

New Features: From Your SectorSurfing Santa

Dec 24, 2014

Dear Scott,

Santa Delivers New Surfing Features


Santa clearly loves alternative transportation when delivering cool software upgrades that don't require carrying a heavy sack of toys. As a matter of fact, he made a delivery to our server yesterday in the form of new integrated performance measures.

Integrated Performance Measures

When you click to open your first gift (at right), you'll see that your Strategy's Score, Safety, and Max Drawdown performance measures are now displayed right under its name. The "notes field" that used to occupy this space is now displayed when you hover your mouse over the Strategy's name.

In addition to providing a means to quickly compare the performance of your Strategies, it also simplifies the process of creating better Strategies by immediately showing you whether the change made was helpful — without even opening and examining the chart. You can thank Richard Ruth of the LA AAI Chapter for requesting this feature in a wish list.

More Strategy Sorting Options

When you click to open your second gift (at right), you'll see that the Select-a-Strategy popup (accessed by clicking the  icon) has three more columns for sorting the Strategy list: Score, Safety, and MDD (MaxDrawdown). Correspondingly, you can see there are three new selector buttons above the list for controlling the sorting process.

In addition to sorting for public Strategies of interest to you, you can use the check boxes above the selector buttons to list only your own Strategies, and more easily evaluate their relative performance.

What the Charts Say Now

The charts say *you can forget about the markets for a week* and just go have some Happy Holidays! If you haven't been keeping track, we had another sharp pullback mid-month which has already powered back to new market highs. Elated talking heads are now saying the market will likely float a little higher through the end of the year, thus fulfilling the prophesy of a traditional Santa Claus rally.

Since all is well, I'd say it's time for a little smoked salmon and a nice glass of spiked eggnog. Cheers!



Integrated Performance Measures

No.	Strategy Information	Fund or Stock Tickers	Icons
1	Name: ETF Countries - IShares /d Score: 93 Safety: 19 MDD: 31%	EWY EWS EWH EWO EWZ EWD EWI EEM EFA TLT	
2	Name: Don't Fight The FED 2 Score: 96 Safety: 29 MDD: 22%	RSP RPK RPV	
3	Name: ETF Global Competition Score: 68 Safety: 73 MDD: 16%	MDY RSP EFA VT GV SDIV	
4	Name: ETF U.S. Diversified Score: 54 Safety: 22 MDD: 32%	IWD IWF IWO IWN IWL MDYG SDY RSP SPHD QQQ MDY TLH	

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More Strategy Sorting Options

Cost	Sort By:	1-Yr Return	3-Yr Return	5-Yr Return	Score	Safety	MDD	Chart	Trades	Master
	ETF Countries - IShares /d	34.7%	28.3%	22.4%	93	19	31			
	Don't Fight The FED 2	22.2%	16.2%	9.8%	96	29	22			
	ETF Global Competition	18.7%	15.1%	14.4%	68	73	16			
	ETF U.S. Diversified	14.0%	16.1%	18.2%	54	22	32			

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Speaking Engagement Calendar

Please come and see one of these seminar presentations if you are in the neighborhood. Alternatively, ask your AAI Chapter or Investment Group leader to schedule a presentation. Webex presentations for smaller investment clubs and groups are also possible.

Seminar Title: **True Sector Rotation: Breaking Through the Efficient Frontier.**

This is a fast paced detailed seminar that will cover SectorSurfer basics, Forward Walk Progressive Tuning, Strategy-of-Strategies, and how to make Low Drawdown Portfolios.

- San Jose, CA: SectorSurfer User Group – Thurs., January 15, 6:00 PM [Link](#) (advanced forum)
- San Francisco, CA: AAI Chapter - Saturday, January 17, 9:00 AM [Link](#)
- Boston, MA: AAI Chapter - Monday, January 26, 7:00 PM
- Charlotte, NC: AAI Chapter - Sunday, March 15, 10:00 AM
- Myrtle Beach, SC: AAI Chapter - Tuesday, March 17, 5:00 PM
- Calabash, NC: AAI Chapter - Tuesday, March 17, 5:00 PM (w/Myrtle Beach)
- Los Angeles, CA: AAI Chapter - Saturday, March 21, 9:00 AM (beginner & advanced sessions)
- Orange County, CA: AAI Chapter - Saturday March 21, 9:00 AM (w/ L.A. Chapter)
- Dallas, TX: MTS Group - Saturday, April 11, 9:00 AM (advanced forum)
- Dallas, TX: AAI Chapter - Wednesday, April 15, 9:00 AM
- San Antonio, TX: AAI Chapter - Friday, April 17, 5:30 PM
- Austin, TX: AAI Chapter - Monday, April 20, 7:00 PM
- Pittsburg, PA: AAI Chapter - Tuesday, May 12, 7:00 PM
- Houston, TX: AAI Chapter - Fall 2015 - Stay tuned...

Happy Holidays,



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