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FACTS & DETAILS

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The All-Stars of Options Trading has been designed to help advance your trading career beyond the limits of what’s previously been possible. Market success is all about preparation. The more in-depth knowledge you gain, the better your chances will be to maximize your returns. I look forward to meeting you at this year’s All-Stars of Options Trading.

Yours for greater trading success,

Kim K. Githler
Chair & CEO

Kim Githler rings closing bell at NYSE, September 12, 2014
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PROGRAM SCHEDULE

12:45 pm – 1:00 pm  Stretch Break

1:00 pm – 5:00 pm  Bill Ryan, Master of Ceremonies  Main Dining Room, 7th Floor

1:00 pm – 1:15 pm  Fausto Pugliese, President, CyberTrading University, Inc.  • How to Beat Wall Street's Sharks

1:15 pm – 2:00 pm  Russell Rhoads, Director of Educational Programs  The Options Institute at the CBOE  • Professional Approaches to Trading VIX

2:00 pm – 2:30 pm  Scott Connor, Instructor, TD Ameritrade  • 3 Popular Rules Many Options Trader Use

2:30 pm – 3:05 pm  Todd Gordon, Founder, TradingAnalysis.com  • My Top Three Strategies for Ideal Option Strike and Expiration Selections

3:05 pm – 3:50 pm  Larry McMillan, Editor and Publisher, The Option Strategist  • Hedged Option Strategies That Actually Make Money

3:50 pm – 4:10 pm  Refreshment Break


4:55 pm – 5:00 pm  Wrap-Up Summary by Bill Ryan, Managing Director, NYSE
Most people who have heard of put and call options know that they can be used to make money from stock movement. Puts tend to go up when stock prices go down. Calls tend to go up when stock prices go up.

The important phrase in the above sentence is “tend to.” It is not guaranteed that call prices will go up when stock prices do. People who know the rules and the exceptions to this tendency can do very well by trading options. Those who don’t can get some unpleasant surprises.

A good example was the slam-bam market a few weeks ago toward the end of August 2015. Note the charts below:

In the left-hand chart we see a daily plot of the price of SPY, the ETF that tracks the S&P 500 index. SPY made a big drop over the weekend of Friday, August 21, to Monday August 24. After closing on Friday around $198, it opened on Monday around $187. From that dismal open it clawed its way partway back over the next three days and closed on Wednesday around $195. This was a recovery of 3.76%. This partial recovery was small comfort for anybody who owned SPY before the drop, but an improvement in any case off the bottom.

Now note the right-hand chart. This is the price of a call option, the right to purchase SPY at $187. This strike price was chosen because $187 was SPY’s opening price on Monday after the weekend crash. Say that a trader somehow had inside information that the bottom of the market was in and bought this call option as the market opened on Monday. Knowing that calls go up when stocks go up, the trader figured that this was a low-cost way to trade the bounce. The cost of the call at that time was $15.22 per share.

Imagine the trader’s surprise two days later: He had been exactly right about the market and SPY was up by almost 4%. In normal times this should have led to an increase in the value of the calls of several times that 4%. Yet the calls were actually down by 24%. What happened?

The answer is, changing expectations. In the option world we refer to this as implied volatility. On Monday morning people who were buying options were paying crazy prices. They were behaving as though the recent rate of change was going to continue. This was a state of high implied volatility.

This is the usual reaction when stock prices drop suddenly. Some people are frantic to buy put options to protect themselves and will pay high prices for that protection. This drives the prices of that stock’s call options up as well. This may seem perverse since call options are a bullish instrument, but it is true. If it were otherwise—and only put options became more valuable when people were nervous—then risk-free profits would be possible. The exact mechanism is beyond the scope of this article; suffice it to say that fear makes both put and call options more expensive.

When the fear dissipates, people return to their senses and are no longer willing to pay such high prices for options. This was the case by Wednesday afternoon. The crisis had passed (at least for the moment). The drop in option prices due to the decline in the fear factor more than overcame the effect of the rise in the stock price.

A properly educated option trader would have known better than to buy call options at a time like this. There are definitely ways to use options profitably in such a situation when you know how. Don’t be an option trader who knows just enough to be dangerous.
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VIX Volatility Options: A Place in a Covered-Call-Writing Portfolio?

Option returns play a major role in our covered call writing and put-selling strategies. Mega-returns can be quite enticing but also very dangerous. Recently, with market volatility rising exponentially in response to global economic concerns, a few of our members have inquired about using volatility options (VIX) based on the S&P 500 (SPX) (SPY) volatility as a means of enhancing portfolio returns. The reason these securities caught the eye of our members is the generous potential returns as shown in the screenshot below (before the current spike in volatility) which represents a 16-trading day return:

The VIX, or CBOE Volatility Index, also known as the investor fear gauge, measures the market’s expectation of 30-day volatility based on option pricing. It is a measure of market risk. The three-week return appears to be $230.00/1389.00 = 16.6%. In addition to this incredible opportunity (maybe not), the VIX was quite low in February 2015 and reasonable expectations of a spike up soon was on the table. So goes the attraction and the thinking. Like most incredible opportunities, if it seems too good to be true, it usually is.

VIX options are a completely different type of security from the typical equity options we trade. The recent volatility related to issues in Greece, Russia, Japan, and China is a red flag as to the risk we are taking when predicting market assessment of future volatility. That doesn’t even factor in the Fed watch for a future rate hike in short-term interest rates. We would have to master a whole new set of parameters before it would make sense to consider using VIX options, although I do see a potential use for them by retail investors (which I will discuss later in this article). First, let’s explore the unique qualities of VIX options compared to standard equity options:

Comparison of VIX Options to Standard Equity Options

- You must trade VIX options in a margin account and therefore cannot be used in a self-directed IRA account.
- These are European-style options compared to the American-style options we are used to. This means that they cannot be exercised until expiration Friday.
- A higher level of trading approval is required than for covered-call writing.
- Obtaining information on the Greeks is difficult because these options are based on futures and not the actual index. Many brokerages have inaccurate Greek stats on these securities.
- These options expire on a Wednesday, not a Friday as we are used to.
- Huge returns always mean huge risk. There are no free lunches out there.

Since we cannot use these options for covered-call writing and the parameters are so different than equity options, the use of this strategy in our options portfolio should be reserved for more sophisticated investors who have studied and practiced the nuances and differences of VIX options compared to equity options. Also, one’s personal risk tolerance should align with the high-return/high-risk profile of VIX options.

Possible Use of VIX Options by Retail Investors

This is just a thought, not necessarily a recommendation: Since the VIX historically is inversely related to the S&P 500 (market goes up, VIX goes down and vice versa), buying deep out-of-the-money VIX call options can serve as a hedge for a portfolio in much the same way buying puts can protect a downturn in our portfolios. The chart below shows the inverse relationship between the VIX and the S&P 500 as of August 27, 2015:
SCOTT CONNOR
Instructor, TD Ameritrade
Web site: www.tdameritrade.com

Scott Connor became a member of the Chicago Board Options Exchange (CBOE) in 1982. He traded for 16 years primarily as an independent market maker in an index options pit (OEX), employing advanced strategies while managing portfolio risk. In 1998, Mr. Connor made markets both on the CBOE floor and remotely while helping develop an electronic proprietary trading system for an index options trading group based in Chicago. In 2005, he made option markets in about 45 stocks on the CBOE for the hedge fund Citadel Investment Group. In 2007, Mr. Connor left the CBOE to join the team at thinkorswim as senior licensed instructor helping TD Ameritrade clients become better traders and investors in workshops live and online. He holds US industry licenses in Series 3, Series 4, Series 7, and Series 66.

JOHN DOBOSZ
Deputy Editor, Forbes Media
Web site: www.forbes.com

John Dobosz is deputy editor of investing content for Forbes Media and editor of Forbes Dividend Investor newsletter. He is responsible for money and investing coverage on Forbes.com and in Forbes magazine. He is also a senior editor for Forbes Newsletter Group, including its virtual events business, Forbes iConferences. Prior to joining the company, he spent five years with CNN Financial News, working with Lou Dobbs, where he produced long-form pieces and reported on management, entrepreneurship, and financial markets.

KIM GITHLER
Chair and CEO, MoneyShow
Web site: www.moneyshow.com

As chair and CEO of MoneyShow, Kim Githler is the driving force behind the financial media company’s global success in the field of investment and trading education. Utilizing her combination of business vision and understanding of the financial markets, Ms. Githler pioneered the investment advice tradeshow industry, creating and developing the concept of a MoneyShow. She established the company in 1981 and piloted it from regional beginnings to its current position as the world’s leading producer of investment advice shows and trading expos, and producer of the award-winning, multimedia site, MoneyShow.com, and its virtual eShows. MoneyShow is the largest platform for retail investors and traders seeking education from experts. In 2014, the company educated several million investors and traders through its face-to-face conferences, as well as virtually and online, on how to Invest Smarter, Trade Wiser.

KERRY W. GIVEN, PhD
Founder and Managing Director
Parkwood Capital LLC
Web site: www.parkwoodcapitalllc.com

Kerry Given, PhD, is the founder of Parkwood Capital, LLC, a business that consists of stock and options coaching, a weekly newsletter, and two trading advisory services. He is a co-founder of G&L Capital Management, LLC, and manages two of its funds. Dr. Given speaks frequently at trading conferences and on behalf of several option brokerage firms. He is the author of No Hype Options Trading, published by John Wiley & Sons, Inc.

TODD GORDON
Founder, TradingAnalysis.com
Web site: www.tradinganalysis.com

Todd Gordon is the founder of TradingAnalysis.com and a regular on CNBC. He is one of the foremost experts on using Fibonacci to trade the options market. Mr. Gordon trades and provides actionable market analysis and trade alerts in the four major asset classes with a focus on option strategies for the retail trader. He employs methodologies that anticipate future price direction and offer ideal entry and exit prices, rather than lagging indicators that leave you following the crowd. Mr. Gordon began his career as a trader in San Diego, then went on Wall Street as a hedge fund trader and senior technical analyst.
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President & Chief Trader
SheCanTrade
Web site: www.shecantrade.com

Sarah Potter, a professional options trader, is president and chief trader at SheCanTrade. She personally manages her own wealth trading options daily and shares her trading expertise, investing insights, and trading education with active investors and financial institutions worldwide. Ms. Potter is the author of the book How You Can Trade Like A Pro: Breaking into Options, Futures, Stock and ETF’s and an expert investing contributor for various media outlets including Forbes.com, Yahoo Finance, and TheStreet.com.

FAUSTO PUGLIESE
President and Founder
Web site: www.CyberTradingUniversity.com

Fausto Pugliese, one of the original SOES bandits of the early 90s, is president and founder of CyberTradingUniversity.com. He was also one of the first independent traders to take advantage of the direct access trading technology boom that started in 1987. Mr. Pugliese acquired a wealth of knowledge from years of hands-on experience and working side-by-side with some of the most practiced and successful traders in the industry. As a result of his knowledge and expertise, CyberTrading University, Inc., (CTU) was founded, and has been educating individuals in the art of trading since 1995. Today, Mr. Pugliese continues to trade his portfolio in addition to providing training and education to his students, and fueling the ongoing process of improving the quality and scope of CyberTrading University. He is the nine-time champion at the World Traders Challenge, and is the author of How to Beat Market Makers at Their Own Game - Uncovering the Mysteries of Level II.

RUSSELL RHOADS, CFA
Director of Educational Programs
The Options Institute at the CBOE
Web site: www.cboe.com/learncenter

Russell Rhoads, CFA, is director of educational programs with the Options Institute at the Chicago Board Options Exchange. He joined the Institute in 2008 after a career as an investment analyst and trader with a variety of firms including Highland Capital Management, Caldwell & Orkin Investment Counsel, TradeLink Securities, and Millennium Management. Mr. Rhoads is a financial author and editor having contributed to multiple magazines and edited several books for Wiley publishing. In 2008, he wrote Candlestick Charting For Dummies. Since joining the Options Institute, Mr. Rhoads authored Option Spread Trading: A Comprehensive Guide to Strategies and Tactics, which was released in January 2011 and Trading VIX Derivatives: Trading and Hedging Strategies Using VIX Futures, Options, and Exchange Traded Notes which was published in August 2011.

BILL RYAN
Managing Director
Intercontinental Exchange
NYSE Options
Web site: www.nyse.com

As a managing director at NYSE Amex Options, Bill Ryan is responsible for business development and managing client relationships. He began his career in options with EF Hutton in 1982. Prior to joining the NYSE, he worked at SG Cowen where he held Series 4, 7, 24, and 63 licenses and served as the firm’s senior registered options principal with retail option trading and strategy as his primary responsibilities. Mr. Ryan has served on various option industry committees including advisory and business conduct committees at various option exchanges. In addition to his work at NYSE Euronext, he also serves as the NYSE Amex representative on the OIC roundtable and as an instructor for the Options Industry Council, conducting option seminars across the country and around the world for all segments of the investing community including legislators, registered representatives, and public investors.

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