

OPTIONS

I A D I Training Sessions

FUTURES

*PART 1 - INTRODUCTION TO FUTURES
HEDGING AND TRADING*

OPTIONS

*PART 2 - INTRODUCTION TO HEDGING
WITH OPTIONS*

*PART 3 - HEDGING AND TRADING
WITH OPTIONS*

PART 4 - ADVANCED OPTIONS TRADING

Headquarters:

Informa Economics, Inc.

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SEPTEMBER 21 - 23, 2010

FOGELMAN EXECUTIVE CONFERENCE CENTER
Memphis, Tennessee 38111 USA

ABOUT EACH SESSION

PART 1 AND PART 2: Informa Economics is offering two half-day training sessions: *Introduction to Futures Hedging & Trading* and *Introduction to Hedging with Options*. These introductory programs cover basic definitions and trading considerations for futures and for hedging options. The course instructor for both Part 1 and Part 2 is Rob M. Westmoreland, Executive Vice President, Informa Economics.

PART 3: *Hedging and Trading with Options* is designed for the intermediate user with some understanding of options and option strategies on a fundamental level. This special one-day session will concentrate on basic options as a hedging tool. It will focus on two major factors that influence option prices – the price of underlying futures and volatility. The course instructor is James B. Bittman, Chicago Board of Trade Options Institute.

PART 4: *Advance Options Trading*: The experienced option users will learn the trading and hedging applications of several advanced strategies that will be discussed in depth. Traders will learn the importance of tracking implied volatility and hedgers will learn exactly how the strategies work and what can be expected from them. Mr. Bittman is the instructor of this advanced session.

ABOUT THE INSTRUCTORS

PART 1 AND PART 2

ROB M. WESTMORELAND, INFORMA ECONOMICS, INC., EXECUTIVE VICE PRESIDENT

Mr. Westmoreland is co-executive of the Informa Economics grains, oilseeds, and other crop and food ingredient research and analyses functions and client services. His many food and agribusiness consulting assignments include commodity planning, price risk management and business strategic planning for a wide spectrum of US and international food and agribusiness companies. Previously, Mr. Westmoreland was group vice president and general manager of Pillsbury Industrial Foods. His management experience includes economic analyses and commodity risk management, business strategic planning, marketing, and general management in food processing. He is an economics graduate of Rice University and of the Stanford University Graduate School of Business.

PART 3 AND PART 4

JAMES B. BITTMAN, THE OPTIONS INSTITUTE AT CBOE, SENIOR INSTRUCTOR. After starting his business career in commercial banking, Mr. Bittman became an options market maker at The Chicago Board Options Exchange in 1980. Since then he has had experience at both The Chicago Board of Trade and The Chicago Board Options Exchange. As a senior instructor at The Options Institute, the educational arm of the CBOE, Mr. Bittman teaches courses worldwide for major exchanges, brokerage firms and money center banks on a variety of subjects involving futures and options: hedging, portfolio risk management, individual investing with stock options and market making. He also teaches at The University of Illinois in Chicago in the masters level Executive MBA Program. Mr. Bittman has been teaching courses at Informa Economics, Inc. (*formerly Sparks Companies, Inc.*) since 1995.

Mr. Bittman has authored four books, [Options for the Stock Investor](#) (McGraw-Hill, 1996), [Trading Index Options](#) (1998) and [Trading Options as a Professional](#) (2008). His fourth book, [Hedging and Trading with Agricultural Futures and Options](#) (2001), will be distributed to each attendee during this course.

ABOUT INFORMA

Informa Economics, Inc. is a world leader in domestic and international agricultural and commodity/product market research, analysis, evaluation and consulting. Founded in 1997, we were acquired in 2003 by Informa plc in the UK as part of its Agra Division. Presently, we service hundreds of firms, institutions and trade organizations worldwide from our headquarters in Memphis, Tennessee and our offices in the DC area, Minnesota, Michigan, and in Winnipeg, Canada. As a comprehensive commodity, food industry and agribusiness research and consulting firm, Informa Economics offers several broad categories of services: Research/Analysis, Business Consulting, Education/Training and News/Communication.

The International Agri-Professional Institute (IADI) is the education/training division of Informa Economics and offers varied venues for educational growth for those in ag-based businesses, such as commodity investors, traders, in finance and auditing, or those whose responsibilities lie in transportation and logistics and/or supply, demand analysis and forecasting.

Informa plc, our parent company, is the leading provider of information services for the academic and scientific, professional and commercial business communities worldwide. Informa plc has over 150 offices in more than 43 countries. They are the largest publicly-owned organiser of conferences and courses in the world with an output of over 8,500 events annually. Informa plc publishes over 2,500 subscription-based information services including academic journals, real-time news and structured databases of commercial intelligence. Their book business has more than 50,000 academic and business titles in print. Their products are founded on high value content from the arts and humanities through social sciences to physical science and technology; from the professional domains of finance and law to commercial fields such as telecommunications, maritime trade, energy, commodities, and agriculture.

Our Mission: "To Be a Vital Force in the Success of Agriculture, Food, Energy and Transportation Interests Around the World."

FOGELMAN EXECUTIVE CONFERENCE CENTER & HOTEL

The Fogelman Executive Conference Center & Hotel (FECC) is located in the heart of the city and is part of the campus of the University of Memphis. It offers an "all-inclusive meeting package" for area companies and organizations hosting meetings, conferences and training programs – spacious classrooms with up-to-date technical equipment, training tools, including wireless Internet access, an awarding winning dining room with food buffets for breakfast, lunch and dinner and room accommodations with the comforts and amenities of an up-scale hotel.

The 4th floor of the FECC has a limited number of [hotel rooms](#) and we highly recommend the FECC be your [first](#) choice for your hotel reservations. As a [second](#) choice, we recommend the University Holiday Inn, which is part of the FECC complex and located across the street. Please contact either property direct to make your hotel room reservations and mention you are attending Informa Economics' IADI Training Sessions.

Fogelman Executive Conference Center & Hotel
330 Innovation Drive
Memphis, TN 38152
<http://bf.memphis.edu/fecc/about.php>

(901) 678-5410 - Reservations
(901) 678-3700 – Switchboard
Corner of Central & Innovation Drive

The University Holiday Inn
3700 Central Avenue
Memphis, TN 38111
www.holiday-inn.com/mem-uofm

(901) 678-8200 – Front Desk
(901) 678-0536 – FAX

The websites for the FECC and the University Holiday Inn show photographs of the room accommodations, with maps and directions from the Memphis International Airport, from I-55/I-40 West from Arkansas, I-55 North from Mississippi, and I-40 from Nashville into Memphis.

Please Note: The [classroom](#) for the IADI Training Sessions will be on the [3rd floor of the FECC](#). Once you have registered, you will receive an e-mail with more details regarding your arrival in Memphis, the Training Sessions and general information about the Memphis Mid-South area.

CLASS SCHEDULE, TOPICS

Part 1: Introduction to Futures Hedging & Trading

Tuesday, September 21, 2010: 8:30 am – 12:00 Noon

- Futures Markets Overview
- Terms and Definitions
- Futures Trading and Risk Management

Part 2: Introduction to Hedging with Options

Tuesday, September 21, 2010: 1:00 pm – 5:00 pm

- Option Terms and Definitions
- Practical Trading Considerations
- Option Pricing Factors
 - Intrinsic Value, Time Value, Volatility

Part 3: Hedging and Trading with Options

Wednesday, September 22, 2010: 8:30 am – 5:00 pm

- Basic Strategies and Option Fundamentals
 - Review of Basis Option Profit and Loss Diagrams
 - Understanding the Trade-Offs: Options vs. Futures
 - Why Options Have Value
- Understanding Option Price Behavior
 - Trading Options Prior to Expiration
 - Illustration of Delta and Time Decay
 - Vertical Spreads vs. Outright Option Buying
 - Developing Realistic Expectations
- Strategy Selection
 - Market Scenarios – Various Option Strategies
 - Choosing the “Right” Option
 - Repairing Losses Without Increasing Risk
- Understanding Volatility
 - What Volatility Means
 - How Volatility Affects Options Prices
 - Vega – The Other “Greek”
 - Historical Volatility and Future Volatility
- Managing Positions
 - “Repairing” Losses without Increasing Risk
 - Managing Position Established Earlier
 - Profitable or Unprofitable

Part 4: Advanced Options Trading

Thursday, September 23, 2010: 8:30 am – 12:00 Noon

- Advanced Option Price Behavior
 - Delta, Gamma, Vega and Theta – The Greeks
 - Options Price Change Analysis
 - Position Greeks & Strategy Price Behavior
- Volatility Trading
 - Delta-Neutral Trading Example
 - Planning Trades with Forecast of Volatility
- Advanced Trading Strategies
 - Understanding How Advanced Strategies Work
 - Understanding Why Advanced Strategies Work
 - Developing Realistic Expectations for Results
 - Trading Rules for “Getting In” and “Getting Out”
- Advanced Hedging Strategies
 - Speculating vs. Hedging
 - Gamma Plans, Defined and Explained
 - Risk Hedges

CLASS PACKAGES

The following “class packages” are available - your selection should reflect your overall knowledge, skill and experience level with the futures and options markets.

Class Package #1: Total Package – US \$1,255.00

- Part 1: Introduction to Futures Hedging & Trading
Tuesday Morning, September 21, 2010
- Part 2: Introduction to Hedging with Options
Tuesday Afternoon, September 21, 2010

Class Package #2: Total Package – US \$2,350.00

- Part 1: Introduction to Futures Hedging & Trading
Tuesday Morning, September 21, 2010
- Part 2: Introduction to Hedging with Options
Tuesday Afternoon, September 21, 2010
- Part 3: Hedging and Trading with Options
Wednesday, September 22, 2010

Class Package #3: Total Package – US \$1,755.00

- Part 2: Introduction to Hedging with Options
Tuesday Afternoon, September 21, 2010
- Part 3: Hedging and Trading with Options
Wednesday, September 22, 2010

Class Package #4: Total Package – US \$3,075.00

- Part 1: Introduction to Futures Hedging & Trading
Tuesday Morning, September 21, 2010
- Part 2: Introduction to Hedging with Options
Tuesday Afternoon, September 21, 2010
- Part 3: Hedging and Trading with Options
Wednesday, September 22, 2010
- Part 4: Advanced Options Trading
Thursday Morning, September 23, 2010

Class Package #5: Total Package – US \$1,855.00

- Part 3: Hedging and Trading with Options
Wednesday, September 22, 2010
- Part 4: Advanced Options Trading
Thursday Morning, September 23, 2010

Class Package #6: Total Package – US \$2,480.00

- Part 2: Introduction to Hedging with Options
Tuesday Afternoon, September 21, 2010
- Part 3: Hedging and Trading with Options
Wednesday, September 22, 2010
- Part 4: Advanced Options Trading
Thursday Morning, September 23, 2010

Please Note: Your hotel reservations are not included in the class package registration fee. See the [Fogelman Executive Conference Center](#) information on the previous page.

REGISTRATION FORM
IADI TRAINING SESSIONS: FUTURES & OPTIONS

Fogelman Executive Conference Center & Hotel – 330 Innovation Drive, Memphis, TN 38152 – (901) 678-3700

SEPTEMBER 21 - 23, 2010
IMPORTANT: Please provide your e-mail address to receive special class information.

Name: _____

Title: _____

Company: _____

Address: _____

City: _____

State: _____

ZIP: _____

Telephone: _____

E-Mail Address: _____

✓ PLEASE CHECK CLASS PACKAGE SELECTION:
Class Package #1: Total Package – US \$1,255.00
Part 1: Introduction to Futures Hedging and Trading – Tuesday Morning, September 21
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Part 3: Hedging and Trading with Options – Wednesday, September 22
Part 4: Advanced Options Trading - Thursday Morning, September 23
✓ PLEASE CHECK METHOD OF PAYMENT:

 Attendee *Will Mail Check* (make your check payable to Informa Economics, Inc.)

 Attendee *Will Pay by VISA, MasterCard or American Express* (please complete below)

Credit Card: (circle)

VISA
MasterCard
American Express

Cardholder: _____

Expiration Date: _____

Card Number: _____

 Your registration fee must be received **on or before Monday, September 13, 2010.**

 A refund penalty will be applied to cancellations **after Friday, September 10, 2010.**

 Questions, contact: Rosamary Posey, Program Coordinator, (901) 766-4602, rosamary.posey@informaecon.com
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