



Equities

ASX  
FX  
Futures

# Exploiting the Market Matrix

Tactics and Strategies for Generating Wealth

## ATAA 2011 Conference

Friday 28th-Sunday 30th October, 2011.

InterContinental Hotel, North Terrace, Adelaide, SA

Come and listen to the experts and  
progress your wealth generation journey.

Leverage your investment successes  
off the successful tactics and strategies of others.

A must-do, great-value event that is not to be missed.

Featuring well-respected and well-known  
overseas and local speakers.

Fantastic networking opportunities  
to meet informally with  
like-minded investors and traders  
to share even more ideas and strategies.



The best time to  
prepare for the  
next bull market  
is before the bulls  
have bolted

Traders and  
investors, novice or  
experienced, don't  
miss out on this  
great opportunity

### Topics:

- Trading Tactics and Strategies, Trading Psychology, Trading Plans,
- Market Analysis, Behavioural Market Analysis, Intermarket Analysis,
- Combining Fundamental and Technical Analysis,
- Point-and-Figure Charts, Utilising ETFs,
- Wyckoff Law of Supply and Demand, Wyckoff's Law of Cause and Effect

### Overseas Speakers:

Donald Dony, Prof Hank Pruden,  
Dr Brett Steenbarger.

### Australian Speakers:

Jim Berg, David Chia, Neil Godwin,  
Daryl Guppy, Gary Stone,  
Justine Pollard, Dr Bruce Vanstone.

Exclusive: "Meet the Speaker"  
Workshops available to the  
first 60 registrations.

# Program

## Friday

7:30 - 8:15 **REGISTRATION**

8:15 - 8:25 **Opening Address** - ATAA National President, Robert Grigg

8:25 - 9:35 **Dr Brett Steenbarger** - **Process-Driven Trading: Recent Innovations in Trading Psychology**  
This presentation will draw upon Dr Steenbarger's recent work in proprietary trading group, hedge fund, and investment bank settings to show how traders can improve their performance by breaking trading down into component elements and developing best-practice strategies for each element. Specific examples will be used, so that participants will come away with concrete ideas to apply to their own trading practice.

9:35 - 10:45 **Prof Hank Pruden** - **The Wyckoff Law of Supply and Demand and the Use of Bar Charts**  
The Wyckoff method is a practical, straight forward bar chart and point-and-figure chart system that has stood the test of time. At its foundation are the laws of "supply and demand" and "cause and effect." This presentation will cover the Wyckoff Law of Supply and Demand which helps determine the timing and the trend direction of price. Using recent bar charts and classic schematics, we will study the relationship between supply and demand by monitoring waves of price and volume over time, as well as identifying the ideal spots for entry and exit of positions.

10:45 - 11:15 **MORNING TEA**

11:15 - 12:30 **Justine Pollard** - **Using Technical Analysis to Develop a Market Exposure Strategy**  
Certain market trends are much easier to trade than others. The long-term consolidation phase of the Australian stock market through 2010 and 2011 has posed many challenges to traders. Justine will show you how to analyse the current market trends through technical analysis and the need to develop a market exposure strategy in your trading plan based on the different market conditions. Justine will also provide an overview of the changes she has made to her trading plan in this environment and other trading strategies you can consider.

12:30 - 1:30 **LUNCH (plus networking)**

1:30 - 2:45 **Donald Dony** - **Understanding Economic and Intermarket Cycles**  
In his first presentation, Donald will cover the basic movements of the business cycle, how it interacts with the stock market and how investors can profit from this information. He will review key relationships between unemployment rates, the yield curve and the Australian stock market, along with the important implications of the US dollar, consumer spending and the secular commodity advance and how these indicators can enhance investment decisions and profitability. This presentation will use technical analysis as the main device to help investors understand this important area of research.

2:45 - 3:15 **AFTERNOON TEA**

3:15 - 4:30 **Neil Godwin** - **Using Technical Analysis to Trade Effectively**  
Using examples of both long and short trades, Neil will provide delegates with a clear understanding of the key technical analysis features that traders and investors can successfully use when trading with market movement in a single direction. The presentation also includes details about the major components of a trading plan that incorporates technical analysis; which chart features to look for; and how to use them effectively.

4:30 - 4:45 **Intermission**

4:45 - 5:30 **Traders Huddles** - A fantastic opportunity for like-minded traders and investors to find each other, make friends, and discuss your favourite topics.

5:30 - 6:15 **Meet the Speaker workshops** - A hugely popular unscripted "question and answer" session for the first 60 conference registrations.

## Saturday

8:15 **MORNING ANNOUNCEMENTS**

8:20 - 9:30 **Jim Berg** - **Trade with 'Weight-of-Evidence' to Put the Odds in Your Favour**  
In this presentation, Jim will show how by following a few simple steps, you can save time and improve the chance of success in the market. He will look at creating a watch list of companies to monitor; combining technical and fundamental analysis to know which companies to buy and when; recognising when a correction is complete; and finally, selling using the Berg Volatility indicators.

9:30 - 10:45 **Prof Hank Pruden** - **The Wyckoff Law of Cause and Effect and the Use of Point-and-Figure Charts**  
In his second presentation, Prof Pruden will cover the Wyckoff Law of Cause and Effect and the Use of Point-and-Figure Charts. Wyckoff's Law of Cause and Effect provides insight into the extent of the upcoming movement, either up or down. In order to have an effect you must first have a cause; the effect will be in direct proportion to the cause. Point-and-figure charts of the Dow Jones Industrials will be used to show how counts can be made to project the extent of its effect.

10:45 - 11:15 **MORNING TEA**

11:15 - 12:30 **Daryl Guppy - Behavioural Trading Solutions**

Markets have changed behaviour after the Global Financial Crisis. The market is created by emotional behaviour, which in turn creates behaviour patterns in price activity. Behavioural analysis of the market moves beyond the simple tricks revealing peoples inability to make the best rational mathematical decision in artificial experiments. Daryl will explain that by developing a better understanding of the behavioural drivers of the market, you have a powerful tool to identify high probability trading opportunities.

12:30 - 1:30 **LUNCH (plus networking)**

1:30 - 2:45 **Dr Bruce Vanstone - Artificial Intelligence and its Application to Trading Systems**

In this presentation, Dr Vanstone will explain the role of artificial intelligence and its practical application to trading systems. He will focus on neural networks, explaining what they are, how they work, and how they can be used to create new, 'intelligent' technical indicators. As an example, Bruce will show the steps involved in creating a neural network indicator to enhance a simple intraday breakout system for trading the EUR/USD.

2:45 - 3:15 **AFTERNOON TEA**

3:15 - 4:30 **David Chia - The Importance of Having and Utilising a Structured Process in the Money Management Game**

Virtually every professional funds management business promotes itself on the basis of having a proprietary process for screening, identifying, segregating and analysing the seemingly boundless pools of financial data. How each one goes about it is perhaps not as vital as the fact that they all apply a certain degree of rigour and discipline to the analytics. In the realm of the private investor and trader, the process is often more relaxed and may be lacking in consistency and structure. In this presentation, David will share with you his experience in running a money management business and some of the more important due processes involved, the benefits of a structured approach and also some of the drawbacks.

4:30 - 4:45 **Intermission**

4:45 - 5:30 **Traders Huddles - A fantastic opportunity for like-minded traders and investors to find each other, make friends, and discuss your favourite topics.**

7:00 (for 7:30) **GALA DINNER - 7pm - Complimentary pre-dinner drinks. 7:30 - Sit-down dinner. Limited seats!**

## Sunday

8:15 **MORNING ANNOUNCEMENTS**

8:20 - 9:30 **Gary Stone - Tactics and Strategies for Fine Tuning Your Trading Approach**

In this presentation, Gary will share the tactics and strategies he believes are necessary to bring out the best in each trader and investor. These include knowing the characteristics of the trades produced by your trading approach; whether you can reduce the drawdown at the end of a trade and increase your win rate by letting trades go; ensuring you have flexible money management models for your trading approach; and finally bringing it all together.

9:30 - 10:45 **Donald Dony - The Selection and Utilisation of ETFs**

With over 3,000 exchange traded funds (ETF) now available and over a trillion dollars invested, this vehicle has caught the attention of both institutional and private investors worldwide. ETFs offer exposure to commodities, bonds, currencies, global regions and sectors. But how do you choose which ETF to buy? In this presentation, Donald will demonstrate a top-down method that uses economic indicators from the first presentation, technical analysis models and relative strength performance to filter out the majority of ETFs. The approach is designed to help focus the investor in the right direction when looking for an appropriate ETF.

10:45 - 11:15 **MORNING TEA**

11:15 - 12:30 **Dr Brett Steenbarger - Ask the Doc**

Dr Steenbarger will begin the session with an overview of common elements in trading success that he has observed across various markets and settings, as well as an overview of the most common challenges that traders face and the specific psychological techniques that are most effective for these problems. The remainder of the session will focus on applying these ideas to the actual problems faced by traders, as participants bring their toughest questions and challenges and "ask the doc" for coaching assistance.

12:30 - 1:30 **LUNCH (plus networking)**

1:30 - 2:50 **Panel Discussion - Donald Dony, Dr Brett Steenbarger, Gary Stone**

2:50 - 3:00 **Closing Address - ATAA National President**

3:00 - 3:30 **ATAA Annual General Meeting**

3:30 - 4:00 **AFTERNOON TEA**



In October this year the ATAA will have ten top speakers from around the globe, to share a wide field of knowledge and information to help you with your wealth generation by investing or trading in the diverse markets of today.

**A must-do event, not to be missed.**

Great value for money.

Over a 3-day period in lovely Adelaide, learn about the keys to generating wealth.

Featuring well-respected and well-known overseas and local speakers.

Benefit from the SPEAKERS' extensive experience, knowledge, observations and insights.

**Exclusive: "Meet the Speaker" Workshops** available to the first 60 registrations.

You will be able to meet the speaker, and have a somewhat personalised discussion. This is your chance to ask those questions you've always wanted to ask.

**Traders' Huddle sessions** are fantastic opportunities to meet up with like-minded investors and traders.

Great networking opportunities to extend your own circle of contacts.

**Free DVD** of all the presentations.

## Topics:

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## Speakers



Jim Berg



David Chia



Donald Dony



Neil Godwin



Daryl Guppy



Justine Pollard



Prof Hank Pruden



Dr Brett Steenbarger



Gary Stone



Dr Bruce Vanstone

## Speakers

**Jim Berg** is a former broker, private trader and lecturer with over 20 years' experience in the investment industry. He has appeared on Sky Business TV, CNBC Asia and Market Wrap and is a regular guest speaker at trading events across Australia. Jim is the author of *Shares to Buy & When* and his articles have been published in the ASX newsletter, *Shares, Personal Investor, Your Trading Edge* and *Stocks and Commodities*.



**David Chia** has spent most of his working life engaged in various aspects of trading and investments, working in the main, for banks and trading institutions. He co-founded Relate Empower Deliver, a boutique investment firm in late 2007 and passionately supports the education and learning aspects of financial markets as a critical ingredient for enduring success. With a background in accounting and economics, David has schooled himself in the multi disciplines that comes with managing the assets and risk that is the realm of trading and investments today.



**Donald Dony MFTA**, is a professional technical analyst, registered securities advisor and instructor for the Canadian Securities Institute. He has been in the investment profession for over 25 years, first as a stock broker in the mid 1980's and then as the principal of D. W. Dony and Associates Inc., a financial consulting firm to the present. He is the editor and publisher of the *Technical Speculator*, a monthly international investment newsletter, which specializes in major world equity markets, currencies, bonds and interest rates.



**Neil Godwin** is a private trader, personal trading mentor and a current ATAA National Director. His trading experience spans many years of bull and bear cycles through which he survived and prospered despite many extreme market shocks. After 30 years of hard market experience, Neil understands what a trader/investor needs to make money from the stock market.



**Daryl Guppy** is founder and Director of Guppytraders.com, an international financial market education and training organization with offices in Darwin, Singapore and Beijing. He actively trades equities and associated derivatives markets, including CFDs. He is the author of *The 36 Strategies of the Chinese for Financial Traders, Trend Trading, Guppy Trading* and seven other trading books. He has developed several technical indicators used by traders in stock, derivative and currency markets.



**Justine Pollard** is a private Australian stock market trader, trading mentor and author of *Smart Trading Plans*. Justine's experience in the stock market started as a hobby 20 years ago and became a full time career in 2000. Justine now offers a range of training courses based on trading trends and using strict money management rules to let profits run and cut losses. Justine's career background includes marketing, business management and lecturer of technical analysis.



**Prof Hank Pruden** is a professor in the Ageno School of Business at Golden Gate University, San Francisco where he has been teaching for 30 years. More than a theoretician, Prof Pruden has actively traded his own account for over 20 years. This personal involvement in the market ensures that what he teaches is practical for the trader, and not just abstract academic theory. He has researched and published extensively in the use of technical analysis and the psychology of trading, including *The Three Skills of Top Trading*.



**Dr Brett Steenbarger** is Clinical Associate Professor of Psychiatry and Behavioral Sciences at SUNY Upstate Medical University in Syracuse, NY and Director of Trader Development at Tudor Investment Corp. He has written three books on trading psychology, a training text on brief approaches to therapy, and the popular TraderFeed blog. A graduate of Duke University and the University of Kansas, Dr Steenbarger's current work focuses on high-performance applications of research and practice in psychology.



**Gary Stone** has a Bachelor of Science degree, majoring in Computer Science and Mathematics. He started his career in investing in the stock market in 1990 when he first became interested in technical and fundamental analysis of shares. He combined two of his main business interests: computing and the stock market to establish a business in 1994 that provides active investing solutions and services to private investors. Gary has researched and designed two active investment methodologies that are commercially available in the marketplace.



**Dr Bruce Vanstone** completed his PhD at Bond University in Computational Finance in 2006. He focuses on researching and developing active investment and trading strategies, both with and without the use of Artificial Intelligence techniques. He currently lectures in Computational Finance (Algorithmic Trading and Trading Systems Design) at Bond University, and consults to Porter Capital Funds Management. He also works with private traders to enhance their performance and returns. He has just completed his first book, *Designing Stockmarket Trading Systems (with and without Soft Computing)*.



### About ATAA

The ATAA aims to assist its members to become profitable traders and investors in the financial markets. Members range from beginners to advanced professionals. Established in 1990, the Australian Technical Analysts Association is a not-for-profit association, run by members for members. For more information, visit [www.ataa.com.au](http://www.ataa.com.au)

#### Member services include:

- Monthly meetings in 9 major Australian cities
- Member to member networking
- Website with extensive resources
- Video library
- Annual National Conference
- Affiliation with the International Federation of Technical Analysts (IFTA); and
- Discounts on products and services.

# Registration Form

A tax invoice will be issued when your registration has been processed. This tax invoice must be presented at conference registration. Your place has not been confirmed until this tax invoice is issued.

Name: \_\_\_\_\_

Organisation: \_\_\_\_\_ Membership Number: \_\_\_\_\_

Address: \_\_\_\_\_

Suburb/town: \_\_\_\_\_ State: \_\_\_\_\_ Postcode: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Partner's Name (If attending the Gala Dinner): \_\_\_\_\_

How did you hear about the ATAA Conference: \_\_\_\_\_

## Conference Fees *(All prices are inclusive of GST)*

**(include lunch, morning tea and afternoon tea daily)**

ATAA Members \$699.00

Non-ATAA Members\* \$899.00

AIA Members Special Price\*\* \$699.00

## Saturday Night Gala Dinner *(including drinks)*

Conference Attendee \$95.00

Partner \$95.00

**TOTAL**

\*Non Members who register for the Conference will receive 6 months ATAA membership \*\* AIA members need to send or fax a copy of their membership details with their registration form to qualify for this price.

## Early Bird Special

Be one of the first 60 people to register and you can attend a "Meet The Speaker" workshop. Please place a number 1-4 in order of preference (1 = 1st choice) in the boxes next to the speaker's name. These places will be allocated on a first in, best dressed basis, so we cannot guarantee you will get a place in your preferred workshop.

- Donald Dony       Justine Pollard  
 Prof Hank Pruden       Dr Brett Steenbarger

Successful early bird registrations will receive notification of their workshop within 7 days of registration.

## Method of Payment *(No telephone bookings accepted)*

- Payment by credit card       Cheque

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Policy details see  
our web site:  
[www.ataa.com.au](http://www.ataa.com.au)**

By signing this form and providing the details above, I hereby authorise the ATAA to debit my credit card for the total amount above. Conference program and details may change without notice.