

Currents

March / April 2009

Welcome New Clients

We are pleased to announce the below investment advisors are starting new funds with us:

- Black Knight - collective investment trust
- Caritas Capital - mutual fund
- Summit Portfolio Advisors - mutual fund
- Central Park Group - hedge fund
- Amerivest - hedge fund

Gemini Clients: Save the Date - Advisor Forum 2009

Gemini will be co-hosting with our sister company, Orion Advisor Services, LLC, the Gemini + Orion Advisor Forum in Englewood, CO (just outside Denver), August 5 - 7, 2009. Don't miss this opportunity to network with your peers and gain a fresh perspective on your business. Topics will include marketing and distribution, banking and variable annuity products, today's economy, ETFs, regulations and compliance, and much more. Save the date today...look for more information in your inbox and your mailbox.

Client Recognition

Congratulations to Rhoads Lucca Capital Partners and the Autopilot Managed Growth Fund! Go to <http://www.lipperweb.com/common/dm-content.asp?docTag=PDF1237388168644> to see their latest achievement.

*An investor should consider the Fund's investment objective, risks, charges, and expenses carefully before investing. **This and other information about the Funds is contained in the fund's prospectus, which can be obtained by calling 1-866-8AUTOPILOT (866-828-8674).** Please read the prospectus carefully before investing. The Autopilot Managed Growth Fund is distributed by Northern Lights Distributors, LLC, member FINRA/SIPC.*

Increasing Sales by Revisiting the 80/20 Rule

This article comes to us from our friend, Stacy Havener of Candlewood Advisory Partners, LLC. We know Stacy through 3PM, a group we encourage you to speak with us about.

During the past few weeks, I came across a startling survey result: fewer than 20% of asset managers plan to grow their sales efforts. Put another way, more than 80% of these firms are going to shrink or maintain their existing distribution strategy. To me, reacting to the current economic crisis by doing nothing (or worse, doing less) is something out of Seinfeld's "The Opposite" episode - I don't understand how putting your head in the sand helps increase sales and firm revenues.

Consider your options - waiting shouldn't be one of them

All successful sales and marketing strategies require significant upfront planning to properly prepare for an effective distribution launch. If you choose to wait until the markets stabilize to begin your sales effort, you're too late. Utilize the current environment to revisit, revamp and refresh your strategy. You might begin by deciding what type of sales structure works for your firm. Two of the most common options are building an internal sales team or partnering with a third party marketing firm. There is no "right choice"; try to find the structure that aligns with your firm's people, products, resources and goals. What are your distribution objectives – broad effort or channel specific, multi-product or single strategy, geographic territory or nationwide in scope? The current applicant pool is filled with talented people, so finding qualified candidates is merely a matter of networking or leveraging industry job sites and recruiters. Likewise, the third party marketing industry continues to grow in talent and numbers, and firms may have capacity for new manager-clients.

Relationships, relationships, relationships

Whether creating an internal sales force or engaging a third party marketing firm, don't underestimate the power of relationships. Advisors, analysts and consultants are extremely busy and responding to cold calls is not high on their to-do lists. With that said, most decision-makers and "centers of influence" prefer to interact within their existing "network" and among people they trust. Today, these connections are more important than ever. Look for salespeople who can pick up the phone and get

through to prospects. In fact, consider asking the salesperson for 10 references from their prospect network to get a better feel for the depth and quality of their relationships, and ask around the industry for opinions of the potential marketer as well. The internet can also be a useful research tool.

Looking at past success

While performance alone is often an ineffective (and unacceptable) way to evaluate asset managers, many believe there is significant benefit to analyzing the track record of salespeople in attracting new clients. Asset managers who research their marketing partners with the same level of detail and scrutiny they apply to investment analysis may be well-rewarded. Understand the types of investment strategies (traditional long-only mandates, single strategy hedge funds, fund of funds, private equity, etc.) as well as the distribution channel (wirehouses, independent RIAs, consultants, endowments, etc.) in which the marketer has been successful. Why not also ask them to articulate their strategy or process to help you determine its potential repeatability?

It's no secret that the financial services industry is experiencing unprecedented difficult times and facing continued margin pressure as asset levels have plunged. Increasing sales and firm revenues is vital to the longevity of our businesses. In times like these, it helps to revisit what works. Remember the 80/20 Rule – 80% of the effects come from 20% of the causes. As this principle applies to asset managers in the current environment, you want to be among the 20% of managers who receive 80% of the new assets by implementing a forward-looking and proactive sales and marketing strategy. It's time to pull our heads out of the sand, determine we want results, and do something to get them.

A veteran in the third party marketing industry, Stacy Havener helps asset managers be more successful in their sales and marketing efforts to RIAs. She can be reached at 617.8593.3777 or via email at stacy@candlewoodadvisory.com.

PerTrac

PerTrac is a company Gemini believes can bring our clients value so we've asked them for a company write up and have included it here for your reference. They have agreed to provide Gemini clients a small discount for their services.

The PerTrac Suite of Investment Management Solutions encompasses a full range of products for today's investment professional. Whether you're a money manager, a consultant, a service provider, a fund of funds professional, or an investor in hedge funds, mutual funds, CTA programs, or other types of investments, the PerTrac Suite can meet your needs.

The PerTrac Analytical Platform is the answer for finding, tracking, and analyzing investments, building portfolios, and creating stunning reports and presentations. Downloadable investment databases are readily available from a wide variety of outside sources on a wealth of investment vehicles, including hedge funds, CTAs, mutual funds and separately managed accounts. You can create your own data records too. The PerTrac Analytical Platform offers comprehensive information management capabilities--create and save investment searches on a broad range of qualitative and statistical criteria. The software also rapidly calculates over 900 investment statistics and provides portfolio construction and optimization, style, peer group and statistical analyses, as well as Monte Carlo simulation and wealth and retirement planning tools. And PerTrac Reporting Studio, a companion application that comes with the PerTrac Analytical Platform, allows you to swiftly produce a wide range of fully customizable reports and presentations, complete with charts and tables that easily interface with Microsoft Office applications.

PerTrac CMS is the alternative investment industry's leading contact and information management software. This intuitive application interfaces with Microsoft Outlook, allowing you to define all your contacts, investments, clients, and service providers so you can easily manage those relationships. Track all your communications, including emails, calls, and meetings and ensure that you follow through on your follow-ups. Manage your entire workflow!

PerTrac P-Card is revolutionary new data sharing tool from PerTrac Financial Solutions. It's a simple, automated, FREE way for managers to distribute selected qualitative and quantitative fund data, privately, securely and directly via email to recipients. With PerTrac P-Card, investors avoid manual data entry while fund managers improve their client service and marketing capabilities. It's a win-win proposition!

PerTrac Publishing and Design is a one-stop analysis and design center for marketing documents and reports. Impress your clients and prospects with attractive materials, whether it's a new pitch book, a one-page monthly update sheet, or an entire set of documents. The PerTrac Publishing and Design team can help you position your investment product, hone your mes-

sage and communicate effectively.

You may reach Jason Beckwith, Sales Manager for PerTrac at jason.beckwith@pertrac.com or 775.624.7539. Visit PerTrac online at www.pertrac.com.

RIA Database Update

RIA Database recently launched a Registered Rep/Broker/Dealer Database to complement their core RIA Database product. Similar to the RIA, the RR/BD database is a searchable, Web-based database of over 650,000 registered reps, 5,800 broker/dealer firms and 100,000 email addresses. They provide this data through an easy-to-use, Web-based interface that allows users to search and profile reps and broker / dealer firms based on several relevant fields and download all into MS Excel. Enhancements to the data are made daily and relevant changes to the functionality are made based on market research and client feedback.

You may reach Julie Cooling, President of RIA Database, at julie@riadatabase.com or 704.543.4554. Visit RIA Database online at www.RIADatabase.com.

Tradeshows 2009

The Northern Lights Fund Trust will be exhibiting at NAAIM's Uncommon Knowledge 2009 in Denver, CO, May 3 - 6, 2009. Gemini will be attending the Nebraska Banking Conference in Lincoln, NE, May 6 - 8, 2009. The Northern Lights Fund Trust will again be exhibiting at the 2009 Morningstar Investment Conference in Chicago, IL, May 27 - 29, 2009. We look forward to these conferences and hope to see you in attendance.

Road Shows 2009

In our continued effort to provide education on pooled investment options to the registered investment advisor industry, we hosted a road show in Dallas, TX on March 2nd. Topics included:

- Using a fund to make small accounts more efficient and profitable
- Increasing distribution and sales opportunities
- Using a fund to diversify account management into insurance products
- The ins and outs of starting a fund, including a breakdown of expenses
- Legal and compliance issues

We plan to host similar events across the country during 2009. Our next event is scheduled for May 6th in Denver, CO.

Trivia

We found this on financeprofessor.com and thought it might be of interest. Not trivia necessarily but a nice piece of history.

"On March 21, 1924, the paperwork to create the first open-end mutual fund - the Massachusetts Investors Trust - was filed; the fund began taking money in July of that year. Their idea was simple: professional management and diversification at a reasonable price. Most of the oldest funds have somehow died off long ago, but the Massachusetts Investors Trust, run now by MFS Investment Management, is still adding to its legend.

The fund has survived everything from the Great Depression to the creation of the Securities and Exchange Commission to the start of fund rankings and ratings through the evolution of exchange-traded funds, the Internet bubble, the bear market of 2000 and now a downturn. A \$1,000 investment in 1924 into the Massachusetts Investors Trust would be worth roughly \$1.2 million today; a \$10,000 investment would be about \$11.5 million. That's an annualized average return in the high 8 percent range."

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Gemini Fund
Services, LLC



Pooled Investment Solutions