

# IFTA UPDATE

a newsletter for the colleagues of the International Federation of Technical Analysts

2011 volume 18 issue 1

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## The next issue of the IFTA Update: June 2011

Submission deadline: June 1

Send submissions to Linda Bernetch  
at [admin@ifta.org](mailto:admin@ifta.org)

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### HEADQUARTERS

International Federation of  
Technical Analysts  
9707 Key West Avenue, Suite 100  
Rockville, MD 20850 USA  
Email: [admin@ifta.org](mailto:admin@ifta.org) Phone: +1 240-404-6508

## President's Report to Colleagues

Dear IFTA Colleagues,

The New Year has brought much change to the world, with many new risks and new opportunities. With a mountain of liquidity and an absence of risk appetite from the banking sector, financial markets have become very responsive to changing events, and at times very volatile. While economists struggle under such conditions, technical analysts can thrive. Liquidity improves the quality of price data, which leads directly to more reliable technical signals. At the same time, the discipline of technical trading creates a risk management framework that can allow for both volatile and sideways markets. It is not possible to predict what the future will hold for many nations. What is certain is that markets will adjust and that technical analysis will continue to track the investment flows behind those adjustments.

In this environment IFTA continues to grow with two new Members Societies joining the federation in the last quarter. The Croatian Technical Analysis Association (CTAA) joined in January, as a Developing Member. Also joining IFTA from Austria is Vereinigung Technischer Analysten Österreichs (VTAO). On behalf of the IFTA, I would like to congratulate both Zdenko Grdan (CTAA President) and Claus-Bernhard Schütze (VTAO President) and all of their colleagues for the work they have done in establishing technical analysis societies in their respective countries. IFTA now represents 31 societies in 30 countries. With other new country society applications pending, I look forward to even greater numbers in the future.

To bring all Members together, work towards this year's IFTA Conference, hosted by the SMS in Sarajevo and Herzegovina, continues to advance. The dates for the Conference have had to be changed slightly and this year's Conference will be held on **September 22-24, 2011**. There is more detailed information on this in the Conference Director's Report, further in this *Update*.

**H4Mq** **IFTA 24<sup>TH</sup> ANNUAL CONFERENCE**  
SARAJEVO | BOSNIA-HERZEGOVINA  
22-24 SEPTEMBER 2011 ■■■■■■



*President's Report continued*

The IFTA Liaison group recently circulated a draft of the new IFTA Bylaws for members to consider for approval. I look forward to completing this important project in the coming months. The new Bylaws are intended to bring IFTA's key Corporate Governance documents up to date and in line with global best practice. Their adoption will ultimately require a formal vote involving all Full Member societies, and details of both the proposed changes and voting timetable will be sent shortly to all Liaison officers and Members.

On the Examination and Accreditation side, IFTA has expanded its CFTe I question database, and is now looking to translate these new questions into all of the five different languages offered within the CFTe examination program. As part of this exercise, questions on a number of additional techniques have been added to the database, to allow for a future expansion of the CFTe syllabus. Information on future changes to examination content will be provided well in advance of any changes being implemented, to allow students ample time to prepare for the examinations.

The eagerly anticipated website developments are just about to go live as I write this, with enhancements including global databases for technical analysis presentations, speakers and qualifications. The success of these initiatives will depend entirely on the active support of Members and Colleagues in submitting content for these global resource databases. With active and consistent input, however, I am very confident that these web resources can be of great value to all Members in the future.



Adam Sorab, FSTA, CFTe  
IFTA President

## 2011 Conference Update

The date for the 2011 IFTA Conference has been moved up this year to September 22–24. There were a number of reasons for this, most importantly due to conflicts with holidays, related conferences, and to take advantage of the beautiful early fall weather—as many of our delegates may combine attendance to the conference with a trip to the Dalmatian coast or organized hiking tours in the region.

Our host, the Society for Market Studies, is hard at work putting together a first-rate international conference with the highest quality speakers. The themes of this year's conference are best practices for TA in the institutional setting, against the developments in our rapidly changing markets and industry. With the timely topic, and as this is the first IFTA Conference to be held in South Eastern Europe, (where we have three new member societies and a growing number of IFTA Colleagues) interest is very high. And while it is too early to announce all the speakers yet, I agree with our host in Sarajevo that this will be a milestone conference in TA. The speaker line up and events are just about finalized and will be first published on the web site, so please check periodically. For now, we can share that speakers include: **Rick Besignor**, Chief Market Strategist, Dahlman Rose & Company; **David Keller**, Managing Director of Research, Fidelity; **Jon Person**, well-known author and developer of trading methodologies and tools used by professional traders and outside research analysts; **Murray Gunn**, Chief Technical Analyst, HSBC, Plc; and **Edward Ennis**, Chief Commodity Analyst, Rothschild Bank, AG among others.

Grace Jan has completed a terrific job of planning and contracting with the venue, Hotel Europe. We have also teamed up with Green Visions in Sarajevo to organize special and personalized tours for the partner program. (Details to be announced on the conference brochure.) For those interested, the registration material will provide a list of local guides and travel agencies delegates may want to contact for travel plans in the region.

Registration for the conference will open up by late April and I look forward to seeing many of you this September in Sarajevo.



Elaine Knuth, Conference Director



# Calendar At-A-Glance

	Topic	Host	Speaker	Location	Time	Contact
<b>April</b>	3	Monthly Digest	<b>STAN</b>	TBA	1, Adegbola Street, Off Awolowo Way, Ikeja, Lagos, Nigeria	14:00 <a href="mailto:stanigeria@gmail.com">stanigeria@gmail.com</a>
	7	Mental Preparation of the Trader	<b>AFATE</b>	Pieree-Alexandre Assie	GSS Management School 25 rue St Ambroise Paris, France	18:30-19:45 <a href="mailto:secretariat@afate.com">secretariat@afate.com</a>
	7-9	AAPTA Annual Conference	<b>AAPTA</b>	See complete list at <a href="http://www.appta.com">www.appta.com</a>	Marriott Marina Del Ray 4100 Admiralty Way Marina del Rey, CA USA	Varies <a href="http://www.aapta.com">www.aapta.com</a>
	9	Basic Metals and Bond Markets Ignite Mega Bull Market	<b>VTAD</b>		Hotel Steigenberger Metropolitan Post-Strasse 6 Frankfurt/Main, Germany	9:00 <a href="mailto:info@vtad.de">info@vtad.de</a>
	12	Monthly Meeting	<b>STA</b>		British Bankers Association Pinner Hall 105 – 108 Old Broad Street London, United Kingdom	<a href="mailto:info@sta-uk.org">info@sta-uk.org</a>
	13	Certified Financial Technician (CFTe) Level II Examination	<b>IFTA</b>	NA	Varies	Varies <a href="mailto:admin@ifta.org">admin@ifta.org</a>
	16-17	The Training Course: by Martin Pring	<b>CSTA</b>	Martin Pring	Coast Hotel Calgary Calgary, Alberta	8:00-17:00 <a href="http://www.csta.org">http://www.csta.org</a> (CSTA members only)
	26-27	CFTe I Preparation Seminar	<b>VTAD</b>		Ramada Bad Soden Koenig Strasse 88, Bad Soden, Germany	9:00-18:00 <a href="mailto:info@vtad.de">info@vtad.de</a>
	27	The Greatest Urbanisation in History: Investment Implications	<b>TASS</b>	Eoin Treacy	Singapore Management University (SMU, victorial str.) Function Rm. 4.1 & 4.2 (Level 4) Singapore	19:00-21:00 <a href="mailto:tass@tass.org.sg">tass@tass.org.sg</a>
<b>May</b>	10	Monthly Meeting	<b>STA</b>		British Bankers Association Pinner Hall 105 – 108 Old Broad Street London, United Kingdom	<a href="mailto:info@sta-uk.org">info@sta-uk.org</a>
	11	May Talk	<b>TASS</b>	Haw Hoe Pheng Raymond	Singapore Chinese Chamber of Commerce & Industry (SCCCI) 47, Hill Street, Singapore	19:00-21:00 <a href="mailto:tass@tass.org.sg">tass@tass.org.sg</a>
<b>June</b>	1	IFTA Update Submission Deadline	<b>IFTA</b>	NA	NA	EOB <a href="mailto:admin@ifta.org">admin@ifta.org</a>
	14	Monthly Meeting	<b>STA</b>		British Bankers Association Pinner Hall 105 – 108 Old Broad Street London, United Kingdom	<a href="mailto:info@sta-uk.org">info@sta-uk.org</a> +44 (0) 20 7125 0038
	23	June Talk	<b>TASS</b>	Tim Hayes	Singapore Chinese Chamber of Commerce & Industry (SCCCI) 47, Hill Street, Singapore	19:00-21:00 <a href="mailto:tass@tass.org.sg">tass@tass.org.sg</a>
<b>July</b>	12	Monthly Meeting – Summer Party	<b>STA</b>		British Bankers Association Pinner Hall 105 – 108 Old Broad Street London, United Kingdom	<a href="mailto:info@sta-uk.org">info@sta-uk.org</a> +44 (0) 20 7125 0038
	14	Mastery Methods to Seize Powerful Price Breakouts	<b>TASS</b>	Charnexus <a href="http://www.charnexus.com">www.charnexus.com</a>	Singapore Chinese Chamber of Commerce & Industry (SCCCI) 47, Hill Street, Singapore	19:00-21:00 <a href="mailto:tass@tass.org.sg">tass@tass.org.sg</a>
<b>August</b>	1	IFTA 24th Annual Conference Sponsorship deadline	<b>IFTA</b>	NA	NA	EOB Fax +1 301.990.9771 or <a href="mailto:gjan@mgmtsol.com">gjan@mgmtsol.com</a>

# Calendar At-A-Glance

	Topic	Host	Speaker	Location	Time	Contact
September	1	IFTA Update Submission Deadline	IFTA	NA	EOB	<a href="mailto:admin@ifta.org">admin@ifta.org</a>
	13	Monthly Meeting	STA	British Bankers Association Pinner Hall 105 – 108 Old Broad Street London, United Kingdom		<a href="mailto:info@sta-uk.org">info@sta-uk.org</a> +44 (0) 20 7125 0038
	22-24	24th IFTA Annual Conference	IFTA	TBA	TBA	<a href="mailto:admin@ifta.org">admin@ifta.org</a>
October	5	Certified Financial Technician (CFTe) Level II Examination	IFTA	Varies	Varies	<a href="mailto:admin@ifta.org">admin@ifta.org</a> Register through IFTA website in mid-July
	11	Monthly Meeting	STA	British Bankers Association Pinner Hall 105 – 108 Old Broad Street London, United Kingdom		<a href="mailto:info@sta-uk.org">info@sta-uk.org</a> +44 (0) 20 7125 0038
November	15	Monthly Meeting	STA	British Bankers Association Pinner Hall 105 – 108 Old Broad Street London, United Kingdom		<a href="mailto:info@sta-uk.org">info@sta-uk.org</a> +44 (0) 20 7125 0038
December	1	IFTA Update Submission Deadline	IFTA	NA	EOB	<a href="mailto:admin@ifta.org">admin@ifta.org</a>
	6	Monthly Meeting	STA	British Bankers Association Pinner Hall 105 – 108 Old Broad Street London, United Kingdom		<a href="mailto:info@sta-uk.org">info@sta-uk.org</a> +44 (0) 20 7125 0038

## Congratulations New CFTes! (alphabetical by surname)

Kazim Agaoglu, ATAA	Takahashi Kazuaki, NTAA	Kenneth James Robson, ATAA
Misawa Akiko, NTAA	Sunaga Kazuhide, NTAA	Shimamura Satoshi, NTAA
Thodi Andersson, ATAA	Suzuki Kei, NTAA	Kodama Shingo, NTAA
Manuel Ancheta Barcelon, ATAA	Terasawa Keiji, NTAA	Endo Sho, NTAA
Damon Christopher Callaghan, ATAA	Noguchi Kentaro, NTAA	Harada Shunsuke, NTAA
Antonio Daniele Canduci, ATAA	Utsumi Kiyoto, NTAA	Neil Spacey, ATAA
Sami Jamil Chehayeb, ATAA	Richard John Knevitt, ATAA	Minami Taiki, NTAA
Kelvin Ting Hong Chow, ATAA	Andrzej Franciszek Kosidlo, ATAA	Itoh Takayasu, NTAA
Alan Clement, ATAA	Nikamoto Kozo, NTAA	Wakayama Takehiko, NTAA
Christopher Conway, ATAA	John MacDonald, ATAA	Yamaguchi Tetsuya, NTAA
Brian Michael Costello, APTA	Waragai Makiko, NTAA	Koga Tomohiro, NTAA
Ashraf Ali Faizi, ATAA	Barbara Marie Mallett, ATAA	Hara Toshikazu, NTAA
Robert Fletcher, ATAA	Goto Masahiro, NTAA	Matsuoka Toshikazu, NTAA
Christopher Giovenco, ATAA	Chiba Mitsunori, NTAA	Sakai Yoshinobu, NTAA
Stephen Harvey, ATAA	Woo Fook Mun, TASS	Sunakawa Yuhei, NTAA
Shimizu Hiroto, NTAA	Leonid Pikovski, ATAA	Fukumoto Yuya, NTAA
Ishida Jun, NTAA	Mary-Ellen Quirk, ATAA	

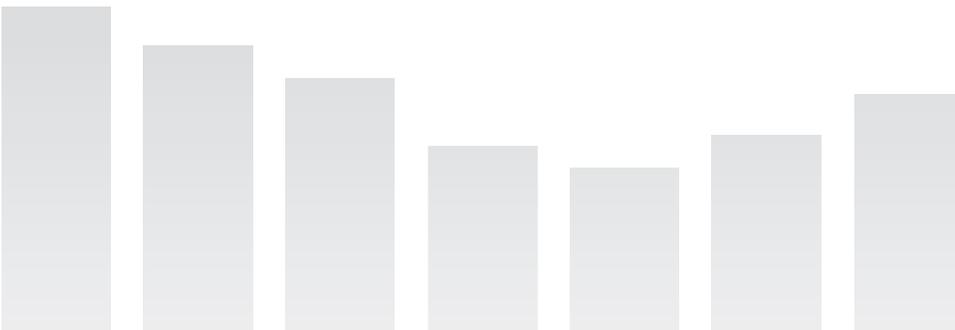
# Save the Date!

# H4Mq

**IFTA 24<sup>TH</sup> ANNUAL CONFERENCE**  
SARAJEVO | BOSNIA-HERZEGOVINA  
22-24 SEPTEMBER 2011 ■■■■■■



Hotel Europe



# Call for Hosting Proposals for the IFTA 25<sup>th</sup> Annual Conference

IFTA is soliciting hosting proposals from all member societies for the 25<sup>th</sup> IFTA Conference to be held in 2012. (A quarter of a century of IFTA Conferences, marking the conference as a major milestone for IFTA!)

In cooperation with a host member society, IFTA will finance, contract and organize the IFTA 25<sup>th</sup> Annual Conference. This allows our members to host a professional international conference on Technical Analysis with leading speakers in the field and to profile their society in the world community of Technical Analysts. The host of the conference will have the opportunity to raise the national profile of their organization, and has the potential to increase revenue for the ongoing work and support of their society. 50% of the conference proceeds will go to the hosting society.

## Background:

The International Federation of Technical Analysts, Inc. (IFTA) was incorporated in 1986 and is a global organization of market analysis societies and associations. This not-for-profit federation has four main goals:

- Provide a centralized international exchange for information, data, business practices, local customs and all matters related to technical analysis in various financial centers.
- Provide meetings and encourage the interchange of material, ideas and information for the purpose of adding to the knowledge of colleagues of individual societies and associations.
- Foster the establishment of local (country) societies of technical analysts around the world.
- Encourage the highest standards of professional ethics and competence among technical analysts worldwide.

The first annual IFTA conference was held in Tokyo in late 1988. This intellectual exchange was followed by a second conference in London in October 1989, under the tutelage of host, Robin Griffiths, President of the British Society of Technical Analysts (STA) at the time. Since then IFTA has continuously held an annual conference, in different locations throughout the world, that is hosted by a different host society, in October or November each year. Conferences were held in the following cities:

- 1988 Tokyo, Japan
- 1989 London, England
- 1990 Montebello, Canada
- 1991 Mexico City, Mexico
- 1992 Dublin, Ireland
- 1993 New York, NY USA
- 1994 Paris, France
- 1995 San Francisco, CA USA
- 1996 Amsterdam, The Netherlands
- 1997 Sydney, Australia
- 1998 Rome, Italy
- 1999 Niagara-on-the-Lake, Canada
- 2000 Mainz, Germany
- 2001 Tokyo, Japan
- 2002 London, England
- 2003 Washington, DC USA
- 2004 Madrid, Spain
- 2005 Vancouver, Canada
- 2006 Lugano, Switzerland
- 2007 Sharm el Sheikh, Egypt
- 2008 Paris, France
- 2009 Chicago, USA
- 2010 Berlin, Germany
- 2011 To be held in Sarajevo, Bosnia and Herzegovina

*continued on the next page*



*Call for Hosting Proposals continued*

In close coordination with the host member, IFTA will be responsible for the following:

- Site selection
- Contract negotiations
- Hotel logistics
- Sponsorship packaging and solicitation and contracting
- Programming
- Exhibits management
- Special event coordination
- Audiovisual production
- Registration
- Marketing
- Financial management

This allows The Host Society to do what it does best—help determine the site, theme, program and “personality” for the Conference. The Host Society will define the vision for the Conference while IFTA’s focus will be on its execution. The Host Society shares in revenue from the Conference while avoiding any financial exposure.

Suggested information guidelines in a submitted proposal are:

- If possible, the proposed Conference location should be within 30–45 minutes taxi-drive from an international airport.
- Conference venue should be held in the same hotel as where delegates

are staying (or at least within a short walking distance).

- If you already have ideas on possible conference venues, please include this information.
- Information about the location for the proposed conference, including lists of possible venues, transportation overview, cultural and touristic points of interest
- Climatic conditions between the months of September and November
- A theme or themes for the Conference you would like to host
- Preliminary ideas you may already have for off-site Conference events
- Ideas you may have for spouse/partner events parallel to the Conference
- If you already know, a list of speakers you think you would like to invite to the conference
- Names of potential local sponsors
- The name and contact details of your Conference Chair
- Any additional information you think is important to evaluate your proposal
- Why your society is best positioned to host the 25<sup>th</sup> Annual IFTA Conference.

Please submit your proposal to Linda Bernetich at IFTA Administration, [admin@ifta.org](mailto:admin@ifta.org), by June 15, 2011.

Should you have any questions, please contact Linda at the address above.



# IFTA Society News

## LSTA (Lebanon)

On **Thursday, March 10, 2011**, the Ecole Supérieure des Affaires (ESA) and the Lebanese Society of Technical Analysts (LSTA) organized the launching of the LSTA Society, at the ESA Fattal auditorium. Despite very bad weather conditions, there were 105 attendees!

ESA Dean Director General Stéphane Attali first welcomed the guests, followed by LSTA President Grégoire Azar who presented the association and executive committee members. Azar then outlined the objectives of the association:

- Refine the technique of traders/dealers in Lebanon, by providing them with new analysis methods and helping them make forecasts and develop new trading strategies.
- Organize informative technical analysis events and seminars with local and international experts.
- Launch a training program with ESA and present technical analysis diplomas awarded by IFTA.

Executive Committee members then took the floor to outline the various components of technical analysis. Executive Committee member and Secretary General Georges Homsy explained the definition, history and methods of technical analysis. Executive Committee member and Treasurer Imad Bitar presented the IFTA and technical analysis associations in the world, then reviewed the steps needed for the preparation and the presentation of IFTA diplomas, namely the development of a training curriculum with the ESA. Finally, Grégoire Azar concluded with a simulation of technical analysis and a forecast of the rates of the Euro and Gold.

Congratulations to LSTA on a successful launching!



Mr Imad BITAR, Treasurer



Grégoire AZAR, President of LSTA



Mr Imad BITAR, Treasurer; Grégoire AZAR, President; Mr Georges HOMSI, Secretary General



IFTA Society News continued

## AAPTA (USA)



In the mood for an intense, thought provoking two full days focused on technical analysis? You'll find that and much more at the American Association of Professional Technical Analysts (AAPTA) 2011 Conference **April 8<sup>th</sup> and 9<sup>th</sup>** in Marina del Rey, California USA. To make the most of your networking time with more than 100 attendees from all fields of Technical Analysis, plan to arrive on the 7<sup>th</sup> and depart on the 10<sup>th</sup>.

This year's speakers include: **Jonathan Arter**, President of Taniscott Capital; **Bruce Fraser**, Independent Trader;

**Richard Fruth**, Fruth Investment Management; **David Linton**, Update; **Ian McAvity**, Technical Analyst and writer of *Deliberations on World Markets*; **Michael Moody**, Senior Portfolio Manager with Dorsey, Wright Money Management; **Gregory L. Morris**, Sr. Vice President, Chief Technical Analyst, and Chairman of the Investment Committee for Stadion Money Management, Inc.; **Hank Pruden, Ph.D.**, professor in the School of Business at Golden Gate University in San Francisco; and **Stephen Todd**, editor and publisher of the *Todd Market Forecast*.

### Networking Adds Value to the AAPTA Conference

The AAPTA is the premier place for accomplished professional technicians to engage in networking, open dialogue and thought-provoking get-togethers. AAPTA provides a forum for its members to share research and resources, exchange ideas on Technical Analysis and the markets, and facilitate the highest level of professionalism in our field.

At AAPTA, you will find peers. Peers that understand and delight in the intricacies of technical analysis and the financial markets. It's a time to re-charge your batteries, gather new tools, bounce your ideas off other analysts, and network with a global audience of technical analysts.

For more information and to register, go to [www.aapta.com](http://www.aapta.com)

## AAPTA 2011 Conference Speakers



## IFTA Member Societies

**ARGENTINA – AAAT** [www.aaat.org.ar](http://www.aaat.org.ar)  
Asociacion Argentina de Analistas Tecnicos

**AUSTRALIA – ATAA** [www.ataa.com.au](http://www.ataa.com.au)  
Australian Technical Analysts Association

**AUSTRIA – VTAO\*** [www.vtao.at](http://www.vtao.at)  
Vereinigung Technischer Analysten Österreichs

**BOSNIA and HERZEGOVINA – SMS\***  
[trzisnestudije.org](http://trzisnestudije.org)

Society for Market Studies

**CANADA – CSTA** [www.csta.org](http://www.csta.org)  
Canadian Society of Technical Analysts

**CROATIA- CTA\***  
Croatian Technical Analysis Association

**CZECH REPUBLIC – CNATA\*** [www.cnata.cz](http://www.cnata.cz)  
Czech National Association of Technical Analysts

**EGYPT – ESTA** [www.estaegypt.org](http://www.estaegypt.org)  
Egyptian Society of Technical Analysts

**FRANCE – AFATE** [www.afate.com](http://www.afate.com)  
Association Française des Analystes Techniques

**GERMANY – VTAD** [www.vtad.de](http://www.vtad.de)  
Vereinigung der Technischer Analysten Deutschlands e.V.

**INDIA – ATA\*** [www.taindia.org](http://www.taindia.org)  
The Association of Technical Analysis

**INDONESIA – AATI**  
Asosiasi Analis Teknikal Indonesia

**ITALY – SIAT** [www.siat.org](http://www.siat.org)  
Società Italiana di Analisi Tecnica

**JAPAN – NTAA** [www.ntaa.org.jp](http://www.ntaa.org.jp)  
Nippon Technical Analysts Association

**KUWAIT – KWTA\*** [www.kwtaa.org](http://www.kwtaa.org)  
Kuwait Technical Analysis Association

**LEBANON – LSTA\***  
Lebanese Society of Technical Analysts

**NIGERIA – STAN\***  
Society for Technical Analysts, Nigeria

**NETHERLANDS – DCTA**  
Dutch Commission of Technical Analysis

**NEW ZEALAND – STANZ** [www.stanz.co.nz](http://www.stanz.co.nz)  
Society of Technical Analysts of New Zealand

**ROMANIA – AATROM** [www.aatrom.org](http://www.aatrom.org)  
Asociatia Analistilor Tehnici din Romania

**RUSSIA – RSTA**  
Russian Society of Technical Analysts

**SAUDI ARABIA – SSTA\*** [www.saudi-sta.org](http://www.saudi-sta.org)  
Saudi Society of Technical Analysts

**SCANDINAVIA – STAF** [www.staf.nu](http://www.staf.nu)  
Skandinaviens Tekniska Analytikers Förening

**SINGAPORE – TASS** [www.tass.org.sg](http://www.tass.org.sg)  
Technical Analysts Society (Singapore)

**SOUTH AFRICA – TASSA** [www.tassa.org.za](http://www.tassa.org.za)  
Technical Analysts Society of Southern Africa

**SPAIN – AEAT** [www.aeatonline.com](http://www.aeatonline.com)  
Asociación Española de Analistas Técnicos

**SWITZERLAND – SAMT** [www.samt-org.ch](http://www.samt-org.ch)  
Swiss Association of Market Technicians

**UNITED KINGDOM – STA** [www.sta-uk.org](http://www.sta-uk.org)  
Society of Technical Analysts Ltd.

**UNITED ARAB EMIRATES – MEA-MA** [www.mea-ma.com](http://www.mea-ma.com)  
Middle East & Africa Association

**USA – TSAASF** [www.tsaasf.org](http://www.tsaasf.org)  
Technical Securities Analysts Association

**USA – AAPTA** [www.aapta.org](http://www.aapta.org)  
American Association of Professional Technical Analysts

\* Developing

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Email: [ta@educofin.com](mailto:ta@educofin.com)

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Elaine Knuth (SAMT) (Immediate Past IFTA Chair)  
Email: [elaine@davenportadvisors.net](mailto:elaine@davenportadvisors.net)

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Email: [dfurcrajg@3rdwaveconsult.com](mailto:dfurcrajg@3rdwaveconsult.com)

Akira Homma, CFA, CIIA, CFTe, FRM (NTAA)  
Email: [ahomma.nettai@gmail.com](mailto:ahomma.nettai@gmail.com)

Julius de Kempnaer (DCTA)  
Email: [jdekempnaer@gmail.com](mailto:jdekempnaer@gmail.com)

Peter Pontikis (STANZ)  
Email: [Peter.Pontikis@anz.com](mailto:Peter.Pontikis@anz.com)

Antonella Sabatini (SIAT & SAMT)  
Email: [as@alum.mit.edu](mailto:as@alum.mit.edu)

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Grace L. Jan, CMP, CAE

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## IFTA Update Schedule

*IFTA Update* is the quarterly electronic newsletter of the International Federation of Technical Analysts, reaching more than 7,000 IFTA colleagues worldwide. The *Update* is an efficient and cost-effective way to communicate with IFTA's member societies and colleagues.

### PUBLICATION SCHEDULE

Summer Issue.....advertising submission deadline June 1, 2011  
Fall Issue.....advertising submission deadline September 1, 2011  
Winter Issue.....advertising submission deadline December 1, 2011  
Spring Issue.....advertising submission deadline March 1, 2012

For more information and to advertise,  
visit our website <http://www.ifta.org/publications/newsletter/>

### IFTA HEADQUARTERS

International Federation of Technical Analysts  
9707 Key West Avenue, Suite 100  
Rockville, MD 20850 USA

Phone: +1 240-404-6508  
Fax: +1 301-990-9771  
Email: [admin@ifta.org](mailto:admin@ifta.org)

# CALL FOR SUBMISSIONS for the 2012 IFTA Journal

The *IFTA Journal* is the preeminent annual publication established by the International Federation of Technical Analysts. It is collated by a committee of IFTA colleagues. The *IFTA Journal* is essential reading for academics, students and practitioners of technical analysis in all arenas. It is an excellent reference source for anyone interested in technical analysis, containing a wealth of resource material.

## Credibility And Recognition

The *IFTA Journal* is the only international journal of technical analysis with original contributions from all continents covering developments in technical analysis in global markets. The *Journal* reaches leading practitioners and students of TA throughout the world.

Bound in book form, the *IFTA Journal* is a major professional resource. Its archival online publication on the IFTA web site will make your original work available as a future resource to the worldwide community of technical analysts. The 2012 edition will be published with 10,000 copies for global distribution.

## Topics

IFTA is seeking papers that cover developments impacting, either directly or indirectly on, the field of technical analysis; they may be drawn from such areas as:

- Basic market analysis techniques
- Indicators—sentiment, volume analysis, momentum, etc.
- Global and intra-global TA

- Styles of TA
- Data
- The changing role of TA in the investment community.

We would especially like to see contributions that draw from areas not previously examined, and/or topics tangential to technical analysis.

The above list is just a guide and should in no way be considered restrictive. We wish to make the *Journal* open to new and innovative ideas from all areas of TA and those that connect with it.

## Submitting Contributions

Registration and submission of contributions is via the web at [www.ifta.org](http://www.ifta.org), or by email to the editor, Regina Meani, at [rjcmeani@idx.com.au](mailto:rjcmeani@idx.com.au).

## Language

Contributions must be submitted in English with British grammar required.

## Writing Style

Papers should be written in a Thesis style and a guide can be found in the following link:

<http://www.cse.unsw.edu.au/~gernot/style-guide.html>

## Referencing

All texts referred to in the paper must be appropriately referenced with a bibliography and

endnotes (footnotes will not be accepted.) Please use the following guides:

<http://www.lc.unsw.edu.au/onlib/refbib.html>

<http://www.lc.unsw.edu.au/onlib/pdf/biblio.pdf>

Responsibility for the accuracy of references and quotations is the author's. We expect these to be checked thoroughly by the author before submission.

All references are to be included as endnotes. No separate list of references or bibliography should be provided.

## Figures, Charts and Tables

Illustrations and charts must be referred to by Figure Number and source (when applicable). Tables must be referred to by Table Number and source.

## Length Of Contribution

Papers should be approximately 1200 to 3000 words, with supporting graphs and charts.

## Format

We ask for submission in MS Word or other text format. PDF format will not be accepted. Charts and graphs may be in gif or jpeg, but we ask that authors also keep a tif format in case it is required for printing purposes. An Excel spreadsheet supporting your submission may also be submitted.

**Editorial Timeline**

January 28	Call for papers distributed
May 31	Deadline for all submissions
May 31	Papers distributed for review
July 29	Reviewer's comments returned to editor
August 15	Notification of acceptance/rejection
August 29	Submission to printer
October 2011	Print publication and worldwide distribution
December 2011	Web publication

**Licenses And Copyright**

We require all submissions to include the author's signature on the Publication Agreement at the end of this document. (see Publication Agreement.)

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Unless another license is noted, we will assume that your contribution is under this license.

**Selecton Of Contributions**

Contributions are selected based on their content by the *IFTA Journal* Editorial Committee.

Please understand that we cannot accept all contributions. Depending on the number and quality of the submissions and the Editor's findings, selections are not negotiable.

**Remuneration**

The International Federation of Technical Analysts is organised and operated by volunteers and supported by its members. We ask you to understand that we will not be able to pay for contributions.

**Questions**

For more information, please contact [journal@ifta.org](mailto:journal@ifta.org).

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 Date

Upon acceptance, please fax or email completed Publication Agreement to: IFTA Headquarters, (fax) +1 301-990-9771 or (email) [admin@ifta.org](mailto:admin@ifta.org)

## Editorial and Readership Profile

The annual *IFTA Journal* publishes original, well-documented papers and articles on a diverse range of topics related to the technical analysis of financial and commodity markets. The *Journal* provides colleagues and interested persons with continuing education in Technical Analysis (TA). The broad editorial content helps colleagues remain informed of the developments and leading body of work in Technical Analysis.

The *IFTA Journal* is the only international journal of technical analysis reaching a global audience of interested and dedicated practitioners of TA throughout the financial community. It is received and read by Analysts, Fund Managers, Financial Writers and other decision makers throughout the international financial industry.

The *IFTA Journal* is the key print publication distributed worldwide to over 7000 IFTA colleagues and delegates at the yearly IFTA International Conference.

At selected meetings and seminars, the *IFTA Journal* will be promoted and distributed, building awareness, visibility and providing extra exposure for your message.

## Circulation and Readership

**Total Circulation**..... 10,000 (ca. 7000 through paid membership dues)

**Coverage**..... Worldwide

**Readership served**..... Institutional Analysts, Account Mangers, Fund Managers, Investors and Students

**Publication Schedule**..... Fall 2011

## Editorial Committee and Staff

**Editor in Chief**..... Regina Meani

**Editor**..... Rolf Wetzler

**Editor**..... Peter Pontikis

**Staff**..... Linda Bernetich

## Organizational Affiliation

International Federation of Technical Analysts, Inc.  
9707 Key West Avenue, Suite 100  
Rockville, MD 20850 USA

**Telephone**..... +1 (240) 404-6508

**Email**..... Journal@ifta.org

## Advertising Rates (pricing in USD)

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	<b>1/2 page</b>	\$823.00
	<b>1/3 page</b>	\$545.00
	<b>1/4 page</b>	\$300.00

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<b>Backcover (cover 4)</b>	\$1,800.00
<b>Inside back (cover 3)</b>	\$1,500.00
<b>Inside front (cover 2)</b>	\$1,300.00

## 2012 Issue Deadline Date

Fall 2011

## Material Specifications

Full page ad format = 8.5" x 11" (215 x 280mm). 300dpi JPEG, Tiff, EPS, or PDF files are acceptable.

## Printing

Perfect binding Journal/Book Format, 8.5" x 11", 80# gloss weight. Aqueous Coating on covers. (This is a clear water based coating that adds a high gloss finish and additional protection to the *Journal*, and will give your printed advertisement a richer look.)

## General Information

### Principles Governing Advertising in the *IFTA Journal*

These principles, developed jointly by the editorial committee of IFTA, are applied by the International Federation of Technical Analysts (IFTA) to ensure adherence to the highest ethical standards of advertising and to determine the eligibility of products and services for advertising in IFTA print and electronic publications.

As a matter of policy, IFTA will sell advertising space in its publication when the inclusion of an advert does not interfere with the mission or objectives of IFTA.

The appearance of advertising in IFTA publications is neither a guarantee nor an endorsement by IFTA.

### Advertising Acceptance Policy

All advertisements must be submitted in writing. Advertising is subject to approval by IFTA. All advertisements must be non-discriminatory and comply with all applicable laws and regulations. IFTA reserves the right to decline, withdraw and/or copy edit at our discretion. Every care is taken to avoid mistakes, but responsibility cannot be accepted for clerical or printer's error.

### Payment

Prepayment by check, credit card (Visa, Master Card) or wire transfer is required for all ads. Bank details will be provided to you upon request.

### Cancellation and Changes

We will send out an acknowledgement confirming your order. You will be required to check that your ad and scheduling are correct. Any changes, cancellations or corrections must be communicated to IFTA in writing, by fax, e-mail or mail, prior to the submission closing date.

### Orders, Materials & Payment

Please send all orders, materials, payments and related communications to IFTA at the address above.

# H4Mq

## IFTA 24<sup>TH</sup> ANNUAL CONFERENCE

SARAJEVO | BOSNIA-HERZEGOVINA

22-24 SEPTEMBER 2011



# Sponsorship Opportunities



Hotel Europe



# Sponsorship Opportunities



**IFTA 24<sup>TH</sup> ANNUAL CONFERENCE**  
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22-24 SEPTEMBER 2011 ■■■■■■■■

## IFTA 24th Annual Conference

September 22-24, 2011

Hotel Europe ■ Sarajevo, Bosnia and Herzegovina

The IFTA Annual Conference is the leading event for Technical Analysts, Traders, Fund Managers, Asset Allocators and investors from all continents. It provides a unique opportunity to reach the decision and opinion makers in your market. With the presence of an estimated 120 key delegates, sponsorship of the IFTA Annual Conference is an extremely efficient vehicle for companies looking to gain targeted exposure to this extremely influential audience.

The International Federation of Technical Analysts was incorporated in 1986 and is a global organization of market analysis societies and associations. IFTA is an international non-profit professional organization with member societies in more than 31 countries.

**Technical Analysis** is the systematic method of analyzing financial instruments, including securities, futures and interest rate products, with only market-delivered information such as price, volume, volatility and open interest. The tools of technical analysis are measurements and derivatives of price, for example on-balance volume, price oscillators, momentum measurements and pattern recognition. A Technical Analyst applies such tools for forecasting and timing the trading and investing in financial instruments. Technical Analysis is a universally recognized discipline.

The IFTA 24th Annual Conference will be hosted by the **Society for Market Studies (SMS) of Sarajevo**. SMS is an independent organization dedicated to the promotion of best international practices among financial markets. The primary focus are analytic practices, including Technical Analysis. SMS is dedicated to serve practitioners in the investment industry in Bosnia and Herzegovina, Croatia, Serbia, Montenegro and in the wider region.

Bosnia and Herzegovina is in the heart of southeast Europe. It is here that eastern and western civilizations met and enriched and reinforced each other throughout a long and fascinating history.

Bosnia covers the north and centre of the country, and is derived from 'bosana', an old Indo-European word meaning water.

Perhaps what is most important for the visitor to know today, though, is that Bosnia and Herzegovina is a stunningly beautiful country with a vast array of landscapes, cultures, traditions and people, with Sarajevo as the Capital. This is a fascinating city at the cross roads of the east and west with one of the most diverse cultures in Europe. IFTA is honored to be able to hold the 2011 Conference in Sarajevo.



# Sponsorship Opportunities



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### Pre-Conference Publicity

- Primary logo on IFTA web site ([www.ifta.org](http://www.ifta.org)) through 2011 with link to your own site
- ½ page, 4-color ad in electronic *IFTA Update* in two (2) issues (reaches 7500 colleagues around the world)
- Logo on electronic Conference Brochure and all mailings
- 1 page, 4-color *IFTA Journal* ad

### Conference Publicity

- Exhibition space (2.5m2) (sponsor selects the location)
- Speaking opportunity, or choice of speaker
- Banner logo in presentation halls
- Primary logo inside Conference Notebook and Final Program
- Full page, 4-color (back cover) ad in Conference Notebook (A3)
- Material insert in Conference bag
- Two Full Conference registrations for employees or guests
- Two Day-only Conference registrations for employees or guests

### Pre-Conference Publicity

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- ½ page, 4-color ad in electronic *IFTA Update* in two (2) issues (reaches 7500 colleagues around the world)
- Logo on electronic Conference Brochure and all mailings
- ½ page, 4-color *IFTA Journal* ad (inside)

### Conference Publicity

- Exhibition space (2.5m2)
- Banner logo in presentation halls
- Prominent logo inside Conference Notebook and Final Program
- Full page, B/W (inside) ad in Conference Notebook (A3)
- Material insert in Conference bag
- One Full Conference registration for employees or guests
- Two Day-only Conference registrations for employees or guests

### Pre-Conference Publicity

- Logo on IFTA web site ([www.ifta.org](http://www.ifta.org)) through 2011 with link to your own site
- 1/4 page, 4-color ad in electronic *IFTA Update* in two (2) issues (reaches 7500 colleagues around the world)
- Logo on electronic Conference Brochure and all mailings

### Conference Publicity

- Exhibition space (2.5m2)
- Banner logo in presentation halls
- Prominent logo inside Conference Notebook and Final Program
- ½ page, B/W (inside) ad in Conference Notebook (A3)
- One Full Conference registration for employee or guest
- One Day-only registration for employee or guest

### Pre-Conference Publicity

- Logo on IFTA web site ([www.ifta.org](http://www.ifta.org)) through 2011 with link to your own site
- ½ page, 4-color ad in electronic *IFTA Update* in two (2) issues (reaches 7500 colleagues around the world)
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### Conference Publicity

- Exhibition space (2.5m2)
- Banner logo in presentation halls
- Logo inside Conference Notebook and Final Program
- One Full Conference registration for employee or guest

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### Conference Publicity

- Listing and logo on Final Program
- One (1) set of promotional materials to be placed on entrance display table

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- Listing on Conference Brochure

## General Event and Special Sponsorships

Continental Breakfasts, Lunches, Refreshment Breaks, Opening Reception, and/or Gala Dinner sponsorship available upon request.

### Questions about the Sponsorship levels, contact:

**Elaine Knuth**, Conference Director  
Email: [elaine@davenportadvisors.net](mailto:elaine@davenportadvisors.net)

local contact: **Društvo za tržišne studije** (Society for Market Studies)  
D. Bolnice 2 • 71000 Sarajevo • Bosnia and Herzegovina  
T/F: + 387 33 450 816  
Email: [sekretarijat@trzisnestudije.org](mailto:sekretarijat@trzisnestudije.org)

### Complete the application form by Monday, August 1, 2011 and return to:

**Grace L. Jan**, CMP, CAE,  
Vice President, Meetings  
Email: [gjan@mgmtsol.com](mailto:gjan@mgmtsol.com)  
Fax to: (301) 990-9771

# Sponsorship Application Form



**IFTA 24<sup>TH</sup> ANNUAL CONFERENCE**  
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**Deadline: Monday, August 1, 2011**

Return to Office via email to Grace Jan, CMP, CAE  
at [gjan@mgmtsol.com](mailto:gjan@mgmtsol.com) OR via fax: (301) 990-9771.



## Sponsorship Levels *(indicate selection)*

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- Silver** ..... USD **\$5,000**
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- Friend of IFTA** ..... USD **\$500**
- Banner Supporter** ..... USD **\$250**
- General Event Sponsorship**  
*(Contact IFTA Office at [gjan@mgmtsol.com](mailto:gjan@mgmtsol.com))*

## Contact Information

name \_\_\_\_\_

firm \_\_\_\_\_

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city \_\_\_\_\_

state \_\_\_\_\_

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