

THE BLACK SWAN CONNECTION

August 2016

Stock Market Manager is launching an e-newsletter

“The Black Swan Connection”

I'm excited to announce that Stock Market Manager has introduced, *“The Black Swan Connection”* our new monthly e-newsletter.

Our goal with the Black Swan Connection is to provide our subscribers, investors and financial professional compatriots outstanding investment insight that is a step above and outside of what will normally be found in mainstream financial press. To that end we have brought together seasoned, successful, and some of the brightest professionals in their respective fields to provide the articles and advice that is based on decades of practice in the field. An important part of that commitment includes providing timely and relevant financial information so that you have some new tools at your disposal in order to make the best decisions possible when it comes to managing your or your clients' money. We will also be adding insightful and current information on developments within the financial services industry, such as the new Reg A legislation.

Anyone still think just holding blue chip stocks long term like Lehman Brothers \$70 a share to zero in 5 months and GM \$94 to zero in 10 yrs or be really safe and rely on a 1.5% return from a 30 month cd is the way to go?

We don't think so either... It is no secret that the world is becoming a more dangerous place, and following the latest bloodletting during the financial crisis it should be clear to most that relying on traditional strategies to not only protect your savings from the vagaries of a very uncertain world and earn a positive return above inflation is not going to cut it.

So what is a Black Swan??

Wikipedia describes the black swan theory as a metaphor that describes an event that comes as a surprise, has a major effect, and is often inappropriately rationalized after the fact with the benefit of hindsight. The term is based on an ancient saying which presumed black swans did not exist, but the saying was rewritten after black swans were discovered in the wild.

We believe that the Black Swan Metaphor describes our intent and goal of searching out the investments and strategies that represent not necessarily the highest potential returns, but ones that are based on a positive delta when considering the risk–reward ratio of what is being proposed. That may equate to something as mundane as maximizing an income stream from commercial real estate to strategies in mitigating risk in experimental cutting edge drug therapies.

One of the fundamental theories Napoleon Hill developed in his modern day classic, *Think and Grow Rich*, which was inspired by Andrew Carnegie was to continuously cultivate relationships with the brightest and most successful people. Believing that by surrounding yourself with these types, you will be drug along on the path to personal success I have employed that technique in recruiting talent to produce and edit “*The Black Swan Connection*”. This strategy will be utilized in an ongoing search to bring the brightest and most successful to the forefront in providing the content and features for the newsletter.

Introduction to our editor and chief strategist, David Lavigne.

Dave is a long-time friend and business associate that I have dealt with for more than a decade. His insightful and forthright approach to investing is highly respected and he has proven expertise in producing positive returns for his partners and the accredited members group. In addition to acting as the *Black Swan Connection* editor he will be providing proprietary research on both public and private companies.

A little background on Dave-

David Lavigne is a Managing Partner, Senior Analyst and investment committee member at Touch 4 Partners, LLC. David Lavigne has spent over 30 years in the financial and investment industries, beginning with his employment by small, regional sell-side broker-dealers involved in the provisioning of both investment banking and retail investment services. He has served in those organizations as CEO, Head of Equity Research and National Sales Manager. In 2002 Mr. Lavigne founded a boutique subscription based equity research company called EdgeWater Research Partners, LLC. Edgewater provided microcap equity research to a broad base of investors. At the time, EdgeWater was subscription based model represented a relatively new and unique approach to the provisioning of equity research in the microcap theatre. In 2012, he co-founded Accredited Members Acquisition Corporation, which was an extension of the EdgeWater research model, but also included a host of services aimed at assisting private startup and/or emerging companies. Throughout his career, David Lavigne has evaluated hundreds of small companies, and has done so for a multitude of investors both institutional and individual, as well as for other enterprises seeking his evaluation. Mr. Lavigne graduated from the University of Idaho in 1984 with a Bachelor of Science in Finance.

In addition to providing a proprietary communications platform for private and public companies, this new e-newsletter is one more way we can provide you and your clients the information you need to make smart, informed financial decisions. In each issue, you will find helpful information on a variety of financial topics as well as articles on health, travel and world events.

You can view the inaugural edition of “*The Black Swan Connection*” by [clicking here](#).

If you have any suggestions to make the newsletter even better or if you have some qualifying content, please send me an email and share your thoughts.

Carl Dilley
President & CEO