

CURRENTS

Welcome New Clients

Welcome to the below new funds:

- WE Donoghue
- Capital Management Group
- Winans/Avant Capital
- Gratio Capital
- RAM
- Toews Fund of Funds
- Morton Financial
- Strategic Capital
- BBW
- HFP

Webinar: Exchanging Return on Investment (ROI) for Return on Life (ROL)

Mitch Anthony, Founder and President of Advisor Insights, Inc., will be hosting a webinar on Tuesday, June 15th at 3:15 PM titled Exchanging Return on Investment (ROI) for Return on Life (ROL). In this webinar, Mitch will discuss:

- The tremendous positive impact shifting focus from ROI to ROL can have on an advisor/client relationship
- Why the ROL proposition is one advisors can keep
- The key factors on which ROL success rests
- How advisors can change their focus with their clients

To register, please visit: <https://www2.gotomeeting.com/register/356315443>

Critical Custody Rules for Advisers and Mutual Funds

On April 15, 2010 Emile Molineaux, General Counsel and CCO for Gemini, hosted a call titled "Critical Custody Rules for Advisers and Mutual Funds", in conjunction with Marc Collins from Thompson Hine. The call focused on mutual fund custody requirements under Rule 17f and new amendments to rules governing custody by Advisers under Rule 206(4)-2 of the Investment Advisers Act of 1940

If you'd like to listen to the call, visit:

http://www.geminifund.com/marketing/media/custody_rules.wmv.

If you are not receiving email invitations to our Quarterly Compliance Calls and would like to be added to the list, send an email to Jen Layne at jennifer.layne@geminifund.com.

The next Quarterly Compliance Call will take place on July 8th at 3:00 PM CT / 4:00 PM ET. To register, please visit: <https://www2.gotomeeting.com/register/434320018>

Practice Management Call

Playback available:

The Power of Repetition: Applying it to Your Retention and Prospecting System

On April 12th, Rich Groff, Founder of the Financial Edge Workshops & Coaching Series, hosted a call discussing:

- Leveraging your client relationships and identifying quality prospects
- Implementing a business infrastructure that retains clients and meets a broad set of their needs
- Starting a campaign, devising a budget, remaining persistent, and keeping clients for life.

Visit http://www.nstar-financial.com/aboutus_webinars.aspx to listen to the call.

Broker/Dealer Spotlight

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ETF Opportunity: Stage II

By Erik Ambrose, WallachBeth Capital

The expansion of Exchange Traded Funds (ETFs) has dramatically changed the way money managers invest. By almost any measure the ETF experiment can be deemed a success with nearly \$850 billion across almost 1,000 products (including Exchange Traded Notes). The benefits of a diversified instrument that trades in the open market are hard to deny. The winds of change are blowing and the next wave of ETF impact is here. For those with the foresight to be prepared, it is an opportunity to shift the competitive investing landscape to your advantage.

In the second quarter of 2010, assets in Exchange Traded Products hit a record of nearly \$850 billion. The overwhelming majority of these assets are concentrated in roughly 50 products. With nearly 1,000 products to choose from, and new ETF products launching every month, soon investors will expect to see a broader range of ETFs in their portfolios. Though many new products have compelling stories, in their early stages low volume causes many money managers to avoid them. Many seem to forget that early in their life cycles Q's and SPY's were illiquid and seemingly hard to trade. It is simply a matter of time before hundreds of equally compelling and seemingly hard to trade ETFs become the staple products of tomorrow.

For money managers, generating a consistent, high caliber return stream is a difficult task. Someday ETF market structure and execution dynamics will be broadly understood and no money manager will allow their universe to be constrained by low average daily volume or small asset size. Leading money managers will find a way to deploy institutional sized allocations across the entire ETF spectrum – including seemingly illiquid ETFs. It all comes down to trading and it is easier than you think.

ETFs trade in the visible market as a stock, but ETFs most definitely do not trade like stocks. A common mistake is judging liquidity by the visible market alone. This view ignores the enormous pool of liquidity behind the visible market and causes unnecessary limitations. This unseen liquidity is a real market. It has its own players with different rules. This liquidity pool is capable of absorbing seemingly impossible trades and allows access to the entire spectrum of ETFs.

So institutionally sized positions in thinly traded ETFs are easy to build, right? Not necessarily. The answer depends not on the academic knowledge that liquidity exists parallel to the visible market. Rather, it is access or, more often, lack of access to that parallel market that defines your ability to deploy in size. Until very recently access to this parallel market was the sole domain of the bulge bracket firms with the infrastructure muscle to build their own bridge to the less visible, highly sophisticated world of professional traders. Large firms spend millions on dedicated personnel and technology to obtain access to this parallel market. They already know some of the players and how the rules of engagement differ. Managers with access to the parallel market have access to the full universe of ETFs.

Until recently there was little incentive for market participants to offer this bridge to smaller money managers. The latest trading innovations provide an access portal to the parallel market for

managers of all sizes. The benefits of trading individual ETFs with access to the full liquidity spectrum are easily measured. But only you as portfolio manager can measure how unfettered access to the entire ETF universe can impact your specific strategy.

WallachBeth Capital (www.wallachbeth.com) is a group of highly experienced ETF and Options traders offering an efficient portal connecting traditional trading infrastructure with the non-traditional elements of the ETF liquidity world.

ETF Trading Webinar

WallachBeth is pleased to link with Gemini in offering an educational webinar that covers these topics in greater detail on Tuesday, June 29th at 4 PM ET. To register, please visit: <https://www2.gotomeeting.com/register/161990971>

Erik Ambrose can be reached at 952-401-7666 or eambrose@wallachbeth.com.

NLFT Members Only: Small Funds Network

Gemini is excited to announce a fantastic new benefit for the Advisors in the Northern Lights Fund Trust through our STAR Marketing program. We have recently joined the Small Funds Network and our membership entitles all of the Advisors in the Fund Trust a free full membership!

About the Small Funds Network

The Small Funds Network is a new, innovative service created to bring together leading third-party providers, consultants and small mutual fund company executives to inform, educate and accelerate the sharing of critical information so they can make better informed decisions. SFN links executives with vital information and industry intelligence, without spending the money and time it takes to attend trade shows and conferences. Targeted content is delivered via online events and forums directly on desktops, connecting executives in real time to the people and strategies that work in the small company environment. The target audience of the SFN is executives overseeing total financial assets of typically less than \$1 billion for their shareholders.

Membership Benefits

Gemini's membership to this network has allowed each of our Advisors the opportunity to participate and benefit in all scheduled events and resources. This includes: webinars, conference calls, archived materials, and networking through a directory of subscribers. If you're interested in joining the Small Funds Network, all you need to do is let Jace Schuppan at Gemini know of your interest. Email him at jace.schuppan@geminifund.com or call him at 402.493.4603 ext. 7291.

Webinar Event

In this inaugural year of the network, nine calendar events have been scheduled – six custom-tailored Webinars and three network conference calls. The next webinar event is scheduled for Tuesday, June 15th at 1 pm and will focus on website strategies. If you're interested in attending, simply register by clicking [here](#).



NEXT ISSUE: LOOK FOR IT IN YOUR MAILBOX AT THE BEGINNING OF AUGUST!