacks that may place them beyond the reach of many investors. All three may involve the need for margin accounts, and they generally require special brokerage approval that not all investors can qualify for. They also have strict collateral and other requirements that may necessitate sizable cash reserves. Further, these strategies can come with substantial costs and risks. Possibly the most

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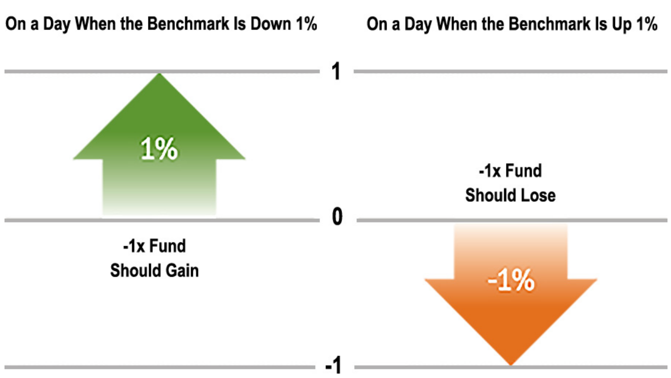
significant drawback of short selling and selling futures is that an investor can lose more than invested. In fact, the potential for loss is unlimited—you can lose everything you invested and more.

On the other hand inverse ETFs have helped to democratize investing, especially hedging, as they are available to all investors with the knowledge and experience to use them. There are no margin account requirements, no collateral is needed and there are no special investors' qualifications to meet. Potential losses in an inverse ETF are generally limited to the amount invested in the fund. And since there are inverse index funds ranging from those based on asset classes down to ones based on smaller segments of the financial markets, a wide array of investments can be hedged this way. There are, of course, disadvantages and risks with inverse ETFs too, and you should carefully read the prospectus for any fund you are considering for a more complete description.

A Closer Look at Inverse ETFs

The concept behind inverse ETFs is not difficult to understand, so let's see how they work in general. Take, for example, an inverse S&P 500 ETF designed to move directly opposite the market (-1x to the S&P 500) on a daily basis. If the S&P 500 declines 1% on a given day, a -1x inverse S&P 500 ETF is designed to rise by 1% that day (before fees and expenses). Of course, one of the risks is that the opposite can be true. If the S&P 500 should gain 1%, a -1x S&P 500 ETF would lose 1%. If you have a greater risk tolerance, or if you're interested in using less capital when hedging an investment, you can magnify these effects, up and down, by using an inverse ETF with a multiple of -2x or -3x the exposure.



One-Day Investment Objectives

Conventional index funds are designed to match the performance of their underlying index over any time period. Most inverse ETFs, however, are designed to meet their investment objective, or their multiple, for a single day only. This is to ensure that no matter when you invest, an inverse fund can be expected to deliver its stated multiple for that day. Without this one-day objective, gains and losses might result in compounded returns, which could cause the fund's exposure to its benchmark to float unpredictably. To maintain their investment objectives, inverse funds rebalance their exposure to their underlying benchmarks each day by trimming or adding to their positions.

Holding Inverse Funds for Longer than One Day

Daily fund rebalancing means that if you hold an inverse fund for longer than a day, to maintain a hedge position, for example, it's unlikely you will continue to receive the fund's inverse multiple times the benchmark's returns. As long as you hold the fund, compounding can cause your exposure to the underlying benchmark to continue to deviate from the fund's stated objective. In trending periods, compounding can enhance returns, but in volatile periods, compounding may hurt returns. Generally speaking, the greater the multiple or more volatile a fund's benchmark, the more pronounced the effects can be.

The table below illustrates hypothetical returns for a -1x ETF in upward trending, downward trending and volatile markets. As you can see, two days of -5% returns for a -1x fund in an upward trending market result in a -9.75% return over the two-day period. Two days of +5% returns in a downward trending market result in a 10.25% return over the two-day period. In a volatile market, a 5% loss followed by a 5% gain does not result in a 0% return, but -0.25%. Investors using inverse funds over periods longer than one day are encouraged to actively monitor their investments, as frequently as daily, and to consider a rebalancing strategy for their holdings.

	BENCHMARK	-1x FUND	$100 INVESTMENT
	Daily Return	Daily Return	Daily Value
UPWARD TREND			
Day 1 Return	+5.00%	-5.00%	$95.00
Day 2 Return	+5.00%	-5.00%	$90.25
Compounded 2-Day Return	+10.25%	-9.75%	$90.25
DOWNWARD TREND			
Day 1 Return	-5.00%	+5.00%	$105.00
Day 2 Return	-5.00%	+5.00%	$110.25
Compounded 2-Day Return	-9.75%	+10.25%	$110.25
VOLATILE MARKET			
Day 1 Return	+5.00%	-5.00%	$95.00
Day 2 Return	-5.00%	+5.00%	$99.75
Compounded 2-Day Return	-0.25%	-0.25%	$99.75

For illustrative purposes only. The example does not take into account any fees or costs associated with an investment in the funds. Actual investment returns may vary in amount and direction from the stated objective.

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An Introduction to Portfolio Hedging

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Using a Rebalancing Strategy

As we mentioned earlier, rebalancing involves periodically increasing or decreasing an investment in a fund, in this case an inverse fund, to realign its value to the position originally intended. This process may involve fees and tax consequences. Prudent portfolio managers do much the same thing to manage portfolio weights. They will sell positions when weights get too high and buy positions when weights get too low in order to maintain their weighting targets.

There are two common rebalancing strategies: trigger-based and calendar-based. In a trigger-based approach, you would rebalance anytime the difference between the desired hedge exposure and the ETF's current value reaches a predetermined amount or percentage. How often you need to rebalance a trigger-based hedge can depend on several factors:

- Fund Multiple: The greater the fund multiple, the more frequently you will need to rebalance. A -1x hedge will generally require less rebalancing than a -3x hedge.
- Volatility: An inverse ETF with a more volatile underlying index may require more frequent rebalancing.
- Percentage Trigger: In general, a larger percentage trigger will require less rebalancing than a smaller one (though the trades themselves may be larger).

If you are hedging over a significantly longer term, you might prefer a calendar-based technique. In that case, you would rebalance at set time intervals—weekly, monthly, quarterly, etc.—regardless of the difference in exposure between the investment being shielded and the hedge.

To reiterate, compounding and whether the market is trending or volatile can cause returns for a -1x fund to float from its daily objective. Rebalancing can reduce the negative effects of compounding on performance, but it may reduce the positive effects as well. Before implementing a rebalancing strategy, you should evaluate its potential benefits against likely transaction costs and tax consequences, as well as the possibility of sacrificing positive returns. When using any rebalancing strategy, monitor the position as frequently as daily, no matter how often you intend to rebalance.

The Takeaway

Portfolio hedging is a flexible strategy that can provide you with an alternative to selling in a down market. Inverse ETFs have helped to democratize hedging, as they are available to all investors with the knowledge and experience to use them.

Agility Drills for Client Investment Portfolios

MIKE POSEY

Are your clients invested with enough "agility" to mitigate the risk of large drawdowns during severe market declines?

FOOTBALL SEASON IS WINDING DOWN, WITH THE college football national championship now decided and Superbowl LII only weeks away. Football fanatics out there (myself included) have been treated to a season with plenty of surprises, and we dread the coming months of football drought when there will be no games to watch on TV.

While most of us now participate in football by watching, many can also think back to our "playing days" in high school—when preparation for the upcoming season provided challenging conditions meant to simulate or surpass tough game situations.

I don't know who decided that dressing up in full pads twice per day in the hot Texas sun was a good idea, but it seemed to be the thing to do in late August back in my hometown. "Two-a-days," the tradition of having two daily football practices, one morning and one late afternoon, were a rite of passage in virtually every school district in Texas. I'm sure it was the same way in other states—it's just hotter down here.

Table 1: Worst Bear Markets/Corrections for S&P 500 of Each Decade (1920s–2017)

Peak date	Trough date	% Loss	# of days
9/7/1929	11/13/1929	-44.7	67
3/6/1937	3/31/1938	-54.5	390
11/9/1940	4/28/1942	-34.5	535
7/15/1957	10/22/1957	-20.7	99
11/29/1968	5/26/1970	-36.1	543
1/11/1973	10/3/1974	-48.2	630
8/25/1987	12/4/1987	-33.5	101
7/16/1990	10/11/1990	-19.9	87
10/9/2007	3/9/2009	-56.8	517
4/29/2011	10/3/2011	-19.4	157

The "Friday Night Lights" movie and TV show attempted to shine a light on high school football in Texas, but to my way of thinking, that is how the rich kids played ball. Those of us in a small, "Class B" high school back in the 1970s had to make do with what we had, both in equipment and players. For example, our "trainer" was one guy with a roll of tape and a bottle of salt tablets, while our second string was mostly the first string in different positions. Hydration consisted of two water hoses—usually reserved for irrigating what little grass would grow on the field in those hot, dry conditions.

So, what does all of this football talk have to do with investing? In this article, I hope to highlight the importance of *agility*, both on the playing field and in an investment portfolio.

Perhaps the best place to start is to define what agility is. Wikipedia defines it as, "… the ability to change the direction of the body in an efficient and effective manner." Obviously, physical agility is an important trait in football, where the object of the game is either to score a touchdown or to prevent one. When you don't know which way your opponent is going to go, you must be prepared to react to whatever direction is taken to make the play. The same goes for investing.

The problem is that many investment portfolios today are passive, the very opposite of agile. If there has ever been a time when investment advisors should be concerned about the agility of their clients' portfolios, it's right now. We all know what happened to buy-and-hold investment strategies in the early 2000s and again in 2007–2009. Were your clients invested with enough agility to avoid those large losses—and those of prior bear market periods?

Failure to include agile investment strategies can be costly. In football, the lack of agility can result in an opposing team's score, or your own team's fumble or tackle for a loss. For an investment portfolio, the lack of ability to adapt to market conditions can result in huge losses, as seen in Table 1.

Continuing with the football analogy, I would like to suggest five ways you can improve the agility of your investment portfolio:

1. Diversify.

Just as it wouldn't make much sense to field a team with players that all have the same skill sets or who all play the same position, an agile investment portfolio should also be diversified to include noncorrelated strategies, each with different strengths in the portfolio. In the role of coach, the investment advisor must select the team of available strategies best designed to meet their clients' investment goals.

Unfortunately, when discussing diversification, most of the financial press is talking about a passive, 60/40 stock/bond type of traditional allocation, often modified for the age of the investor. While including a small allocation to a passive strategy is probably a good idea from a diversification standpoint, it should not be the only strategy employed. Why? Because passive asset-allocation portfolios have done so poorly in past bear markets, requiring years to get back to breakeven.

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2018 Annual SYMPOSIUM

April 11-13, 2018

45th Annual Symposium

Convene 32 Old Slip, New York, NY 10005

CMT ASSOCIATION

Agility Drills for Client Investment Portfolios

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This can become an overwhelming sequence-of-returns issue for investors, especially retirees. To say the least, passive strategies have fumbled the ball at the worst possible times.

A true story will help to illustrate this point: Back in high school I had a coach who believed that all of the plays he developed were designed to produce a touchdown every time they were run—*if* they were executed properly. To prove the point, he decided (seriously!) that we would play an entire game using only two plays. You can imagine the result arising from this failure to diversify. No matter how well a play is designed, if the other team knows the ball will go either one place or another, you're going to lose. We lost.

To achieve true diversification, advisors should develop portfolios for their clients that include tactical strategies with the agility to move to cash or other asset classes as market conditions dictate. Whether you call these strategies active, tactical, or alternative, they are characterized by rules-based strategies that seek to follow market trends rather than being victimized by them.

2. Know the playbook.

This may sound very basic and unrelated to agility, but no amount of speed or quickness can help you if you're in the wrong place at the wrong time. In an investment portfolio, it's important for advisors to communicate why each investment strategy is included and what it is intended to accomplish. In football, sometimes an aggressive passing style is called for on offense; at other times, a tightly controlled and conservative game plan. At different times in the same football game, either style might be called for.

Similarly, it's equally important to make sure that multiple investment strategies are represented in clients' allocations and not just multiple asset classes. To be effective, the overall plan for a portfolio should be like a playbook, with different strategies designed to perform during a variety of market conditions across long time frames.

Unfortunately, I have seen advisors who want to remove one or more strategies because of underperformance over a short-term period. They think that all strategies should make money in all market environments, which is clearly not the case. It would be like removing a play from the playbook just because it didn't work against one opponent.

3. Watch the films.

The Saturday morning after the game was always dedicated to watching the game films. We used an old WW II–era Bell and Howell movie camera that often resulted in pictures so fuzzy that you'd swear it was filmed from the next county. What we could see clearly would be critiqued by our coach, usually in the form of running the projector backward and forward to document a missed tackle or blocking assignment.

Returning to the investment world, reviewing the films is akin to advisors monitoring their clients' portfolios regularly. This is not to say that anyone—client or advisor—should be overly concerned with scrutinizing performance every day or every week. Instead, advisors should review their clients' portfolios as frequently as quarterly and no less than annually. Such a review can help to determine whether the portfolio's constituents are performing as expected and whether the risk level is appropriate.

4. Be ready for unplanned opportunities.

In my high school football days, we had an incredibly fast quarterback. Occasionally, he would call a play but then realize that a lane had opened up that allowed him to run a quarterback sneak. I remember blocking according to my playbook assignment, only to see him standing in the end zone. His vision, coupled with his agility, resulted in a touchdown. (Of course, these little excursions didn't always work, so our coach encouraged keeping them to a minimum.)

Advisors need to be aware that their clients are the target of direct advertising for a wide variety of investments, including precious metals, real estate, and even private equity opportunities. In addition, some advisors have clients who made their fortunes in real estate, oil, or other investments and want to continue to "dabble" in opportunities that might come along.

In such cases, advisors need to again take on the role of coach and help evaluate these opportunities on behalf of their clients. Going back to the playbook, the advisor might be able to show the client how the same or similar opportunities are already present in the portfolio holdings. Most importantly, however, is the need to realize that investment products marketed directly to investors are sometimes subject to higher risks than disclosed in the flashy marketing brochures promoting them.

5. Keep fantasy football in its place.

A final point in this analogy is to be wary of the investment equivalent of fantasy football. For those who do not partake in fantasy football leagues around the world, it's a way to establish imaginary teams of actual players and then score points based on their performance during games. The athlete's performance is real and the games are real, but the scores are nothing but pure fantasy, hence the name.

A similar exercise in "fantasy" in the investment world is known as backtested performance. Backtesting occurs when an investment manager has a strategic idea, but it has not been traded with real money in an investment account. The solution is to set up a backtest, usually consisting of hypothetical trades applied to the past performance of a financial asset such as a stock, bond, index, mutual fund, or ETF.

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Agility Drills for Client Investment Portfolios

CONTINUED FROM PAGE 10

Backtesting can be a valid and productive analytical tool when used properly, and a dangerous tool when used improperly. And, to be fair, there are many times when backtests are the only data available, such as in a brand-new strategy just starting out. Even so, investment advisors must resume their coaching role and make sure that not only is the trading strategy evaluated but also the methodology of producing the backtest. One solution to the backtesting question is to seek out database services that review and analyze the investment returns of managers' various strategies based on actual performance. Database services can offer a sort of "scouting report" when looking for agile investment managers.

Postgame analysis

I hope you have enjoyed this trip back to my old high school playing days. However, unlike high school football, where you can lament "maybe next year" after a losing season, there's seldom such solace for financial advisors.

Either your clients will meet their goals of a child's college education, or they won't. Ditto with purchasing a home, starting a business, or a myriad of other financial goals. Most importantly, they will either have a secure retirement or they won't, and you won't have a second chance to create a sound portfolio for them with the agility to handle the ups and downs of the market over several decades.

After 30-plus years in the investment industry, and having lived through markets of all types, I have come to some firm convictions. By including actively managed strategies in your clients' portfolios, they will have a better chance, I believe, of being on the winning team and reaching their investment goals.

Mike Posey is the marketing director for Theta Research, LLC, an investment performance database and publishing firm. He has more than 35 years of marketing and management experience in the investment and retirement-planning industries. Mike is a magna cum laude graduate of Baylor University. http://www.thetaresearch.com/

Two Brains Walked into a Bar …

JANE FOX

In a battle between man versus machine, who will win?

IF YOU'RE TALKING ABOUT TRADING (ACTUALLY almost anything), it will be the machine, hands down and today's article tells you why.

You have probably heard a lot about the psychology of trading, but today I'm going to march you down a path and demonstrate how, from a pragmatic point of view, algorithms will make you a better human or, at least, a better trader.

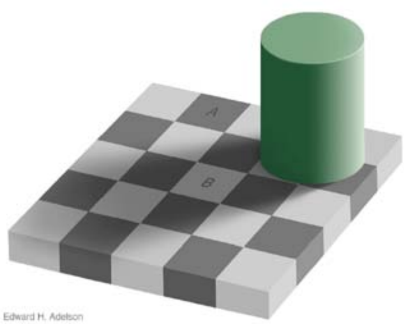
When faced with a decision that tugs at our primal fears or desires our brains start to weeble and wobble and make decisions based on that primitive drive rather than a well-thought-out course of action.

How many times have you seen a piece of chocolate cake when on a diet and you somehow justified why you should devour it? "It's just one piece." "I'll start my diet tomorrow." "I didn't eat the cupcake yesterday so I can have the cake today."

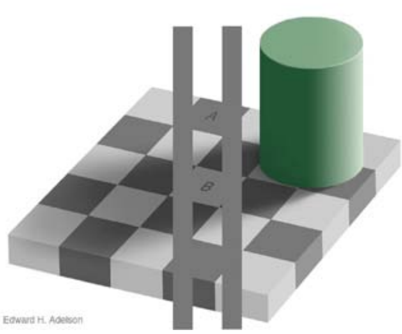
Nudge

In their NY Times bestseller, *Nudge*, Dick Thaler and Cass Sunstein, define two types of people, Econs and Humans, and make the case that all humans should utilize systematic decision-making processes for their decisions. Their plea is not a story but a justification for systematic model-driven judgments based on empirical evidence. Cold. Hard. Empirical evidence.

Empirical evidence that model-driven decision-making is far superior to "expert-driven opinion" has been well documented over the years but I would like to show you an experiment that drives home the point.



Look at the image above but before you scroll down and answer the question, "Which square is darker, A or B?"

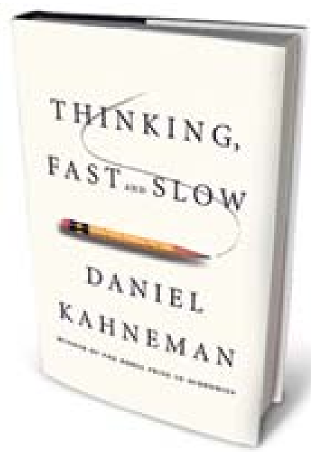


If you're human A will be darker than B. However, if you were a machine you would recognize they are the same.

Perception is not reality.

If you had to make a decision based on the color of square A or B your decision would have been wrong based on your perception but correct if you'd used an algorithm.

"Experts are uniformly inferior to algorithms in every domain that has a significant degree of uncertainty or unpredictability, ranging from deciding winners in football games to predicting longevity of cancer patients. One has to accept financial markets are no exception to the rule." Daniel Kahneman



In Daniel Kahneman's book *Thinking, Fast and Slow* he explains that the human mind employs two distinctly different methods of thinking at the same time. When it comes to trading, these different ways of thinking often oppose each other, and ignorance of their existence can explain why humans are not good traders. Daniel Kahneman and Amos Tversky won the Nobel Prize for the "Prospect Theory" that uses cognitive psychology to study how people manage risk and uncertainty. Their findings are extremely important in financial economics and reveal the weaknesses us humans exhibit when making investment decisions or faced with a piece of chocolate cake.

Kahneman's book refers to two types of thinking as System 1 and System 2. I call these two systems Brain #1 and Brain #2.

Brain #1 is your fast, automatic, frequent, emotional, stereotypical, and subconscious thinking system. The one that tells you, "It's ok, go buy that cherry red Mustang convertible, you can afford it." Brain # 2, on the other hand, is your slow, effortful, infrequent, logical, calculating, and conscious system. The one that realizes there is no way in hell you can afford the cherry red Mustang, you can hardly afford a Ford Fusion. No offense to anyone who has a Fusion but seriously, compared to a Mustang?

Brain #1 relies on intuition and assumptions – in the trading world, this is called discretionary trading. Whereas properly harnessed intuition can be a tremendous asset, improperly harnessed intuition, like an improperly harnessed horse, can gallop us into manure fields like:

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Two Brains Walked into a Bar …

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Confirmation Bias – the tendency to search for or interpret information in a way that confirms your preconceptions, leading you to believe the drop-dead gorgeous blonde sitting in the corner nursing a gin and tonic is actually looking at you.

Band Wagon Effect - the psychological phenomenon in which people do something primarily because other people are doing it, regardless of their own beliefs, which they may ignore or override. This can be coined the lemming effect.

System-development Biases

Then you have the biases that are particular to trading but are the responsibility of the system developer. These are the ones you need to watch out for when evaluating a service like Quantitrader (QiT) or any system you want to use. Two such biases are; look ahead bias and survivorship bias that I will not delve into here since they are discussed in depth on my website.

We are not in the driver's seat

There are so many more biases influencing our decision making that it would be impossible to cover them all here. However, what I would like you to take away from this discussion is, although we like to think our conscious brain is sitting in the driver's seat, it's not.

Traders are humans

As humans, we are affected by biases. We have an illusion of control and that we can influence the outcome of events but this is only an illusion, it's all smoke and mirrors.

The Good and Bad News

The good news is being biased is not fatal, but it is an obstacle to your goal of trading successfully and consistently and becoming as rich as Richard Branson. The bad news is that you will never fully overcome your biases, as long as you stay human.

Kahneman, citing his own lack of progress in overcoming biases, doubts that we can, giving all the more emphasis to using machines to make emotionally driven decisions like we do daily when trading.

So the next time a position does not move in an expected way, do what successful traders have enough discipline to do and stick to your predefined rules. In other words, give Brain #2 the reins.

Two brains walked into a bar and only one came out. Which one?

Jane Fox aka Trader Janie is founder and president of QUANTiTRADER (QiT), an online automated stock trading concierge service for the average person trading their own retail or retirement account. QiT provides signals generated from designed algorithms that quantify a set of trading rules developed over a number of years through methodical and thorough backtesting and optimization.

You're Invited to Present at Manager Exchange LIVE!!

At 3PM, we want to help managers succeed by:

- Providing education and best practices regarding marketing and sales.
- Connecting managers with outsourced marketing firms.
- Providing education, networking opportunities, tools and discounts to managers to enable them to pursue marketing and sales with the highest probability of success, whether through internal or external resources.

We are excited to announce the inaugural Manager Exchange LIVE! Forum, which will be held on April 18, 2018 in Chicago, Illinois.

This event will give a limited number of managers the opportunity to:

1. Take the stage to present their capabilities in front of a dedicated audience of highly experienced, industry leading marketing firms
2. Get active, real time feedback and a brief written assessment about your presentation:
   a. What works and what doesn't
   b. Factors to consider
   c. Opportunities to pursue

Each participant will be given a full 10 minute formal presentation slot. You will receive critical and insightful feedback from industry experts on what you are offering and what steps you should consider to improve your chances of success. You may also meet or be referred to a marketing resource that could be instrumental in taking you to the next step. This program will be limited to 18 managers.

The 2018 annual 3PM Conference will be held just outside of Chicago on April 18-19. Sessions include "tools and tricks of the trade", practice efficiency, where you could save resources and where you should employ them.

3PM
THIRD PARTY MARKETERS ASSOCIATION

Because 3PM includes both Marketers and Managers, there will be an abundance of networking and small group meetings to help you maximize your time and resources, at the conference and beyond.

The Manager Exchange LIVE! Participation rate is $950; spaces will fill quickly so please register today. Full conference attendance is $600; A 3PM annual membership is $650; bundled together you can present at Manager Exchange LIVE!, be a 3PM member and attend the conference for $2,000.

To secure your spot, please contact us today. We look forward to working with you to enhance your business in 2018. Visit www.3pm.org to register. Contact us at 609-799-4900 or by email at info@3pm.org.

NAAIM Investment Committee Selects New Managers

STEVE LANDIS, CHAIRMAN NAAIM INVESTMENT COMMITTEE

AS A NAAIM MEMBER YOU SHOULD BE AWARE that our organization has investment reserves that are maintained for future and, occasionally, current needs. Following the philosophy and basic tenets of our organization, the reserves are invested and managed using only investment managers who use "active" investment strategies.

Periodically, NAAIM's Investment Committee reviews its current investment strategies, managers, and portfolio to determine if there might be changes made to improve overall investment performance and risk management. This past year (2017) the committee issued a Request for Proposal to all NAAIM members and asked for interested managers to "step forward" and submit a proposal for managing a portion of NAAIM's assets.

The committee received a large number of outstanding proposals (the most ever received in response to our RFP) and, needless to say, this made the selection of managers difficult. With so many impressive proposals and managers the committee members spent many hours reviewing and discussing our ultimate selection.

The result of the committee's work resulted in the following managers (in alphabetical order) being selected to manager NAAIM's investment reserves:

- Kensington Analytics
- McMillan Asset Management
- Potomac Advisors, Inc.
- Scarecrow Trading

Thank you to all those who submitted proposals. And, congratulations to our new management team."

Welcome New Members:

Kim Custer
Cantebury Investment Management LLC
23 East Cedar
Zionsville, IN 46077
(317) 732-2075

Thomas L. Hardin
Cantebury Investment Management LLC
23 East Cedar
Zionsville, IN 46077
(317) 732-2075

Ty Needler
Cantebury Investment Management LLC
23 East Cedar
Zionsville, IN 46077
(317) 732-2075

Whitney Ribbens
Chicago Wealth Management, Inc.
2 North Riverside Plaza, Ste. 1620
Chicago, IL 60606
(312) 376-8350

Douglas Roberts
Channel Capital Management, Inc.
621 Shrewsbury Ave., Ste. 218
Shrewsbury, NJ 07702
(732) 842-5700

Joanne M. Woiteshik
Interactive Financial Advisors
625 N. Michigan, Ste. 710
Chicago, IL 60611
(630) 472-1300

Frank Tehel
October Effect, LTD. RIA
One Columbus Center, #651A
Virginia Beach, VA 23462
(757) 390-3341

Time to Renew Your NAAIM Membership

NAAIM MEMBERSHIP IS BASED ON CALENDAR year renewals, which means it's time to renew your membership and assure that you don't miss conversations and new information from the NAAIM membership. Membership also entitles you to lower conference fees. With the 2018 Uncommon Knowledge Conference building into one of the best yet, don't miss out. Renewal forms have been sent to the membership. If you need a new copy, a blank is included at the end of this newsletter.

REFER A NEW MEMBER - EARN $100 in NAAIM Bucks!
Refer a NEW SPONSOR FIRM and earn up to $500!
To learn more visit the NAAIM Community/RESOURCES/ Membership Drive and Referral Program

President's Letter

CONTINUED FROM PAGE 1

The quality we hope to achieve at NAAIM is to constantly communicate with each other, to be a discussion center. In order to grow, we need to be good at connecting new members with current members and in the process, retaining new members. Board members David Daughtrey and Matt Spangler have taken on crafting procedures to connect new members with older members and get current members to become NAAIM ambassadors. An ambassador in turn shares why they became a NAAIM member and the benefits of membership, and helps the new member become involved in the association.

To increase membership, NAAIM has hired Wes Hendrix to reach out to former members and new member prospects to join the association. If there are individuals you believe would make a good NAAIM member and would like some additional support to make that sale, you can contact Wes with their name and contact information for follow up. His email address is wes@naaim.org.

2017 was a good year, but personally in my career, it was a learning year, a time for laying a lot of groundwork. I am really looking forward to 2018 and turning that preparation into accomplishments. There is something about a new year that brings a new perspective. We know more and have the ability to do better work and accomplish more. I am very excited for Spectrum Financial and our continued growth, and for the NAAIM organization.

Among the quotes of Danish philosopher Soren Kierkegaard (1813 – 1855) is one that has always resonated with me - *Life can only be understood backwards; but it must be lived forwards*. You never get to start over, but you do get to start at a new point with better knowledge.

As you move into 2018, take a moment to think about what you want to accomplish and what needs to be done today to achieve that goal. And then do it!

Here's to a very productive and successful year ahead,

Emily Frazier

Emily Frazier
2017-2018 NAAIM President

National Association of
Active Investment Managers

FOUNDERS AWARD

FOR ADVANCES IN
ACTIVE INVESTMENT MANAGEMENT

Call for Papers

2018 Whitepaper Competition

The National Association of Active Investment Managers (NAAIM) was formed in 1989 as a non-profit association of registered investment advisers who provide active money management services to investors. The goal of the NAAIM members is to promote active investment management strategies as an alternative to passive allocation. NAAIM includes more than 130 individual and 200 member firms nationwide, managing an estimated $35 billion. Associate members include mutual fund companies, ETF providers and a variety of other firms that provide professional services to RIAs.

FINAL PAPER (up to 30 pages) together with a required 750-1000 word abstract **must be submitted electronically to: info@naaim.org** by **Wednesday, February 28, 2018** to qualify for the competition. Awards will be announced by Monday, April 2, 2018.

The submission of a paper for review means that the author certifies that the manuscript is not copyrighted, and consents to NAAIM's non-exclusive use of the paper. NAAIM will seek approval from authors before any publication of the paper.

www.naaim.org

$5,000 Cash Prize to be Awarded for Best Paper

Paper Topics: The papers should cover an innovative topic in the area of active investing. This can be either a documented investing approach, an exploration into the validity of active investing, or research in other issues related to active investing such as making investment decisions using technical analysis, quantitative analysis, etc. Papers can also address related topics such as position sizing techniques, money management approaches, scaling into and out of trades, exit strategies, tax harvesting, execution, etc.

Who may submit: The competition is open to all investment practitioners, academic faculty and doctoral candidates in the field.

Selection Criteria: Papers must be of practical significance to practitioners of active investing. The prize will be awarded to a paper resulting from research into active investment management, which NAAIM broadly defines as investment strategies and techniques that improve upon the risk-adjusted return obtainable from a passive, buy-and-hold investment strategy. Many NAAIM members strive for consistent outperformance and focus on quantitatively or technically oriented investing. However, papers that explore other types of active investment management or issues germane to active investment management will also be considered.

A jury of scholars and investment professionals will review entries and award the prize.

Submissions: All submitted papers should be recent, unpublished and of a quality appropriate for publication in a peer-reviewed academic journal. **Inquiries and submissions should be electronically submitted to info@naaim.org** and the subject line should indicate "2018 Paper Submission." Papers should be numbered, double-spaced and readable in a PDF format and filed prior to the deadline.

NAAIM FOUNDERS AWARD

FOR ADVANCES IN ACTIVE INVESTMENT MANAGEMENT

Competition Rules

The National Association of Active Investment Managers (NAAIM) sponsors the Founders Award annually to seek out papers of academic quality that cover an innovative topic in the area of active investing. The following rules govern the submission, judging, ownership and awarding of the papers.

1. All decisions of the NAAIM Founders Award committee are final. Any occurrence that arises that is not covered in these rules will be adjudicated by the committee.
2. Papers will be judged by a panel selected by the NAAIM Founders Award committee. The prime criteria used in judging the papers are:
   1. Practical significance to practitioners of active investing
   2. Quality of exposition
   3. Analytical rigor
   4. Novelty of results
3. Papers should be submitted electronically in PDF format to info@naaim.org and the subject line should indicate "2018 Paper Submission." Please submit TWO copies of the paper: 1) Anonymous– with no reference of the author(s)' name or their affiliation with a company or university; 2) The paper should include the author(s) and affiliation with a company or university.
4. Papers should be 30 pages or less and include a separate required 750–1000 word abstract. Papers should be numbered, double-spaced, with a minimum font size of 14, and filed prior to the deadline.
5. By virtue of submission, the author certifies that the manuscript is not copyrighted, consents to NAAIM's non-exclusive use of the paper and abstract, and agrees to be bound by the rules set forth herein. NAAIM will request approval of the author prior to any publication of the paper.
6. Delivery of papers to NAAIM is the sole responsibility of the participants. Therefore, it is encouraged that they complete an "Intent to Submit" form that will allow NAAIM to contact them, if needed.

   NAAIM will attempt to do so if the situation arises, such as a change to the competition, clarification of the rules, in the event that their paper does not arrive by the deadline at NAAIM headquarters to the specified email address, etc. An email confirmation of receipt of the paper will be sent by NAAIM within three days of submission. It is the author's responsibility to contact NAAIM at info@naaim.org prior to Wednesday, February 28, 2018, in the event a confirmation is not received by the author in the 3-day time period.
7. Papers are due at NAAIM on or before midnight on Wednesday, February 28, 2018.
8. The winners will be notified on or before Monday, April 2, 2018, and announced at the Uncommon Knowledge annual meeting.
9. The author of the winning paper will win a $5,000 Cash Prize and the opportunity to present at the annual NAAIM conference. Domestic coach airfare, one night of lodging and conference registration is included for one author per winning paper only.

FOUNDERS AWARD

FOR ADVANCES IN ACTIVE INVESTMENT MANAGEMENT

Intent to Submit

Please submit your intent by January 31, 2018

☐ **Please place me on the list to participate in the FOUNDERS AWARD Competition**

The following information will only be used for the purpose of contacting participants with reminders or information about the contest. If more than one author, please include additional author(s)' names and emails, as well.

PLEASE PRINT OR TYPE

Name ______________________________

Title ______________________________

Company, University or Organization

____

Address ______________________________

City ________________ State ____ Zip ________

Email Address ______________________________

Phone ________________ Cellphone ________________

How did you hear about the NAAIM Founders Award?

- ☐ Previous Competitor/Winner
- ☐ NAAIM Email/NAAIM News
- ☐ LinkedIn Post
- ☐ NAAIM Event
- ☐ NAAIM New Member Orientation
- ☐ Academic Faculty
- ☐ Internet Blog/Bulletin Board
- ☐ Other: ________________

To Submit Your Intent by January 31, 2018:

Download or print this document. Complete the form on page 3 and then submit it to **NAAIM.** You can submit via:

Email: info@naaim.org (preferred)
Fax: 303-979-2192
Mail: NAAIM, 6732 W. Coal Mine Ave., Ste 446
Littleton, CO 80123

Please call 303-261-0787 with any questions.

National Association of
Active Investment Managers

888-261-0787 or
303-979-1280
Fax: 303-979-2192

www.naaim.org
info@naaim.org

Membership Application

How did you hear about NAAIM?

- ❑ RENEWING my membership
- ❑ NAAIM advertisement
- ❑ NAAIM direct mail
- ❑ Email promotion
- ❑ NAAIM conference or Workshop
- ❑ Other meeting or conference
- ❑ NAAIM website
- ❑ Referral
  Name of Referral:
  ____
- ❑ Other ___________________________

Contact Information

Please print or type:

Name ____
First MI Last Suffix

Title ____

Company ____

Address ____

City ______________________ State_______ Zip ____________ Country ____________________

Phone _________________________ Cell Phone ______________________________

Email ____

Company Website Address: ____

AUM per latest ADV: ____

Additional Professional Information

What is your primary profession? (select one)

- ❑ Investment Advisor (Retail Clients)
- ❑ Investment Analyst/Research
- ❑ Technical Analyst
- ❑ Money Manager or Sub-Advisor
- ❑ Signal Provider
- ❑ Institutional Sales Representative
- ❑ Other __________________________

Firm Securities Registration Type?

- ❑ Registered Investment Advisor (Independent)
- ❑ Investment Advisor Representative with a Broker-Dealer
- ❑ Dually registered (Both of the Above)
- ❑ Registered Representative only (Series 7)
- ❑ Limited Securities License: Mutual Funds and Variable Annuities (Series 6)
- ❑ Not registered

Please provide your IARD or CRD registration # ____________________________

Statement of Adherence

Membership in NAAIM shall constitute a continuing representation of the member to NAAIM that such member shall adhere to NAAIM's Articles of Incorporation, Bylaws, Code of Ethics and Fair Practices Policy ("Governing Documents"). I hereby affirm my receipt and understanding of the foregoing representation and by my signature below deliver this annual statement of adherence to the Governing Documents of NAAIM found at www.naaim.org.

______________________________ ______________________________
Signature Date

Membership Categories (select one)

NAAIM Membership Categories (select one):

Regular Member	❑ $300 ❑ $750 - Up to 5 individuals employed by the same company can join as regular or special members.	Must be registered as an investment advisor with the Securities and Exchange Commission or with any state securities administration for a period of at least one year; regularly engaged in active investment management for individual retail client accounts; and subscribe to the NAAIM Code of Ethics and Fair Practices Policy
Special Member	❑ $300 Membership must be approved by the NAAIM Board of Directors and will last for one calendar year.	Must be regularly engaged in active management for client accounts; subscribe to the NAAIM Code of Ethics and Fair Practices Policy.
Associate Member* Please check appropriate firm products or services offered: ❑ Back Office Software Provider ❑ Investment Software Provider ❑ Mutual Fund ❑ Variable Annuity ❑ Trust Company ❑ Investment Provider ❑ Consultant ❑ Other	❑ $600 *Includes up to 5 company representatives Membership fee waived for National, Platinum, Gold and Silver NAAIM sponsors.	Persons providing products or services to, related to, or investments utilized by regular members. For example and without limitation, mutual funds, trust companies, broker dealers, investment advisors to mutual funds, newsletters, performance measurement firms, pension administrators, firms providing professional services to regular members and such other individuals or firms as the Board of Directors shall designate.

Additional applicants in group membership:

Name: ______________________ Email ______________________ Phone ______________________

Name: ______________________ Email ______________________ Phone ______________________

Name: ______________________ Email ______________________ Phone ______________________

Name: ______________________ Email ______________________ Phone ______________________

Payment Details

Return this form completed with credit card information,
or a check made payable to NAAIM and email, fax or mail to:
NAAIM
6732 W. Coal Mine Ave., #446 • Littleton, CO 80123 • info@naaim.org • fax: 720-749-1367

❑ Check enclosed payable to NAAIM

Charge to ___ VISA ___ MasterCard or ___ Amex

Card Number ______________________________ Exp. Date ____________

Signature of Card Holder ____

Credit card billing address:

Address ____

City ______________________________ State ________________ Zip ________________

Membership dues are for one calendar year and will not be pro-rated. A link to activate your membership will be emailed to you upon approval of your application and receipt of your dues payment. If you have any questions, please contact Susan Truesdale at info@naaim.org or 888-261-0787.

2018 CONFERENCE REGISTRATION FORM

Uncommon Knowledge
CONFERENCE 2018

Conference Registration: Uncommon Knowledge 2018

☐ Members: $700 early registration; $900 after April 1, 2018 $ ________

☐ Member w/AUM $10,000,000 or less: $350 early registration; $450 after April 1, 2018 $ ________

☐ Non-Members: $900 early registration; $1,100 after April 1, 2018 $ ________

Golf Registration: *(Open to Regular Members only — Must sign up before March 27)*

☐ Yes, I would like to play in the golf tournament. ($50 fee per player; non-refundable if you cancel) $ ________

Name(s) of golf player(s) ____

____

____

____

Spouse Registration: Evening social events ($200)

☐ My Spouse will be attending the Sunday Welcome Reception, Monday Evening Party, and Tuesday Cocktail Party $ ________

Spouse Name ____

Are you a NAAIM Member? ☐ Yes ☐ No

PLEASE PRINT

First Attendee ____

Title ____

Email Address ____

Name as it should appear on the badge ____

Organization/Firm ____

Address ____

City ______________________________ State ____ Zip ______________

Telephone ______________________________

Please attach a list of additional attendees with their title, e-mail address and name as it should appear on the badge.

Payment Method: ☐ Mastercard ☐ Visa ☐ AMEX ☐ Discover ☐ Check

____
CREDIT CARD NUMBER

____
EXPIRATION DATE

____
CARDHOLDER'S SIGNATURE

____
CREDIT CARD BILLING ADDRESS

__________________________ ______ __________
CITY STATE ZIP

Total amount enclosed or to be charged: $ ____________

(PLEASE MAKE CHECKS PAYABLE TO NAAIM)

NAAIM
National Association of Active Investment Managers

Mail or Fax registration with payment to:

NAAIM
6732 W. Coal Mine Ave., #446
Littleton, CO 80123

Phone: 888-261-0787
Fax: 720-749-1367
Email: info@naaim.org
Web: www.naaim.org