



*The Global Mark of Distinction in Alternative Investments*

CHARTERED ALTERNATIVE INVESTMENT ANALYST (CAIA) ASSOCIATION • 100 UNIVERSITY DRIVE AMHERST, MA 01002  
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**Q Describe your firm, its offerings and its mission.**

The Chartered Alternative Investment Analyst (CAIA) Association is an independent, not-for-profit global organization committed to education and professionalism in the field of alternative investments. Founded in 2002, the Association sponsors the CAIA designation, the only professional designation exclusively focused on alternative investments. Recognized globally, the designation certifies one's mastery of the concepts, tools, and practices essential for understanding alternative investments and promotes adherence to high standards of professional conduct. CAIA also offers educational and networking opportunities through global chapters and CAIA community meetings. ([www.caia.org](http://www.caia.org))

**Q Describe your investment strategy and how it might be unique.**

The CAIA designation is awarded twice a year to qualified investment professionals worldwide who complete a rigorous self-study curriculum and pass two levels of examinations given in March and September. The program is designed to teach candidates how to analyze and evaluate investments in hedge funds, private equity, managed futures, and real assets, and how to construct portfolios comprised of both traditional and alternative assets.

CAIA is unique in that it is the only globally recognized standard of excellence and best practices within the alternative investment world. It is also unique in that study materials are updated on a regular basis to reflect current academic research and industry practices.

**Q Describe how your investment products fit into a well-rounded asset allocation strategy.**

Success in today's complex world of alternative investments demands a strong foundation of knowledge and an unwavering dedication to professionalism. Given the increasing role of alternatives within investor portfolios, it is now imperative that industry participants dedicate themselves to understand-

ing the full array of investment options. The CAIA designation is the only educational standard uniquely designed for individuals specializing in alternative investments. The curriculum provides a broad base of knowledge of cutting-edge alternative vehicles. With CAIA's comprehensive program, candidates are provided the knowledge to create portfolios with well-rounded asset allocation.

**Q How has your firm adapted during the recent economic downturn?**

The financial crisis has created an even greater need for standards in the industry, which has served to reaffirm the CAIA Association's mission. Also, with new regulations, such as the SEC's requirements that advisors supply evidence of their educational backgrounds, an increasing number of finance professionals see the value of earning the CAIA designation. We have continued to keep our study materials current and to offer Level I and II exams in March and September. We have increased CAIA sponsored educational and networking events and have expanded the reach of our education mission by offering the CAIA curriculum to selected university programs around the world through the Academic Partnership Program.

## AT A GLANCE

**Firm name:** Chartered Alternative Investment Analyst Association  
**Principals:** Florence Lombard, Chief Executive Officer  
**Employees:** 37  
**Location:** Global Headquarters, Amherst, MA  
**Years in business:** 9  
**Assets under management:** N/A  
**Minimum investment:** N/A