



HAWK | Talon

HAWK 100

Monthly News from HAWK100

Issue 1, January 2009

Your HAWK|Talon

Each month, HAWK100 promises to deliver relevant stories, insightful comments, and impactful advice with HAWK|Talon.

Structured in an easy to read, one-page newsletter format, HAWK|Talon seeks to enhance your HAWK100 experience. A sidebar quickly captures key stories and financial market developments from the recent month around which HAWK100 has aligned your wealth.

For example this month the dominant stories centered on the historic inauguration of Barack Obama as President of the United States. Early indications from the Obama administration signal more active government intervention seeking to stem the tide of recession.

Each HAWK|Talon will present a main feature which gives a more complete analysis of a thought provoking storyline. Features cover a range of topical interest.

For example, HAWK|Talon may discuss the analysis of stocks, bonds or financial markets; a particular portfolio management strategy; economic trends or forecasts; financial planning tips, advice, or strategies; shared ideas on business management and strategy; or general advice to align your wealth with your life.

Your wealth.
Your life.
Aligned.

Your Wealth. Your Life. Aligned.

Welcome to HAWK100!

The inauguration of President Obama brought the promise of hope and change to Washington, DC and the direction of the U.S. With coincident timing, Richard Clemens, CFA launched HAWK100 and was named its President. Through HAWK100, Clemens has promised to change the wealth advise marketplace.

During a long career managing and advising mutual funds, Clemens noted that investor wealth was frequently out of alignment with unique aspects of investors' lives. Most Investment portfolios were managed without consideration for dynamic aspects of an investor's personal situation. Then, Clemens founded HAWK100.

Redefining the delivery of wealth advise, Clemens structured HAWK100 to offer its clients, whom HAWK100 has called Members, a unique experience. Without sacrificing essential wealth management practices, HAWK100 has enhanced the Member experience with benefits reserved exclusively for HAWK100 Members. Clemens has observed diminished supply of "members-only" services akin to those offered from country-clubs. Challenges arising from the recent financial market and economic turmoil has increased demand for exclusive, personal experiences from wealth advisers. Clemens strategically designed HAWK100 to serve 100 Members.

The essence of HAWK100 is all about aligning each Member's wealth with their life. HAWK100 has promised Members that 100% of their wealth will align with their lives. It has done so because each Member has received a personalized Wealth Alignment PlanSM that serves as a guide to: (1) articulate their purpose and values, (2) assign prudent wealth strategies, and (3) attain their aspirations and goals. The Wealth Alignment PlanSM has become the cornerstone of HAWK100 services and Member experiences.

More than ever, integrity and ethics matter. Clemens adheres to the highest standards of ethics and conduct in the investment profession. Clemens holds the CFA charter, the global gold standard for investment professionals, and he leads his profession as one of ten worldwide Presidents Council Representatives for CFA Institute. The CFA Institute Code and Standards require that Clemens to place the highest priority on Members' interests, to maintain independence and objectivity, and to serve with integrity and honesty. With expert prudence, HAWK100 exercises diligence and care when fulfilling its fiduciary duty and exercising fully discretionary investment management and advice.

HAWK100 offers its Members the choice of two services, branded as HAWK|Nest and HAWK|Hunt. At some point, everyone spends time in the nest while nurturing their wealth and enabling it to grow. HAWK|Nest is appropriate for Members needing basic wealth advice and an efficient, diversified, professionally managed portfolio. As you mature, you move beyond the nest and may prefer to use your wealth to hunt for opportunities. HAWK|Hunt is appropriate for Members needing complex wealth advice and an efficient, diversified, professionally managed portfolio enhanced with personally selected securities and risk management techniques. HAWK|Hunt affords you the full complement of resources available from HAWK100.

HAWK100 would be delighted for the opportunity to align your wealth with your life.

By Richard Clemens, CFA, President

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Information herein is based on sources believed to be reliable but which have not been verified for accuracy.

Conclusions and views expressed reflect the opinions of the author and are subject to change without notice.

This report is neither an offer nor a solicitation with regard to the purchase or sale of securities. Please contact HAWK100 to discuss how the concepts discussed herein may affect the alignment of your wealth with your life.



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