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Los Angeles, CA | **Leading Wealth Advisor**

Signature Estate & Investment Advisors LLC

Gary K. Liska, MS, CFP®, CMFC, Senior Partner

# “ Have recent economic events changed your investment philosophy? ”

By Gary K. Liska

**The economic developments of the past few years have left many investors thinking the rules of investing have changed.** While virtually all asset classes took a beating in 2008, many who thought they were properly diversified truly were not. Is this a new normal, or are there history lessons to relearn?

The details are different this time but the fundamental rules and investment principles have not changed. Economic cycles (recessions and expansions) create overvalued bubbles and undervalued opportunities.

Our investment strategy and philosophy have not changed. Recent events have simply restrengthened our core fundamentals and disciplined approach. They have also reinforced our commitment to constantly monitor the economic landscape, which keeps our firm current with new opportunities that will strengthen client portfolios.


**We start with a clear understanding of our clients' objectives.** This process has been enhanced in recent years as conversations with clients have become more engaged, thereby creating a deeper understanding of our clients' fears and assisting us in communicating with them and educating them about risk.

Risk management is a primary fundamental. Although market risk and credit risk are always top considerations, additional risks, such as inflation, currency, interest rate and liquidity, are on the horizon. Discussing each client's unique risk tolerance in the context of overall wealth management enables us to focus on the big picture and reaffirm the investment policy statement and

allocation strategy. This process allows us to provide highly effective ongoing service and advice.

**Although our core strategy and fundamentals have not changed, our research and implementation are continually improving.** The global economic landscape is changing; therefore, we increasingly need to think ahead of the current conditions and construct the global asset-allocation strategy for tomorrow. Our investment committee is focused on this vision while providing first-rate objective and unbiased research.

**The implementation of each strategy is critical because investment vehicles have become more efficient and complex.** Greater access to alternatives, commodities, emerging and frontier economies, private equity, hedge funds and currencies have allowed investors to add these asset classes to their portfolios with greater ease. Understanding and educating our clients about the opportunities and pitfalls of the appropriate vehicles have allowed them to make well-informed decisions about their investment choices.

While another bubble is inevitably on the horizon, and information and economic cycles are moving at increasing speeds, we suggest that two things never change: sticking to a disciplined asset-allocation strategy for tomorrow's global environment and rebalancing. While these fundamentals may seem, well, fundamental, investors who stuck to them in the past two years felt a lot less pain during the great recession and will manage the next economic cycle with success. 

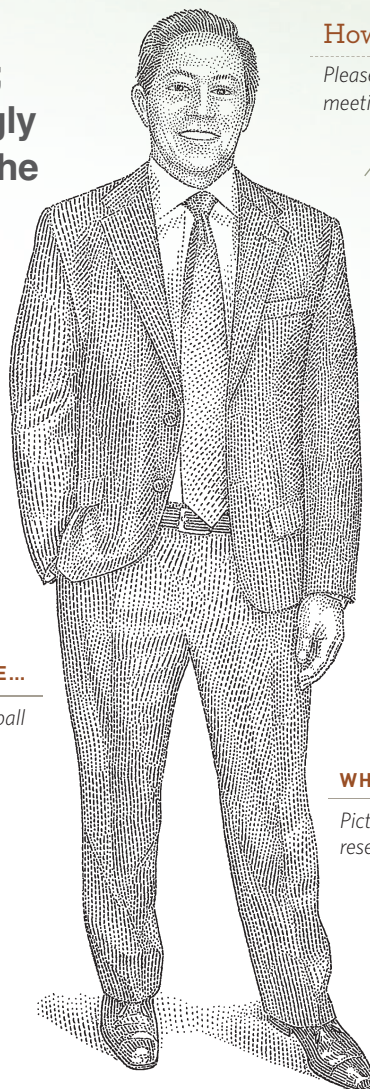
## KEY TO MANAGING RECESSIONS: THE FUNDAMENTALS

An effective investment philosophy must be based on management fundamentals, including a clear asset-allocation policy, rebalancing strategy, and a defined investment policy statement. Also, understanding and anticipating the global market changes, and adjusting the allocation formula to address these changes as time goes on, are both critical to successful portfolio management.

It is very difficult to consistently call the top and bottom of cycles. Effective rebalancing allows our clients to manage these cycles and minimize overexposures as well as to anticipate trends of excess risk and opportunity.

**“The global economic landscape is changing; therefore, we increasingly need to think ahead of the current conditions and construct the global asset-allocation strategy for tomorrow.”**

– Gary K. Liska



### How to reach Gary K. Liska

Please call my office at 310.712.2331 to schedule a meeting, either over the telephone or face-to-face.

### WHAT I'M READING NOW...

Hot, Flat and Crowded, by Thomas L. Friedman and The Power of Now, by Eckhart Tolle

### MY HOBBIES ARE...

Travel, exercise and playing basketball

### WHAT'S ON MY DESK...

Pictures of my wife and family, computers, research, phone and coffee

## About Gary K. Liska

Gary K. Liska has been in the financial services industry since 1994 and is a founding partner of SEIA. Less than 10 years after its inception, SEIA reached the milestone of \$1 billion in assets under management. Mr. Liska is a Certified Financial Planner and holds a master of science degree in financial services and is a core member of SEIA's investment committee. He specializes in comprehensive wealth management strategies for individuals, as well as corporations. He lives in Malibu, Calif., with his wife, Lacie.

Assets Under Management  
**\$325 million (Gary K. Liska);  
\$1.5 billion (firm total)**

Minimum Fee for Initial Meeting  
**None required**

Minimum Net Worth Requirement  
**\$500,000 (investment services)**

Largest Client Net Worth  
**\$110 million**

Financial Services Experience  
**16 years**

Compensation Method  
**Asset-based, fixed and hourly fees**

Primary Custodian for Investor Assets  
**Charles Schwab & Co. and Fidelity investments**

Professional Services Provided  
**Investment advisory and money management services;  
estate, retirement, corporate benefit, income tax and insurance planning**

Website  
**www.seia.com**

Email  
**gkl.seia@jhnetwork.com**



Gary K. Liska, MS, CFP®, CMFC  
*Senior Partner*

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**Signature Estate & Investment Advisors LLC**

2121 Avenue of the Stars  
Suite 1600  
Los Angeles, CA 90067  
Tel. 310.712.2331

Email: [gkl.seia@jhnnetwork.com](mailto:gkl.seia@jhnnetwork.com)  
[www.seia.com](http://www.seia.com)



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