Dear Members and Readers,

In a couple months, CFASC members will be asked to renew their membership and vote on a new slate of Board of Directors for 2013-14. With these important things on the horizon, I wanted to provide more detail about each, as well as solicit your feedback on how it’s possible to improve the Society and ensure it remains vibrant.

Membership Value
CFA Society Cleveland has long been recognized and revered for its weekly programming activities, and it makes sense that members believe these events are the most important aspect of membership value. Because of this, the Board puts a great deal of emphasis on programming, and attendance figures show that we’re engaging more members than ever.

However, because of geography, logistics, or other reasons, a large number of members are unable to attend these weekly events. That’s why the Board takes on other activities that provide significant value to members, but in ways that are non-tangible or not readily apparent. For example, last year, we added an Advocacy Chair and Career Services Chair, and to date, both have been successful in their respective roles, whether it’s through conversations with human resources professionals, significant work on the monthly newsletter, discussion pieces and feature articles in magazines, an active presence in social media, or efforts to encourage adoption of the asset manager code and code of ethics by local firms.

Volunteerism
Every May, CFASC members are presented with a new slate of Directors to approve. Planning of that slate will get underway this month, and we are projecting at least two open slots. If you’re interested in one of them, or in volunteering in a lesser capacity on one of the Board’s many committees, let us know. Also, you might consider becoming part of the “Corporate Champions” program, in which you’d serve as a liaison between your firm and CFA Society Cleveland.

Please contact us at cfa@cleveland.cfasociety.org or 216-696-8066 if you’re interested in becoming more involved as a volunteer or if you have an idea about how we can continue to add member value.

Sincerely,

James M. Bailey, CFA
President, CFA Society Cleveland
Every investor is unique. That’s why there’s iShares Core.

10 low cost and tax efficient building blocks for the heart of your portfolio. Including international ETFs that give you broader access and greater diversification.¹

<table>
<thead>
<tr>
<th>IXUS</th>
<th>ITCT</th>
<th>IVV</th>
<th>AGG</th>
<th>ILTB</th>
</tr>
</thead>
<tbody>
<tr>
<td>IEFA</td>
<td></td>
<td>iShares Core ETFs</td>
<td></td>
<td></td>
</tr>
<tr>
<td>IEMG</td>
<td>IJH</td>
<td>IJR</td>
<td>ISTB</td>
<td></td>
</tr>
</tbody>
</table>

International Stocks
US Stocks
US Bonds

Find out why 9 out of 10 large professional investors choose iShares for their ETFs.²

Find out more at 1-800-iShares.
Visit iShares.com/core

Call 1-800-iShares for a prospectus, which includes investment objectives, risks, fees, expenses and other information that you should read and consider carefully before investing. Investing involves risk, including possible loss of principal. International investments may be subject to currency, economic and political risks, and different accounting standards. Emerging market and single country investments have heightened risk from the same factors and more volatility. Bond and bond funds lose value as interest rates rise. Trading ETF shares will result in brokerage commissions and tax consequences. The Funds are not sponsored, endorsed, issued, sold or promoted by MSCI Inc., nor does MSCI Inc. make any representation regarding the advisability of investing in the Funds. BlackRock is not affiliated with MSCI. 1. Source: MSCI as of 8/31/12, based on market cap coverage and number of holdings. 2. Source: 2012 Greenwich Associates – U.S. ETF Research. Base: 62 pensions, foundations and endowments using ETFs between Feb and Apr 2012; nearly 90% (89%) use iShares, compared to 60%, 47% and 40% that use other ETF providers. Funds distributed by BlackRock Investments, LLC. ©2012 BlackRock, Inc. All rights reserved. iShares® and BlackRock® are registered trademarks of BlackRock, Inc. IS-8189-1012
MEMBERSHIP

MEMBER SPOTLIGHT

Interview conducted by Paul Lebo, CFA, Membership Chair

Q: You have a distinguished career and background. What is your advice to our members who are early on in their careers?

A: I feel very strongly that people involved in a career of making money should be involved in the community. I serve on either the Board of Directors or the Investment Committee of the Cleveland Museum of Art, CIM, Harvard Business School, Menorah Park, the Welfare Federation of Cleveland, and the Yale University Art Gallery. I have gotten much more out of those affiliations than I have given. I urge members to become involved in the community at large.

Q: Can you comment on fundamentals vs. technicals?

A: I am a fundamentalist in investing. Some devote much too much attention to trading and other strategies. Investing should be fairly simple. You find a good company and you stick with it. I’ve owned Stryker for 30 years. The balance sheet is as superb today as it was 30 years ago. The earnings record is unblemished. It is fundamentals over trading. If I tried trading Stryker every time it got a little expensive, it would have been a terrific mistake.

Q: Can you tell me a little more about the investment philosophy of your firm, Great Lakes Review?

A: We are GARP. We find the best companies we can find, headquartered in the Midwest. We have a list of criteria that we employ, including that the company dominate a specialty niche, have a self-funding balance sheet, and respectable management team. We limit ourselves to 30 companies, and have 5 ratings. When one of our companies messes up fundamentally, we say sell, get out. On average, we have lost about 2 companies a year to disappointing fundamentals. And on average, we have lost about 2 companies a year to take-overs. We visit all of our companies and talk to management.

Q: Where did you start your career and how did you make the decision to found Great Lakes Review?

A: After graduation, I got carried away with retailing down South. After 3 years away from Cleveland, I returned to join Prescott, Ball & Turben, a great regional firm where I became a Partner in Charge of the Institutional Department and Partner in Charge of the Corporate Finance Department. When we sold out, I started Great Lakes Review with the idea that we do not just monitor a lot of companies in an industry. We select the most attractive stocks, the best ideas for making money.

Q: Would you share your advice for CFA Society Cleveland’s upcoming Midwest Investment Conference on November 19?

A: Get the best companies you can. Not fly by nights. Pick companies that you want to expose to your members, in my opinion companies like Stryker, Steris Corporation, Neogen, Hill-Rom, Mettler Toledo, Dentsply, and Stericycle.

Q: Would you have some closing comments?

A: Everyone deserves a great mentor. Mine was Bud Talbott, the Managing Partner of Prescott. Find a place to work where you have someone to look up to who can inspire you.
14TH ANNUAL HARRY W. MILLIS MEMORIAL GOLF OUTING

SPONSORSHIP OPPORTUNITIES
Showcase your products or services to the decision-makers in Northern Ohio’s Investment Community. By proudly sponsoring this event, you’ll be supporting a non-profit organization committed to professional excellence and financial market integrity. Don't miss out! Sponsorship opportunities are limited!

Title Sponsor — $3,000
This exclusive sponsorship position is limited to a single TITLE SPONSOR. The Title Sponsor receives four complimentary golfers and dinners, recognition on all event literature, signage at registration, recognition in the program and the opportunity to contribute a promotional item to the welcome packages for attendees.

Contest Sponsor — $1,500
(1 Available)
- Two complimentary golfers
- Two complimentary dinner guests
- Signage at kickoff key-sponsor clipshot competition and at contest holes
- Recognition in the program
- Provide promotional item for welcome bags

Dinner Sponsor — $1,250
(1 Available)
- Two complimentary golfers
- Two complimentary dinner guests
- Signage at dinner
- Recognition in the program
- Provide promotional item for welcome bags

Lunch Sponsor — $1,250
(1 Available)
- Two complimentary golfers
- Two complimentary dinner guests
- Signage at lunch
- Recognition in the program
- Provide promotional item for welcome bags

Refreshment Stand/Cart Sponsorships — $500
(3 Available)
- Signage at the refreshment stand
- Recognition in the program
- Provide promotional item for welcome bags

Hole Sponsorships — $325
(18 Available)
- 24” x 18” sign on a hole the day of the event
- Recognition in the program
- Returning sponsors save $50 and only pay $275, as the Society will not need to create new signage

FOR MORE INFORMATION OR TO REGISTER: 2013golfouting.eventbrite.com
Or contact CFA Society Cleveland at 216-696-8066 or cfa@cleveland.cfasociety.org
EDUCATION

PREPARING FOR THE CFA EXAMS IS NOW LESS EXPENSIVE DUE TO A PARTNERSHIP CFA SOCIETY CLEVELAND HAS FORMED WITH KAPLAN SCHWESER.

STUDY MATERIALS FOR ALL LEVELS OF CFA EXAMS
Kaplan Schweser
Kaplan Schweser has several excellent packages and options to choose from. Kaplan Schweser has helped hundreds of thousands of candidates prepare for the CFA exam via a concise review of the curriculum, expert instruction by CFA charterholders, and online tools.

Go to portal.schweser.com
Use Discount Code: ClevelandCFA and receive 15% off the retail price!

MOCK EXAM
CFA Society Cleveland will be hosting a mock exam in May 2013. Stay tuned for details!

SPECIAL THANKS TO KAPLAN SCHWESER FOR SPONSORING THIS YEAR'S RESEARCH CHALLENGE.

ABOUT THE RESEARCH CHALLENGE:
The CFA Institute Research Challenge is an annual global competition which provides university students with hands-on mentoring and intensive training in financial analysis and professional ethics. Each student participant will be tested on their analytic, valuation, report writing and presentation skills and gain real-world experience as they assume the role of a research analyst.

2012 FORECAST CONTEST WINNERS
John Silvis  S & P 500
Robert Fritz  Nasdaq Composite
Jerome Sheehan 10-Year US Treasury Yield
Donald Saxton  Oil Nymex $/Barrel of Light Sweet Crude (as reported on the NYMEX website)
Anthony Gattuso  Gold $/troy oz (as reported on the NYMEX website)
PROGRAMMING

Christopher Piros, Ph.D., CFA, Senior Vice President & Managing Director, Hawthorn PNC Family Wealth, Feb. 6, 2013: The Alternative Asset Class; Asset Allocation Strategies
Chris Piros is the Managing Director of Investment Strategy and Chairman of the Investment Policy Committee at Hawthorn, a member of the PNC Financial Services Group, Inc. dedicated to serving the needs of individuals and families with investable assets in excess of $20 million.

Pat Kane, Investor Relations, EQT (Ticker EQT), Feb. 13, 2013: Company Update
Patrick (Pat) Kane joined EQT Corporation in June 2000 as Director, Investor Relations, and has served as Chief Investor Relations Officer since 2007. He is also a member of the Company’s Benefits Incentive Committee, responsible for investing the pension assets and monitoring and selecting 401(k) managers.

Jeffrey B. Weeden, Senior Executive Vice President and Chief Financial Officer KeyCorp (Ticker KEY), Feb. 20, 2013: "KeyCorp: Strong, Focused and Building Momentum"
Jeffrey B Weeden joined KeyCorp as chief financial officer on September 30, 2002. With assets of $86 billion, Key is among the nation’s largest bank-based financial services companies. Jeff is a member of the executive team, management committee and executive council at Key.

ArselorMittal Cleveland Works Mill Tour, Feb. 22, 2013, 8:00am-11:30am
We are pleased to offer a unique opportunity to speak with Lisa Fortuna, Manager of Investor Relations for ArcelorMittal. The Company is the world’s leading integrated steel and mining company, with a presence in more than 60 countries; and serving all major global steel markets, including automotive, construction, household appliances and packaging.

Lisa Fortuna, Investor Relations with ArselorMittal (Ticker MT), Feb. 22, 2013: Company Update
Lisa Fortuna has been Manager of Investor Relations for ArcelorMittal since 2008, with responsibility for the US and Canada. Previously, Lisa was Director of Investor Relations for Andrew Corporation from 2006-2008. Prior to Andrew, Lisa was a senior investor relations consultant for Financial Relations Board in Chicago for approximately 10 years.

Julia Ann Love, Partner and Stephen Penrod, Associate, Employee Benefits and Executive Compensation of Thompson Hine, Feb. 27, 2013: The Affordable Care Act and its impact on various companies and sectors throughout the economy
Julia focuses her practice on the design, establishment and maintenance of tax qualified pension, 401(k) and profit-sharing plans, non-qualified deferred compensation plans, equity compensation arrangements and health and welfare benefit plans, including flexible benefit programs and cafeteria plans. Stephen focuses his practice on the design, establishment, administration, maintenance and termination of tax-qualified pension, 401(k) and profit-sharing plans; non-qualified deferred compensation plans; equity compensation arrangements; and health and welfare benefit plans.
SAVETHE DATE:

MARCH 27, 2013

THE CITY CLUB | 850 EUCLID AVE. | 12:00 - 1:30 P.M.

CFA CLEVELAND IN CONJUNCTION WITH

CLEVELAND ASSOCIATION FOR BUSINESS ECONOMICS

AND RISK MANAGEMENT ASSOCIATION

IS PLEASED TO PRESENT

SANDRA PIANALTO, PRESIDENT,
FEDERAL RESERVE BANK OF CLEVELAND

SANDRA PIANALTO WILL PROVIDE AN UPDATE ON CURRENT AND MOST TOPICAL FEDERAL RESERVE ISSUES.

SPONSORED BY

www.CfACleveland.org

The Premier Showcase for Public Issuers in the Midwest
Cleveland Medical Mart & Convention Center
November 19, 2013

Questions?
Please contact your local CFA, CABE or RMA Chapter

Click here to register

SPECIAL ANNOUNCEMENT
"THUS, FIRMS WOULD BENEFIT IMMENSELY BY ADOPTING THE ASSET MANAGER CODE. THIS WOULD SIGNAL TO THE PUBLIC AND TO THE EMPLOYEES AT THE FIRM THAT ETHICS COME FIRST."

Kurt Schacht, JD, CFA

FEARLESS FIDUCIARY: WHY PEOPLE HATE THE FINANCIAL INDUSTRY

It is common knowledge that many opinion polls rate the financial services industry very low on the scale of trust and integrity. Theories abound on why that is. Some pass it off as just a public relations problem. Spurred by media hype over the unusual rash of high-profile market disruptions beginning with the 2008 financial crisis and accompanying Dow plunge, its related bailouts, then Madoff, and on through a confidence-shattering flash crash, the court of public opinion simply becomes spooked. People overreact and become convinced that everything about finance is rigged and dishonest.

Others see a fundamental shift in the level of dishonesty, greed, and unethical behavior in the industry. They pine for an industry that once was a professional calling, which cared strongly about a client’s well-being. That profession, they feel, has morphed into a business absolutely focused on gathering assets and extracting fees. Moreover, it is an industry now overrun by hotshot, overpaid hucksters looking for the next chance to fleece one another, clients, or both.

Whether negative perceptions or an actual decline in industry integrity, it has the public, investors, and even our CFA Institute members very upset. Let’s call it what it is — hate is not too strong a description under the circumstances. The recent Global Market Sentiment Survey provides some telling, and even surprising, data points on this score. For openers, 98% of the nearly 7,000 survey respondents acknowledge a serious lack of trust in the finance industry. In addition, 74% see little room for improvement in trust for 2013. Our very own card-carrying CFA Institute members, who populate this industry across the global markets, spare no measure of frankness in their assessment of the situation.

The natural follow-on to this dire report card is to ask why. What factor, we asked, contributes most to the lack of trust in this world of finance? To our surprise, there is only slight off-loading of blame onto public opinion or media hype of external factors such as market shocks, news of fraudulent scoundrels, LIBOR, or the like. By a large margin, members say it is the lack of ethical culture at finance firms that has, and continues to, mire us in this lowly state of distrust. Amazingly, 56% of respondents make this revealing and candid assessment of our industry. Only 16% say the trust gap is due to weak enforcement or market disruptions.

This frank admission that the enormously challenging problem of restoring trust and confidence is largely an internal one is revealing about this industry and our members. The need for a strong jolt to industry culture is clear. In the world of psychology, self-awareness is an important ingredient to changing bad behavior. Thus, firms would benefit immensely by adopting the Asset Manager Code. This would signal to the public and to the employees at the firm that ethics come first.
CAREER SERVICES

Associate Consultant, Hartland & Co.
Summary:
An Associate Consultant serves as a member of a team that works directly with clients to provide investment and financial counsel. Responsibilities include, but are not limited to, development of investment policy, asset allocation modeling, spending policy analysis, performance attribution, performance monitoring, investment research projects and preparation of client meeting materials. The Associate Consultant also reviews and finalizes clients’ quarterly evaluation reports and monthly flash reports, providing a summary analysis to the consultants. A successful Associate will have the opportunity to advance and to become a shareholder in the firm.

Interested applicants should contact Lisa Dearden at LDearden@hartlandco.com.

Research Analyst, Hartland & Co.
Summary:
Hartland & Co. has an open position for a Research Analyst in our Downtown Cleveland office. This role will require the candidate to cover designated portions of the global capital markets with primary focus on investment manager due diligence and client-related research requests.

Interested applicants should contact Lisa Dearden at LDearden@hartlandco.com.

Junior Equity Analyst, Longbow Research, LLC
Summary:
The successful candidate for Junior Equity Analyst will write research reports, maintain and update financial models, establish and nurture relationships with industry contacts, conduct market research and evaluate trends, participate in conference calls, analyst conferences, and industry seminars, speak with senior management of companies under coverage and create/maintain financial models. The ideal candidate will have an MBA from a recognized business school. A background in investment research and a CFA designation are preferable but not a necessity. The candidate must have solid verbal and written communications skills, be highly driven to succeed, yet capable of contributing within a team environment to the success of his/her peers. A keen interest in the stock market is a prerequisite. The Junior Analyst position is designed to prepare the individual for a Senior Analyst position with full coverage responsibilities within a period of two to three years. Compensation consists of (i) a base + bonus arrangement typical of the position and competitive with current Wall Street levels, and (ii) a generous benefits package. No phone calls please.

Interested candidates should submit a resume, cover letter and a one-page writing sample (investment related) to Matt Griswold at mgriswold@longbowresearch.com

To learn more about Longbow Research, LLC, please visit our website at www.longbowresearch.com.
Senior Investment Consultant, The Investment Counsel Company
Summary:
The Investment Counsel Company, Nevada's first investment management consulting firm and a recognized leader in the industry, is seeking a Senior Investment Consultant (IC) who will make a significant contribution by providing valued guidance, perspective, and judgment to current and prospective clients and capitalizing on business opportunities consistent with continuing to build a world-class financial organization.

To Apply: Please send cover letter and resume to Lynn LeMond via email: lynn@iccnv.com

Associate Portfolio Manager, Carnegie Investment Counsel
Summary:
As an Associate Portfolio Manager, you will work closely with Carnegie's Chief Investment Officer and team of Portfolio Managers to assist in the delivery of disciplined investment strategies. Responsibilities include the development of investment policy statements, portfolio construction and monitoring, preparation of client review presentation agendas and material, internal communication and support and general support for the Investment Committee.

Please contact Gary Wagner at 216-367-4106 or gwagner@ccamc.com for more information.

Relationship Management Associate, Glenmede
Summary:
We are currently looking for a Relationship Management Associate in our Cleveland, Ohio office. The successful candidate will assist the Portfolio Managers in the remodeling and rebalancing of client portfolios, analyze client portfolios to ensure that they are in line with their asset allocation objective, and act as an initial point of contact for client and internal communications. The position requires a bachelor's degree, superb technology skills, strong analytical skills, excellent written and verbal communication skills, and a detail-orientation.

Qualified candidates should forward a cover letter (including salary requirements) and resume to jobs@glenmede.com. Note "RMA Ohio" in the subject line.