



# **Silicon Valley Options Group (SVOG)**

Regular Monthly Meeting  
January 9, 2014  
Elks Lodge  
Sunnyvale, CA



# SVOG

**A non-profit public benefit corporation**

- **Sharing Options Trading Education & Experience**
  - Open to all: Basic to Advanced Traders
  - \$10.00 Voluntary Contribution
- **Disclaimer:**
  - SVOG **does not** provide trading advice nor does it endorse any specific products
  - All information and opinions are those of the presenter(s) or attendee(s)
  - **The suitability or application of information provided or discussed is the sole responsibility of the attendee**



# SVOG

**A non-profit public benefit corporation**

- **Charitable contributions are tax deductible**
  - Monthly contributions and travel if you work the meeting
- **Want to raise additional \$4,000 (\$4K) for 2014**
  - Purchase a new projector, about \$2K
  - Make up for loss of corporate funding, \$2K
  - Entire donation goes to support SVOG, all staff are unpaid volunteers
- **How to contribute**
  - Cash or Check (Payable to **SVOG**) at tonight's meeting
  - Mail: SVOG, Office of the Treasurer, 2032 Town and Country Ln., Santa Clara, CA 95050
- **Disclaimer:**
  - **SVOG does not provide tax advice. Consult your tax adviser for your specific tax situation.**





# Tonight's Agenda

- 6:00 - 6:15 Mingle and Setup
- 6:15 - 6:30 SVOG Intro & Announcements
- **6:30 - 7:30 Jim Norton, JSNorton, LLC**  
– Trading as a Business (initial expectations)
- **7:30 - 7:45 Meet Your Neighbor Break**
- **7:45 - 8:45 Launch the SVOG Business Project – 1<sup>st</sup> Position, if possible**
- 8:45 - 9:00 Meeting Close and Clean up



# Thank You Elks

- SVOG meetings thru 2013
- Location:
  - Benevolent & Protective Order of Elks, Lodge #2128,
  - 375 N. Pastoria Avenue, Sunnyvale, CA 94085
- Regular meetings – Monthly -- 2<sup>nd</sup> Thursday
  - Time is 6:00 pm to 8:45 pm



# Operational Items

- Mailing List
  - Register at **SVOG.ORG**
  - If it looks like a spam email address – will not be added (do not use the same first and last name)
- Missing Past Presentations – still reviewing
- If there is another issue – let us know





# Affiliate Relationships

- Random Walk Trading
  - (signed agreement)
- Traders Accounting
  - (signed agreement)
- ECONODAY
  - (email agreement)
- PERSONSPLANET
  - (signed agreement pending)
- Gecko Software
  - (in process)



# Affiliates (con't)

- Most agreements share the benefits
  - ½ SVOG to help our funding
  - ½ discount to our Associates (that is You)
- So how do you take advantage?
  - Manual process: You call them up and identify yourself as a “member” of SVOG
- Need to get links on our website (in process)
- Affiliate Program Manager – volunteer needed
  - If interested, see me later for more information about what is involved





# SVOG Needs Your Help

- Need More warm bodies to work with the SVOG Board
- Special Projects
  - Committee Chairs and Staff (workshops)
    - YE decorations, 2014 workshops, Projects, etc.,
    - Help with monthly set-up and tear-down
- Regular Meeting Content
  - Volunteers to present
  - Topics and subject matter candidates



# Upcoming Meetings

- TOPS, Saturday, Jan 11<sup>th</sup>, 2014
  - Juniper Networks, Sunnyvale
- TSAASF, Saturday, Jan 11<sup>th</sup>, 2014
  - Golden Gate Univ, San Francisco
  - Speaker: Martin Pring – Market Forecast
- SVOG Board/Ops Mtg, Thur, Jan 16, 2014
  - Panera Bread, Sunnyvale, 6:15pm – 8:45pm
  - Open to All
- SFBAODG, Saturday, Jan 18<sup>th</sup>, 2014



# Upcoming Meetings (cont.)

- **Coming Soon** to SVOG:
  - Feb 13, 2014 – Wyckoff & Options (tentative)





# Tonight's Meeting

“Trading as a Business”

&

SVOG Mini-Business Kick-off

Speaker: Jim Norton, JSNorton, LLC



# Networking

- Getting to know your fellow traders is one of the key benefits of SVOG and a 2014 focus
- To help with that we will from time to time go around the room and introduce ourselves
- Brief introductions – about 15-20 seconds
  - Listen for people with similar interests
  - Identify people that might help your trading
  - Talk to them



# 15-Second Intro

- My name is \_\_\_\_\_Big Head
- Live in \_\_\_\_\_Santa Clara
- Have been trading options \_\_\_\_New/10 Years
- Usually trade (style) \_\_\_\_\_Premium Seller
- Like trading \_\_\_\_\_the indexes
- Am here to \_\_\_\_\_exchange ideas