

# Blueprint for Core Investing

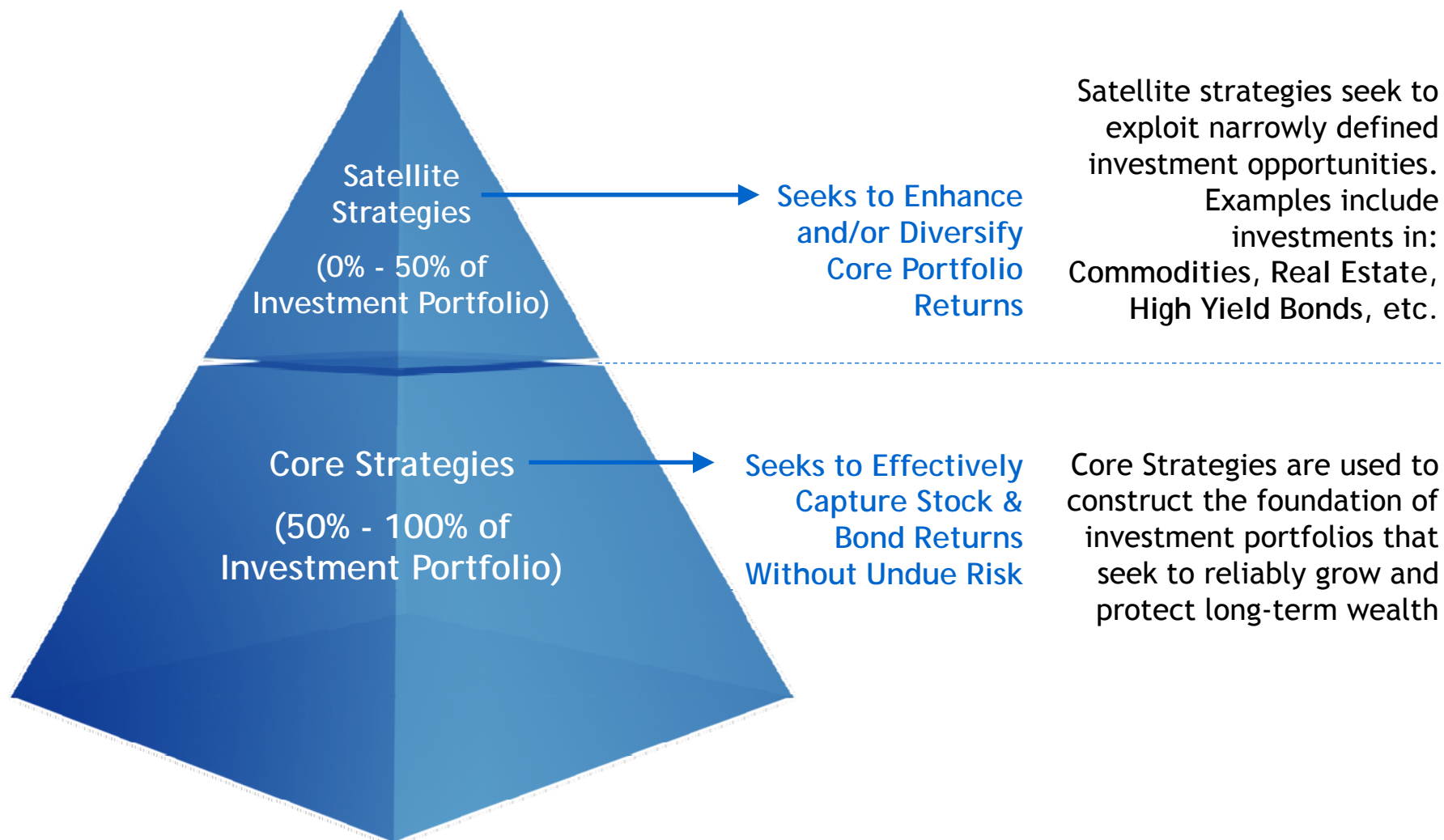
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## Tactical Total Core Strategy (TTC)

Richard E. Cripps, CFA  
CIO, Senior Portfolio Manager

# The Framework of Core/Satellite Investing

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# Setting the Course for Core Investing

What to avoid and implement to increase the likelihood for successful results



Leverage



Forecast Dependency



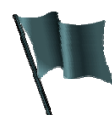
Performance Chasing



Non-Transparency



High Cost



Asset Allocation



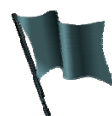
Diversification



Active and Passive



Risk Management (Volatility)



Systematic Rebalancing

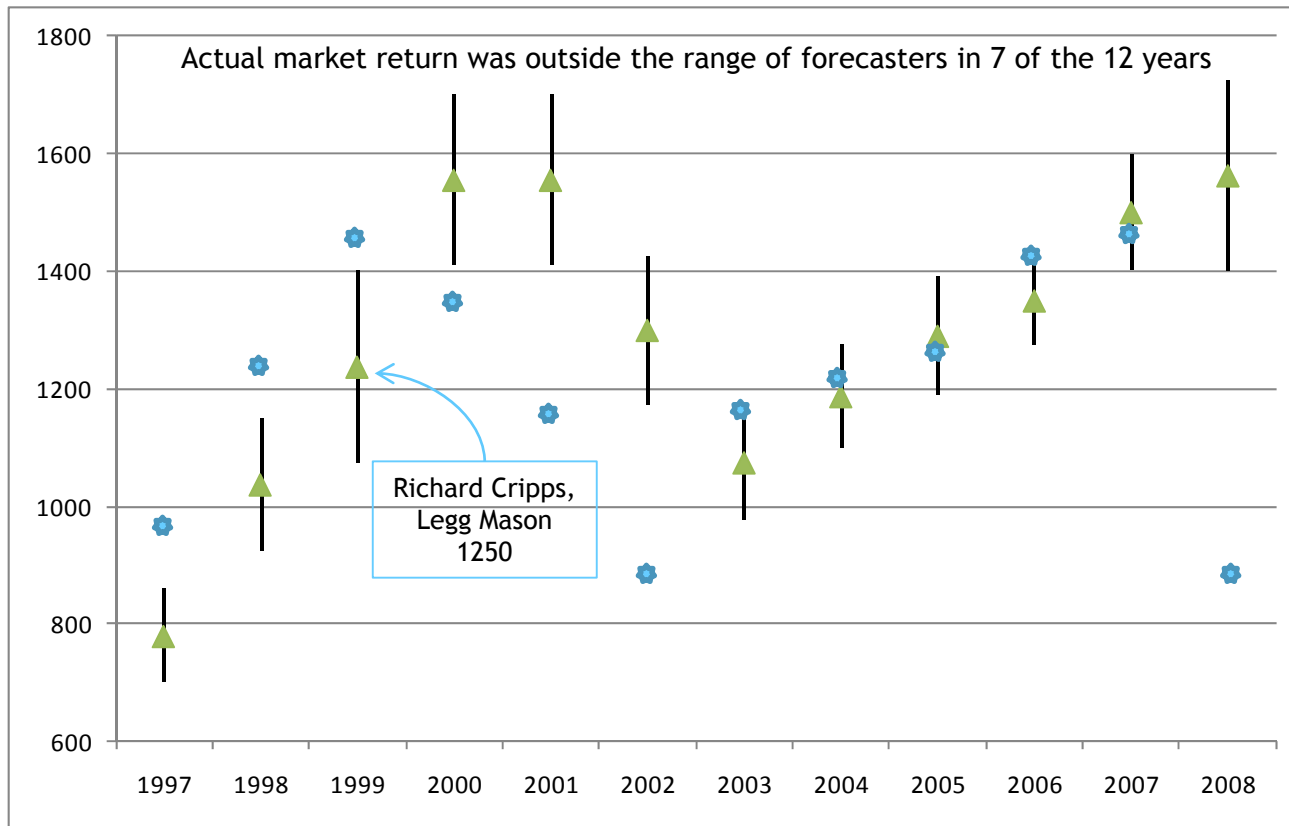


# The Pitfalls of Forecasting

Economic and stock market forecasts are unreliable guides for long-term asset allocation

## Annual BusinessWeek Stock Market Forecast Study: Expert Forward Year Predictions for S&P 500 vs. Actual Results

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▲ Average Expert Forward Year Prediction

★ Actual Year End Value

▬ One Standard Deviation of Forecasts (68% of forecasts fall within this range)

Past performance should not and cannot be viewed as an indicator of future performance.

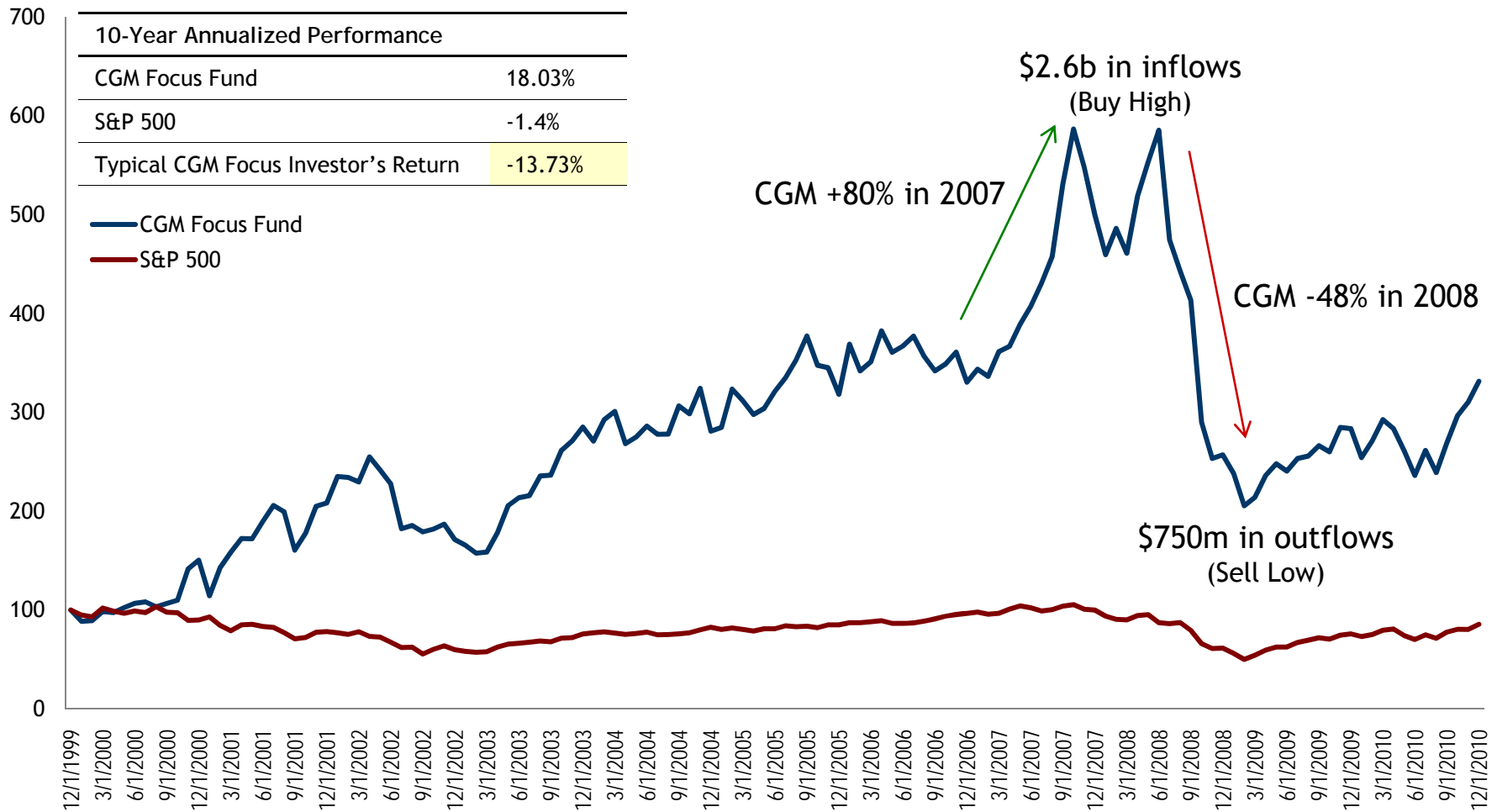


# The Pitfalls of Performance Chasing

Investors are biased in selecting managers with recent success despite compelling evidence that outperformance is more random than predictable

## WSJ Best Performing Equity Mutual Fund of the Decade : CGM Focus Fund

12/1/1999-12/1/2010 | Source: Morningstar, Bloomberg



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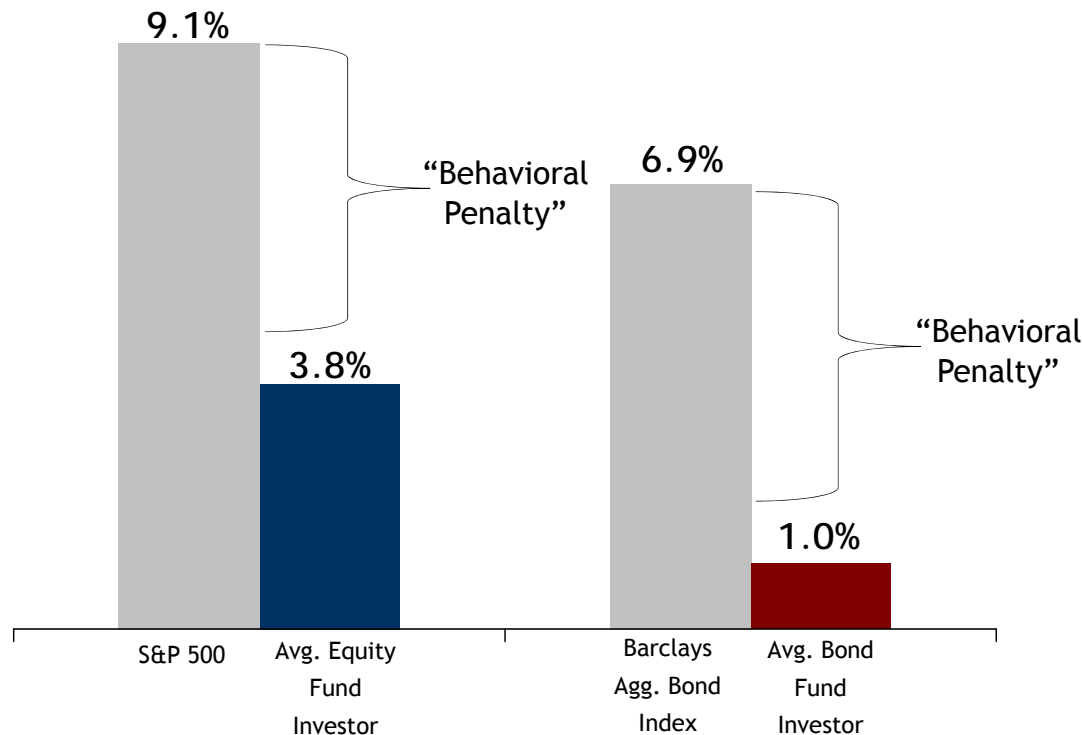


# Volatility Increases the Risk of Poor Timing

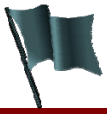
Poor timing decisions are the “Behavioral Penalty” that undermines the achievement of successful results

## 20-Yr. Comparison of the Average Mutual Fund Investor vs. Market Benchmarks

Source: Dalbar 2011 Quantitative Analysis of Investment Behavior, March 2011



*Mutual funds are subject to the risks associated with their portfolio securities. Exchange Traded Funds (ETFs) represent a share of all stocks in a respective index. ETFs trade like stocks and are subject to market risk, including the potential for loss of principal. The value of ETFs will fluctuate with the value of the underlying securities. Inverse ETFs are constructed by using various derivatives for the purpose of profiting from a decline in the value of an underlying benchmark. Investing in inverse ETFs is similar to holding various short positions, or using a combination of advanced investment strategies to profit from falling prices. Brokerage commissions will be associated with buying and selling ETFs unless trading occurs in a fee-based account. Investors should consider a fund's investment objective, risks, charges, and expenses carefully before investing. The prospectus, which contains this and other important information, is available from your Financial Advisor and should be read carefully before investing. The investment return and principal value of an investment will fluctuate, so that an investor's shares, when redeemed, may be worth more or less than their original cost.*



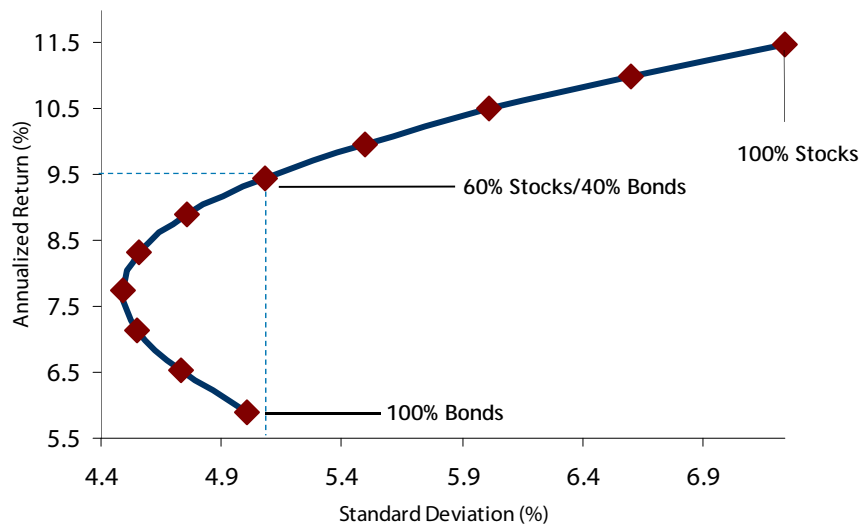
# Asset Allocation & Time Horizon

Successful core investing requires a time horizon sufficient to provide a high probability for increasing wealth without obscuring the risk of volatile financial markets

Historically, an allocation of 60% stocks and 40% bonds has been the optimal risk-adjusted allocation for investors with a time horizon of five years

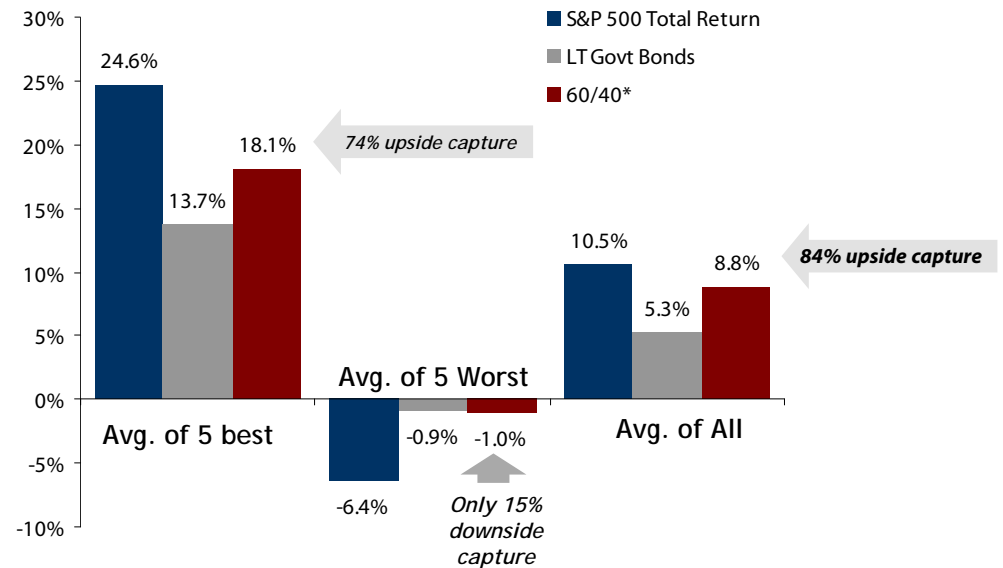
## Stock/Bond Allocation – Risk/Reward Comparison

Annualized Rolling 5-Year Returns | 31 Jan 1947 - 31 Dec 2010



## 60/40 Allocation – Historical Performance

Annualized Rolling 5-Year Returns | 31 Jan 1929 - 31 Dec 2010



(\* Annually rebalanced)

Stock returns are represented by the S&P 500 total Return Index

Bond total returns are represented by the Ibbotson Long-Term Government Bond Index (1933-1973) and Barclays Government Bond Index (1974-2008)

Dividends included. Past performance should not and cannot be viewed as an indicator of future performance.

Source: Ned Davis Research, EquityCompass Strategies

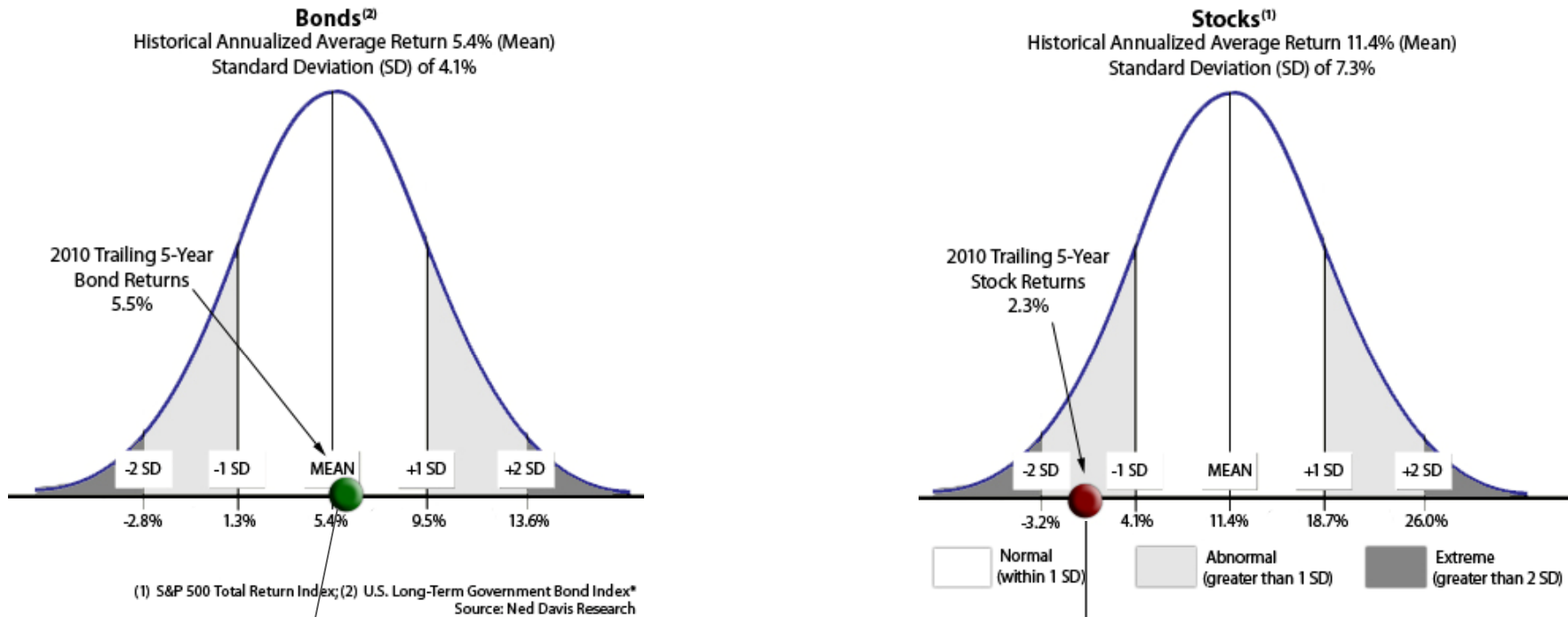


# Strategic Rebalancing

Annually reviewing and adjusting the 60/40 allocation to counteract abnormal performances

## TTC Strategy 2011 Stock/Bond Allocation: 65% / 35%

Based on 5-Year Annualized Buy & Hold Returns Distribution | 31 Jan 1947 - 31 Dec 2010

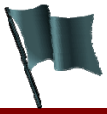


### Strategic Rebalancing Decision Matrix

Stocks

	Extreme Below (> -2 SD)	Abnormal Below (> -1 SD)	Normal Within (1 SD Range)	Abnormal Above (> +1 SD)	Extreme Above (> +2 SD)
Extreme Above (> +2 SD)	80 / 20	75 / 25	70 / 30	65 / 35	60 / 40
Abnormal Above (> +1 SD)	75 / 25	70 / 30	65 / 35	60 / 40	55 / 45
Normal SD Range (1 SD Range)	70 / 30	65 / 35 (2011 Allocation)	60 / 40 (Base Allocation)	55 / 45	50 / 50
Abnormal Below (> -1 SD)	65 / 35	60 / 40	55 / 45	50 / 50	45 / 55
Extreme Below (> -2 SD)	60 / 40	55 / 45	50 / 50	45 / 55	40 / 60





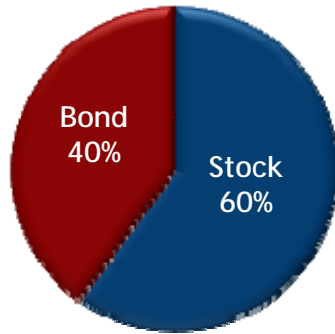
# Multi-Level Diversification

Diversification across many levels reduces volatility and increases the likelihood of capturing market returns

## Tactical Total Core Diversification Targets



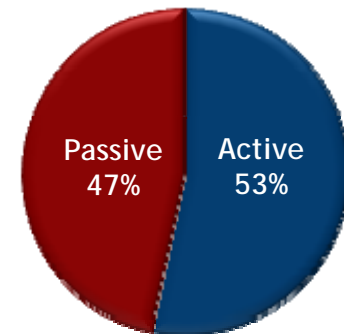
Strategic



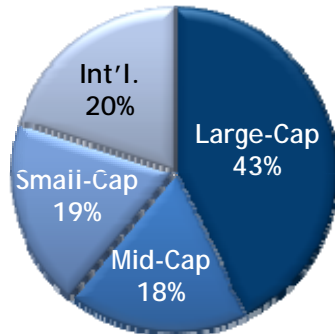
Tactical



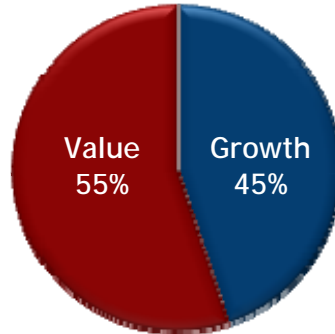
Investment Approach



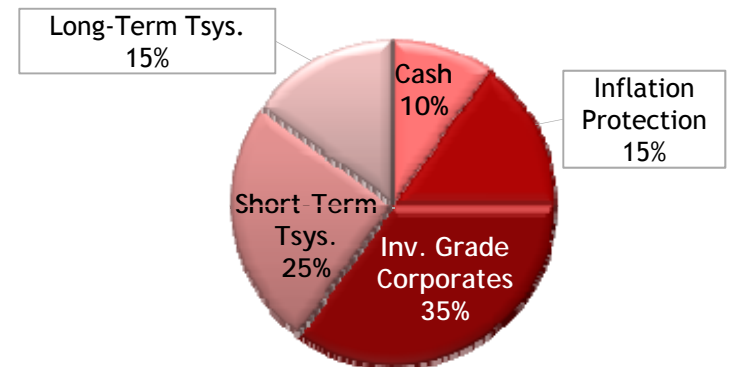
Stock Asset Classes



Investment Style



Bond Asset Classes





# Risk Management

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*“Everyone has a plan 'till they get punched in the mouth.”*  
– Mike Tyson

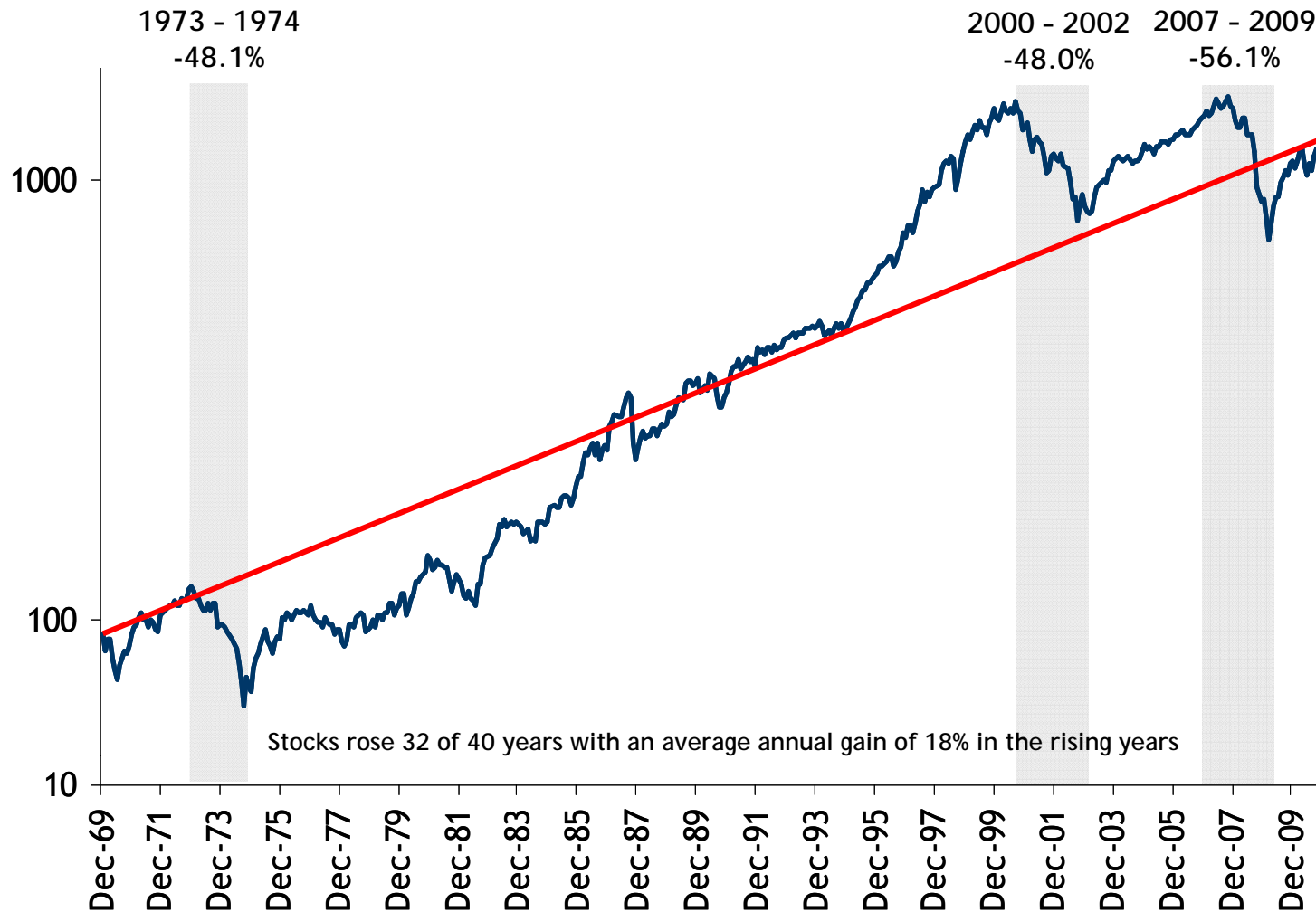


# Risk Management Addresses the Reality of Bear Markets

Despite three bear markets with an average decline of 50%, stocks have risen 10% per annum (CAGR)

## S&P 500 1970 - 2010

Source: FactSet Research, EquityCompass Strategies



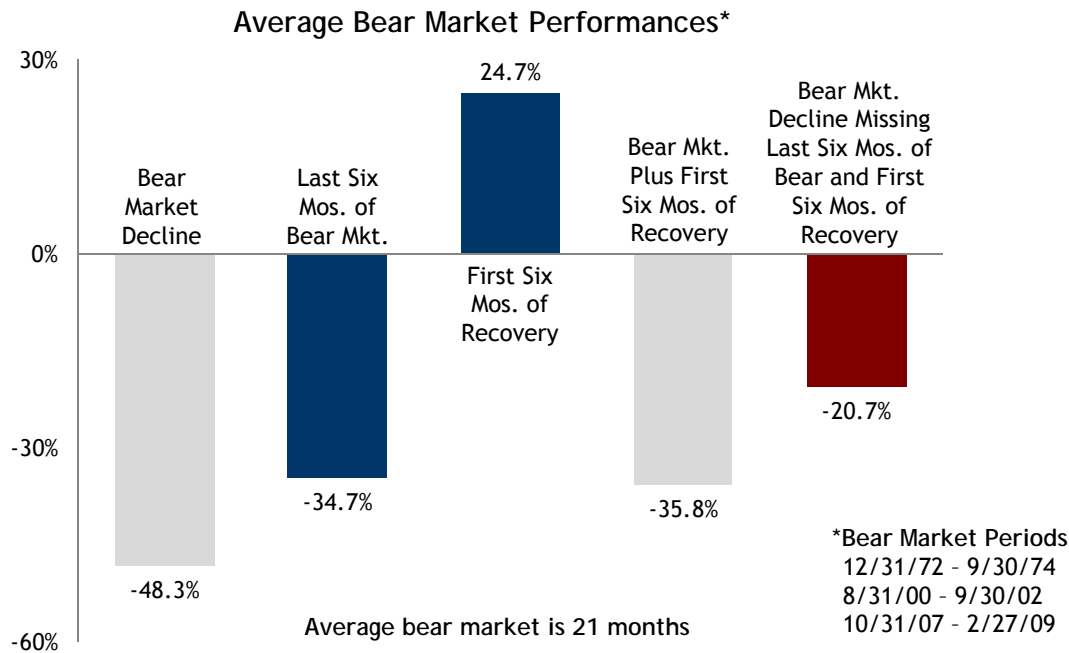
Past performance should not and cannot be viewed as an indicator of future performance.

# Active Risk Management Strategies

Active risk management should balance the benefit of avoiding a period of underperformance with the likely cost of not participating in periods of outperformance

## The Cost/Benefit of Avoiding Bear Market Bottoms

Cumulative Performances | Dividends excluded | Source: EquityCompass Strategies



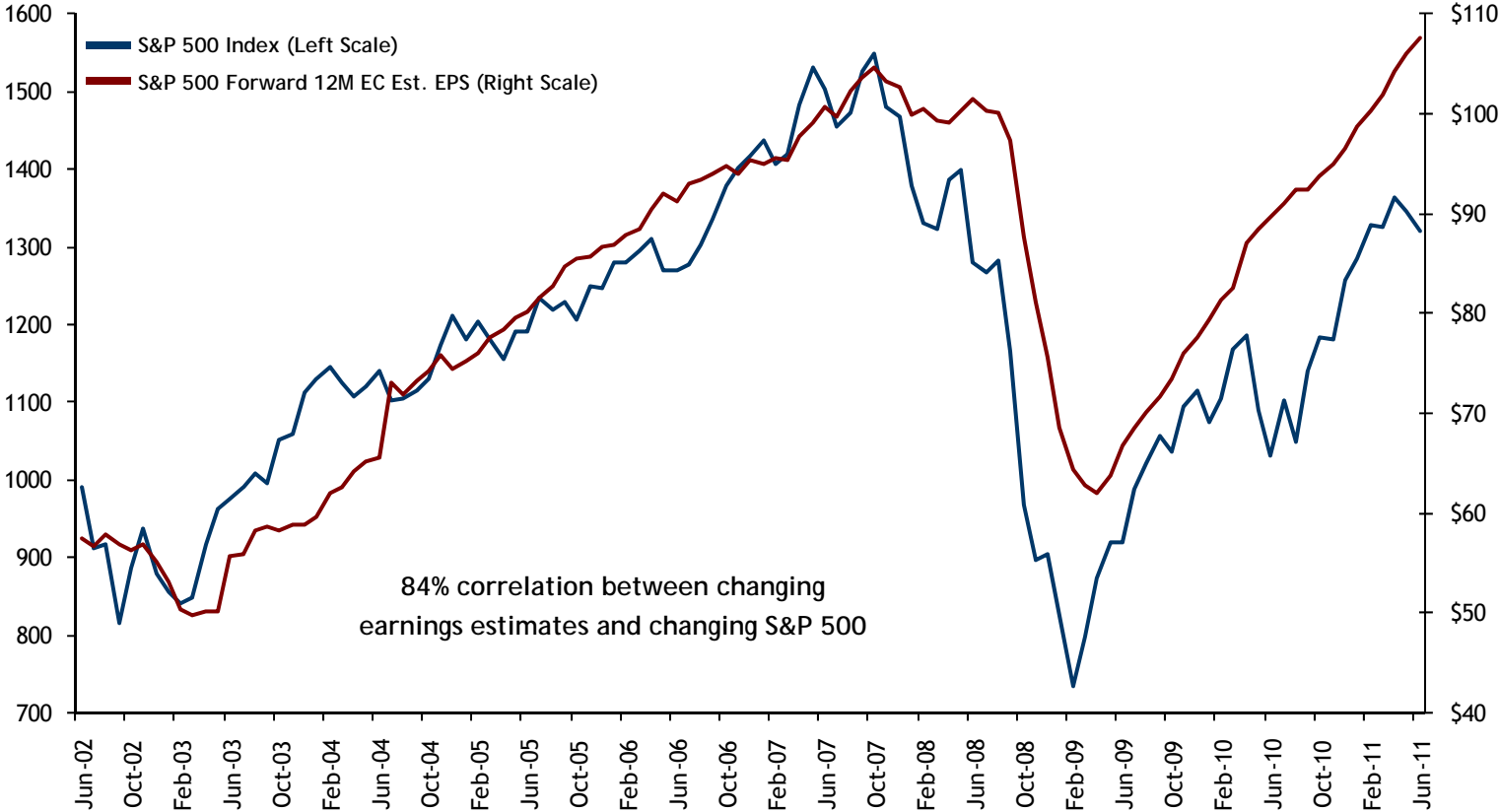
The financial and psychological benefits of avoiding the worst part of bear markets are worth missing their initial upside.

# Indicators of Bear Markets

Deteriorating outlook for future earnings

## EquityCompass Bottom-Up S&P 500 12-Month Forward Earnings Estimates

6/28/02-6/30/11 | Based on EquityCompass Bottom-Up Estimates | Source: EquityCompass Strategies, Bloomberg



Past performance should not and cannot be viewed as an indicator of future performance.

# Indicators of an Extended Bear Market

Weak technical price patterns

Market Activity 1916 – 2010

## Market Decline from All-Time High

0% – 10%	Remain Invested (unable to confirm downtrend)
11% – 20%	Reduce Exposure (less than fully invested)
21% – 30%	Defensive (risk/reward for stocks is unfavorable)
31% – 40%	Become Opportunistic (most bear markets bottom is this range)
> 40%	Maximum Defensive (the abyss)

## Market Recovery from Subsequent Low to All-Time High

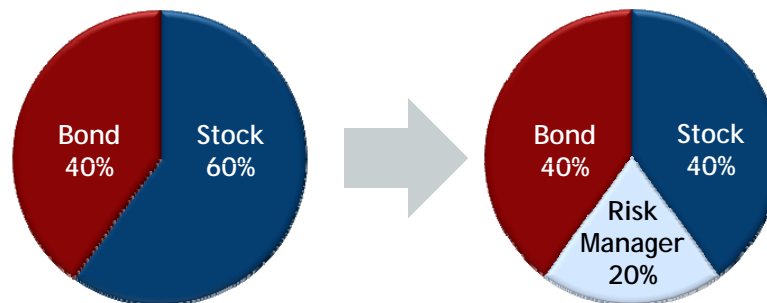
0% – 10%	Cautious (unable to confirm Low)
11% – 20%	More Favorable (improving likelihood of sustainable rally)
21% – 40%	Favorable, although correction probabilities increase
> 40%	Favorable

# EquityCompass Equity Risk Manager

The Equity Risk Management Strategy (ERMS) is designed to work within an existing portfolio to reduce equity exposure when conditions for large loss have increased and to restore full exposure when conditions are favorable

## How It Works

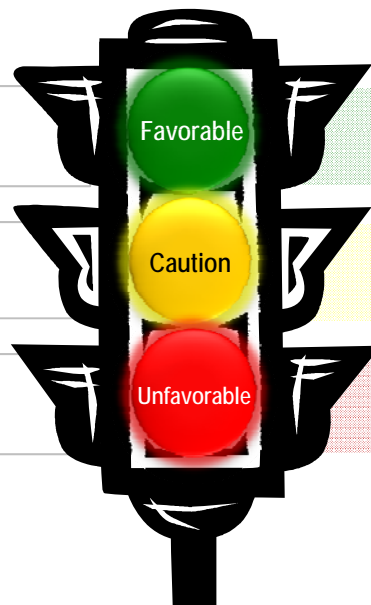
**Step 1 -** This example assumes a 60% stock / 40% bond allocation with 33% of the equity allocation invested in the Equity Risk Manager (ERM). Changes in equity exposure will only occur in the Risk Manager portion.



**Step 2 -** ERM will analyze earnings expectations and technical indicators and determine whether to be fully invested in the S&P 500 or, when conditions are unfavorable, reduce equity exposure by shifting an amount to cash or inverse (short).

### Monthly Monitoring

- ◆ Earnings expectations rising and technical conditions positive
- ◆ Earnings expectations or technical conditions are negative
- ◆ Earnings expectations and technical conditions are negative



### Risk Management Action

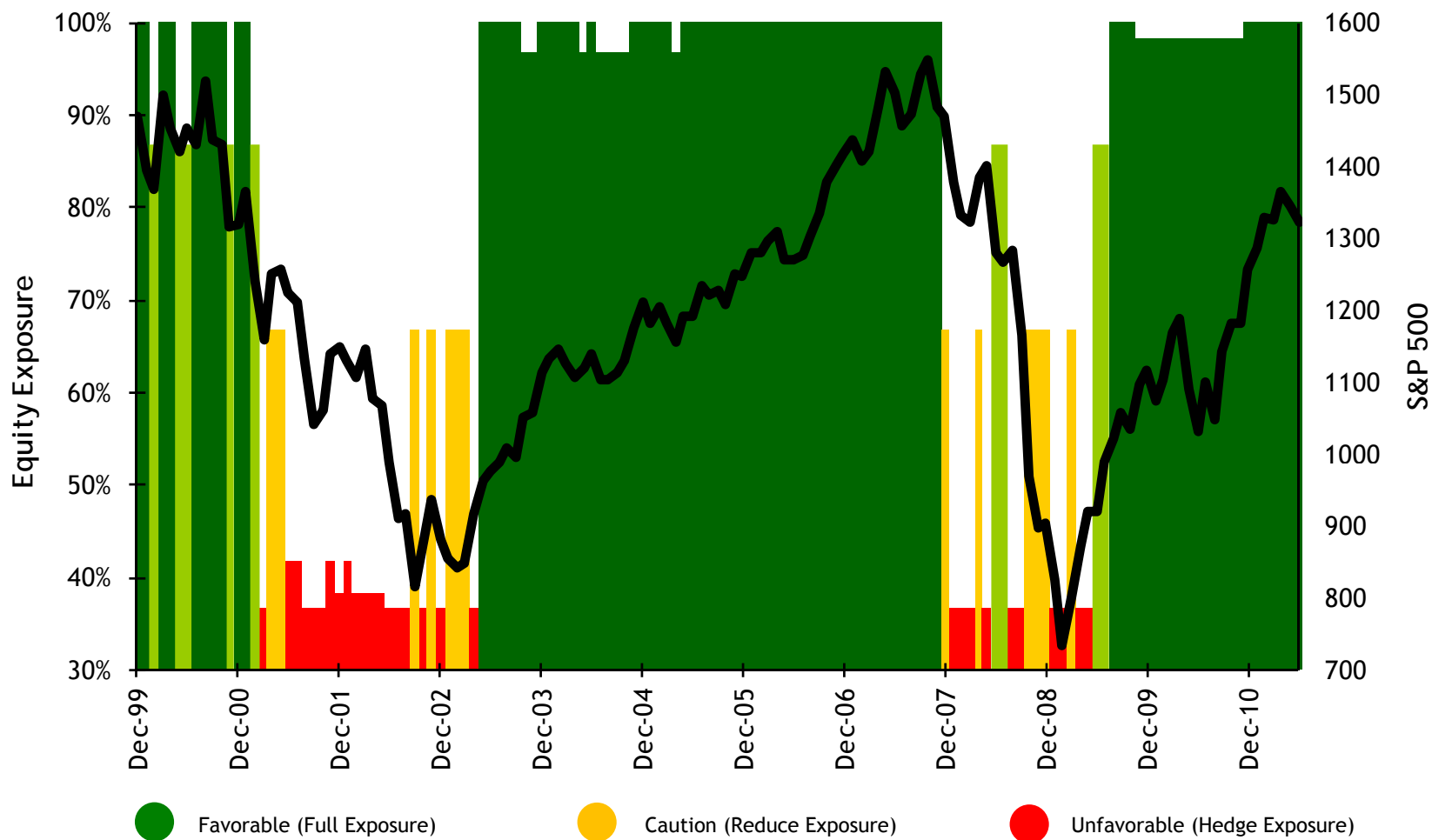
- Remain Fully Invested (100% Long S&P 500)
- Reduce Equity Exposure (5%-100% Cash, remainder Long S&P 500)
- Hedge Equity Exposure (55%-90% Inverse S&P 500, remainder in Cash)

# Equity Risk Manager - Mitigating Risk to Large Market Losses

ERMS seeks to reduce portfolio losses in bear markets while participating in enduring bull markets

## ERMS Managing Equity Exposure

31 Dec 1999 - 30 Jun 2011 | Assumes ERMS is equal to one-third of equity allocation in S&P 500



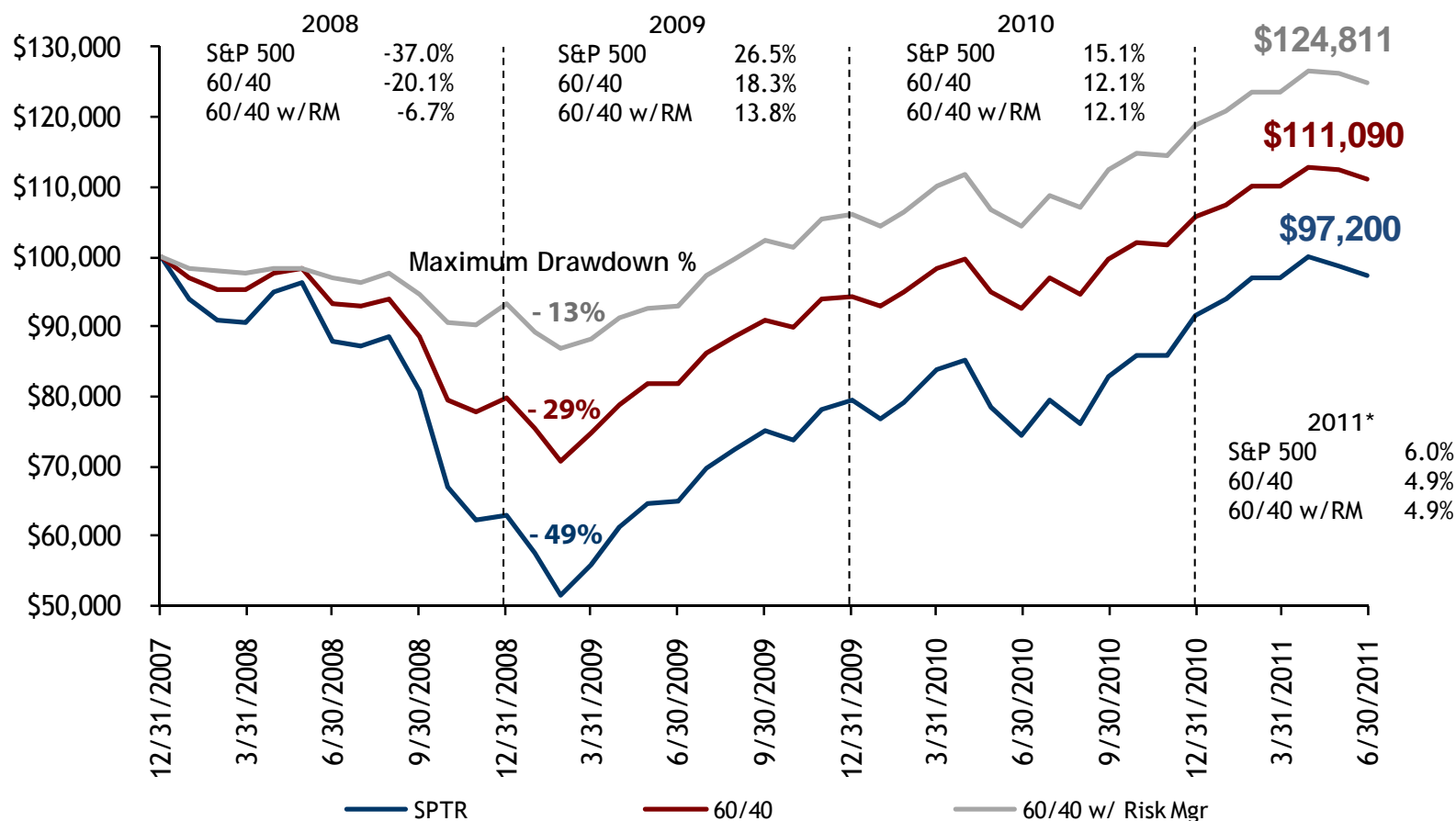


# Risk Management Helps Mitigate Volatility

The objective of risk management is to keep an investor on course to achieve financial goals

## Simulated 60/40 Mix With Risk Manager

60/40 Mix consists of 60% S&P 500 Total Return Index and 40% Barclays Aggregate Bond Index | Source: EquityCompass



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# Active Equity Management

Quantitative approach for active equity management

## Traditional Active Investment Management

Seeks to identify opportunities with superior fundamental and qualitative analysis

### Advantages:

- 1) Potential to beat the market

### Disadvantages:

- 1) Inevitable behavioral biases
- 2) Higher risk and uncertainty
- 3) Has underperformed passive more than 50% of the time

## EquityCompass Quantitative Investment Approach

Tested fundamental and technical criteria to identify favorable attributes for stock selection and portfolio management

### Advantages:

- 1) Objective and unemotional decision-making
- 2) Targeted risk and return characteristics
- 3) Potential to outperform the market

### Disadvantages:

- 1) Lack of subjective input

## Passive Investment Management

Seeks to replicate the performance of an index or benchmark

### Advantages:

- 1) Reliable market return capture
- 2) Low cost

### Disadvantages:

- 1) Cannot exceed market return
- 2) Full participation in market downside

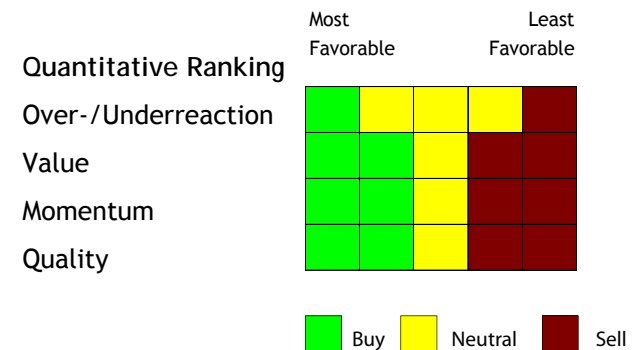
# EquityCompass Active Equity Management

Portfolio decision-making that is consistent, objective, and unemotional

## EquityCompass Quantitative Investment Process

The following quantitative models analyze fundamental market data to develop a Buy, Neutral or Sell opinion based on the fundamental, technical and behavioral insights evolving from original research by EquityCompass professionals.

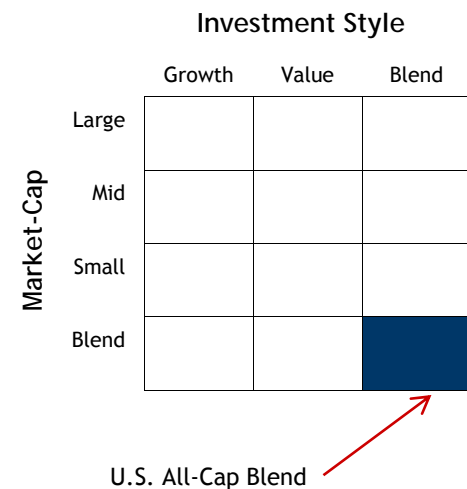
- ◆ Over-/Underreaction: Identifies misalignments between stock price and fundamental expectations
- ◆ Value: Ranks stocks relative to the broader universe based on company fundamentals
- ◆ Momentum: Compares a company's current stock price to its historical average on a relative and absolute basis
- ◆ Quality: Ranks stocks relative to the broader universe based on factors that create long-term shareholder value



## EquityCompass All-Cap Blend Model Portfolio

The active stock portion of the Tactical Total Core Strategy is the EquityCompass U.S. All-Cap Blend Model Portfolio. This model portfolio seeks to outperform market benchmarks with a focus on stock selection utilizing EquityCompass insights while maintaining broad diversification.

- ◆ 50 equally-weighted stocks with equal representation to broad S&P sector classifications (methodology reduces volatility while remaining focused on stocks with favorable performance attribute — i.e., Buy-rated stocks)
- ◆ Portfolio monitored to remove unfavorable stocks (i.e, Sell-rated stocks)
- ◆ Moderate turnover

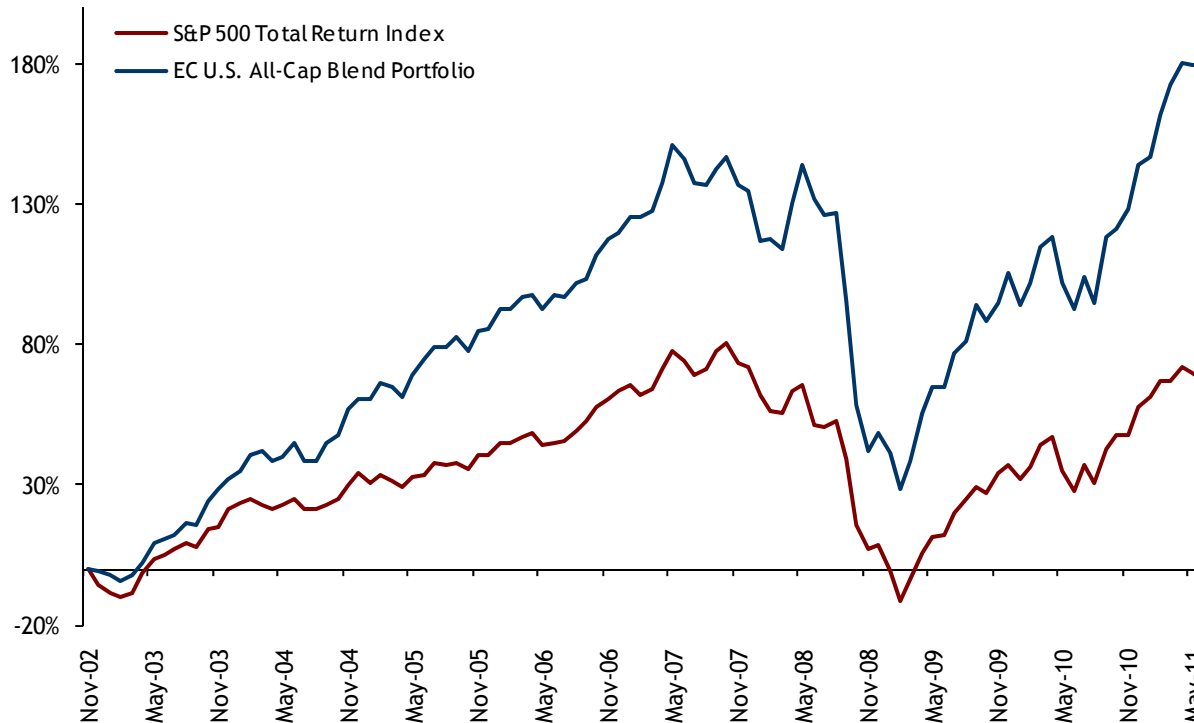


# EquityCompass All-Cap Blend Model Portfolio

Model Portfolio has displayed favorable risk/reward characteristics

## EquityCompass All-Cap Blend Model Portfolio

Cumulative Performance Simulation | 29 Nov 2002 - 30 Jun 2011 | Assumes equally weighted positions rebalanced and reconstituted monthly | Dividends included | Performances are gross of fees | Source: EquityCompass Strategies, Bloomberg



## Portfolio Profile

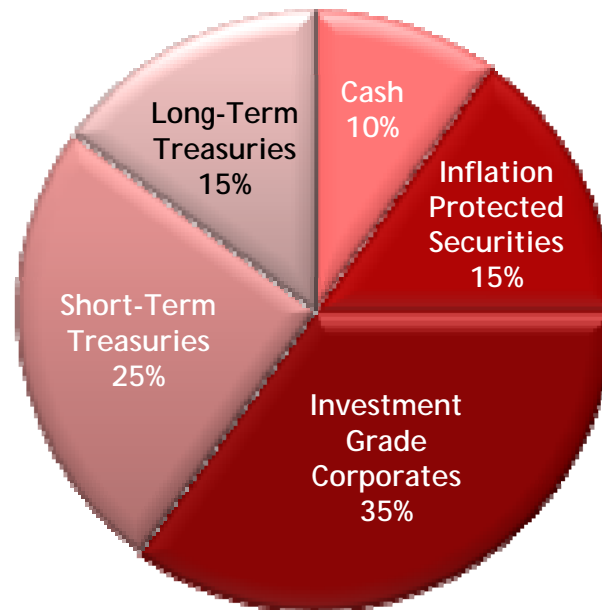
As of June 30, 2011

	Avg. # Monthly Changes	Est. Annual Turnover	Avg. Ind. Dvd. Yld. (%)	Median Mkt.-Cap (\$Mil)	Beta Avg.	Ent. Val. / EBITDA (NTM Est.)	Price / Earnings (NTM Est.)	Price / Cash Flow (NTM Est.)	Price / Sales (NTM Est.)	Price / Book Val. (MRQ)	Earnings Growth (5-Yr Est.)	PEG Ratio (NTM Est.)
All-Cap Blend Portfolio	2.5	60%	1.55	\$3,014	1.09	6.95	14.50	8.29	1.44	3.33	33.05	0.44
Russell 1000 Index	--	--	1.52	\$6,010	1.01	8.87	15.23	10.10	1.22	2.37	25.33	0.60

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# Fixed Income (Bond) Allocation

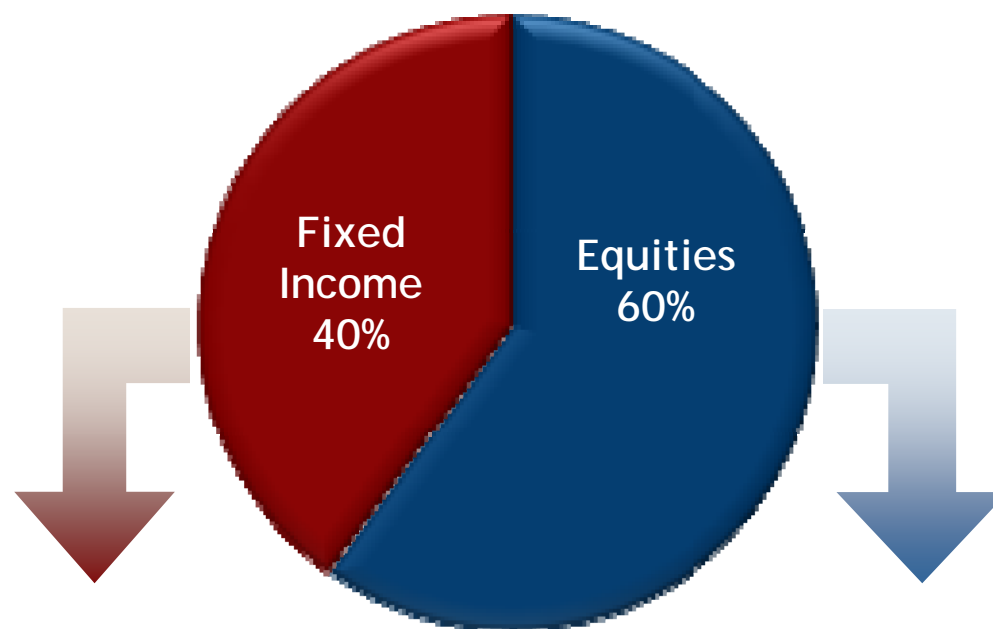
Emphasize capital stability and credit quality



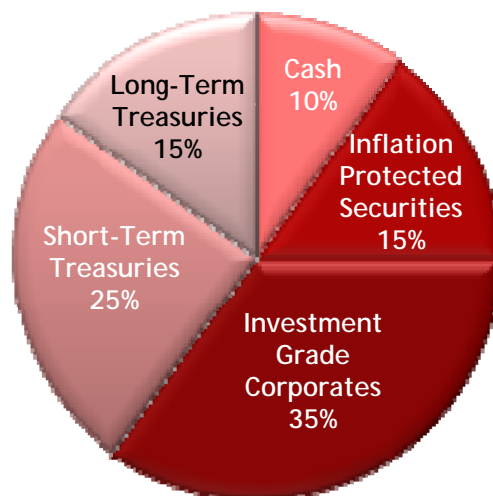
- ◆ Balanced strategy utilizing ETFs
- ◆ All investment grade or better credit quality
- ◆ No high yield or foreign bonds
- ◆ Average duration of 5.7 years and a weighted average maturity of 10 years
- ◆ 53% of the portfolio has maturities of five years or less

# Tactical Total Core Strategy

- ◆ Comprehensive and synchronized strategy to grow and protect long-term wealth without undue risk — the objective of a core portfolio
- ◆ Transparent, unemotional, and consistent decision-making
- ◆ Asset allocation, multi-level diversification, and rebalancing consistent with sound principles for achieving favorable risk-adjusted performance
- ◆ Incorporates a risk management component that systematically reduces equity exposure when market conditions are unfavorable
- ◆ Active and passive investment vehicles
- ◆ Fixed income strategy that emphasizes capital stability and quality — no high yield or foreign bonds
- ◆ Tactical Total Core Strategy is a centerpiece strategy designed to provide investors with the confidence to stay invested through the tumultuous ebb and flow of financial markets



Fixed Income



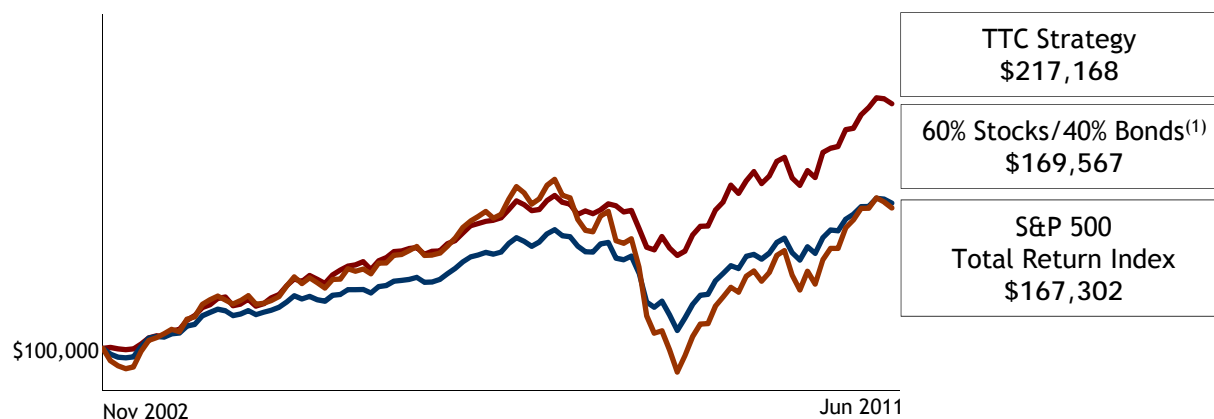
Equities



# TTC - Strategy Performance

29 Nov 2002 - 30 Jun 2011 | Simulated results net of annual fees of 1.8% | Monthly data | Includes Dividends | Source: EquityCompass, Bloomberg

## Growth of \$100,000



## Key Statistics

	TTC	60/40 Portfolio <sup>(1)</sup>
# of Holdings	56	-
Cash Position	4.5%	-
Std Deviation	7.9%	9.0%
Sharpe Ratio	1.0	0.5
Beta	0.8	-
Alpha	4.6%	-
Tracking Error	4.4%	-
Information Ratio	0.7	-
Up-Market Capture <sup>(2)</sup>	65.8%	61.8%
Down-Market Capture <sup>(2)</sup>	46.1%	58.4%

## Performance Summary

	Total Returns			Average Annual Total Returns				
	1-Month	YTD 2011	Inception	1-Year	2-Year	3-Year	5-Year	Inception
Tactical Total Core	-1.07%	6.1%	117.2%	21.9%	17.0%	8.9%	8.2%	9.5%
60/40 Portfolio <sup>(1)</sup>	-1.13%	4.7%	69.6%	19.1%	16.1%	5.8%	5.2%	6.3%
S&P 500	-1.67%	6.0%	67.3%	30.7%	22.3%	3.3%	2.9%	6.2%

Calendar-year Returns								
	2003	2004	2005	2006	2007	2008	2009	2010
Tactical Total Core	19.0%	11.4%	7.7%	11.4%	5.8%	-9.2%	20.2%	10.9%
60/40 Portfolio <sup>(1)</sup>	18.9%	8.3%	3.9%	11.2%	6.1%	-20.1%	18.3%	11.7%
S&P 500	28.7%	10.9%	4.9%	15.8%	5.5%	-37.0%	26.5%	15.1%

(1) Represented by 60% S&P 500 Total Return Index and 40% Barclays Capital Aggregate Bond Index

For illustrative purposes only. Past performance should not and cannot be viewed as an indicator of future performance. Please see important disclosures regarding performance on page 24.

Source: EquityCompass Strategies, iShares, Bloomberg

## Important Disclosures

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All investments involve risks, including the risk of a possible loss of principal. Foreign investments are subject to risks not ordinarily associated with domestic investments, such as currency, economic and political risks, and different accounting standards. There are special considerations associated with international investing, including the risk of currency fluctuations and political and economic events. Investing in emerging markets may involve greater risk and volatility than investing in more developed countries. Small company stocks are typically more volatile and carry additional risks, since smaller companies generally are not as well established as larger companies. The market risk associated with small-cap and mid-cap stocks is generally greater than that associated with large-cap stocks because small-cap and mid-cap stocks tend to experience sharper price fluctuations than large-cap stocks, particularly during bear markets. Due to their narrow focus, sector-based investments typically exhibit greater volatility and are generally associated with a high degree of risk. When investing in bonds, it is important to note that as interest rates rise, bond prices will fall. Tactical asset allocations are determined by technical assumptions. The effectiveness of the hedging technique relies on the baseline assumptions that could differ significantly from market returns or expected hedge returns. The risk of loss in trading commodities can be substantial. You should therefore carefully consider whether such trading is suitable for you in light of your financial condition. The high degree of leverage that is often obtainable in commodity trading can work against you as well as for you. The use of leverage can lead to large losses as well as gains. When investing in real estate, it is important to note that property values can fall due to environmental, economic, or other reasons, and changes in interest rates can negatively impact the performance of real estate companies. High-yield bonds have greater credit risk than higher quality bonds. Government bonds are backed by the U.S. government as to the timely payment of principal and interest. Before investing in government bonds, investors should consider country risk, political risk, inflation risk, and interest rate risk. Bonds will fluctuate with market conditions and may be worth more or less than the original investment if sold prior to maturity. An investment in stocks will fluctuate with changes in market conditions and may be worth more or less than the original investment when sold.

The Ibbotson Long-Term Government Bond Index is a total return index of all public organizations of the U.S Treasury except flower bonds and foreign-targeted issues and has a maturity near 20 years. All bonds have maturities of at least 10 years or more. The returns are weighted by market value including accrued interest. The Barclays Capital U.S. Government Bond Total Return Index is a market-weighted index designed to reflect the performance of the total universe of investment-grade fixed income securities issued by the United States government or its agencies. Barclays Capital Aggregate Bond Index is a market capitalization-weighted index that represents most U.S. traded investment grade bonds. The S&P 500 Index is a broad market index that tracks the performance of 500 stocks from major industries of the U.S. economy. This index is generally considered representative of the U.S. large capitalization market. A total return index tracks both the capital gains of a group of stocks over time, and assumes that any cash distributions, such as dividends, are reinvested back into the index. Looking at an index's total return displays a more accurate representation of the index's performance. By assuming dividends are reinvested, you effectively have accounted for stocks in an index that do not issue dividends and instead, reinvest their earnings within the underlying company. A total return index does not include adjustments for brokerage, custodian and advisory fees. Indices are unmanaged, and it is not possible to invest directly in an index. Performance information presented herein is based on hypothetical simulations of model portfolios for the specified times periods shown and not the results of actual accounts.

Because EquityCompass does not manage client portfolios, the performance information is presented on a simulated basis using the buy/sell signals generated by applying the strategy presented in these materials to historical data from the periods shown. Back-testing and other statistical analysis that is provided in connection with the model returns presented use simulated analysis and hypothetical circumstances to estimate how a portfolio may have performed prior to its actual existence. The results obtained from such simulations should not be considered indicative of actual results that might be obtained from a similar investment. We provide no assurance or guarantee that a portfolio will operate or would have operated in the past in a manner consistent with our analysis. The returns presented herein have not been verified by an independent third party and, as such, have inherent limitations. As hypothetical performance, it is developed with the benefit of hindsight and, therefore, does not involve market risk. Alternative simulations, techniques, modeling or assumptions might produce significantly different results and prove to be more appropriate. Actual results will vary, perhaps materially, from simulated returns presented herein. The results presented assume the reinvestment of dividends and interest, and are presented net of the highest possible fee in the applicable program in which such strategy may be used. The results do not reflect the effect of certain other transactional costs outside of the wrap sponsor's control which may materially affect actual results. Refer to Stifel, Nicolaus & Company, Incorporated's Disclosure Brochure for a detailed discussion of program requirements, including applicable fee schedules. All performance results presented are done solely for educational and illustrative purposes and not intended for trading, or to be considered investment advice. No representation is made that any strategy, model or model mix will achieve results similar to those shown in these materials. Buy-Sell-Hold and other research rankings utilized by EquityCompass Strategies to determine stock selection are provided by an outside entity that may rely on information created by the Stifel Nicolaus Research Department. **PAST PERFORMANCE CANNOT AND SHOULD NOT BE VIEWED AS AN INDICATOR OF FUTURE PERFORMANCE**

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