



GIFFORD FONG ASSOCIATES

ADV Part 2A Brochure

GIFFORD FONG ASSOCIATES
3658 Mt. Diablo Blvd., Suite 200
Lafayette, CA 94549
Tel: (925) 299-7800 • Fax: (925) 299-7815
Website: www.gfong.com
Email: gfa@gfong.com

This brochure provides information about the qualification and business practices of Gifford Fong Associates. If you have any questions about the contents of this brochure, please contact us at: 925-299-7800, or by gfa@gfong.com. The information in this brochure has not been approved or verified by the United States Securities and Exchange Commission, or by any state securities authority.

Additional information about Gifford Fong Associates, is available on the SEC's website at www.adviserinfo.sec.gov

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revised October, 2014

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■ **Material Change**

Annual Update

Yes

Material Changes since the Last Update

Since the last update on Jan 15, 2013, changes to the Hourly Consulting rates increased in October 2013.

October, 2014 – updated ADV Part2A, provided more detailed information.

Full Brochure Available

Yes.

■ **Advisory Business**

Firm Description

Our Asset Management group is uniquely positioned to provide customized portfolio solutions according to its clients' investment objectives. The use of its own proprietary investment technology enables the firm to achieve above benchmark returns for a particular risk level. Since October 2006, our team has been led by H. Gifford Fong, Timothy Fong and David Chin as the portfolio managers and will manage the client relationship. Other GFA services and products available since 1974 include: Portfolio Optimization and Management, Independent Valuation, Fixed Income Analysis, Credit Risk Analysis, Derivative Analysis, Evaluation Audit Support, and Litigation Support. The other services and products provide a unique insight of the current market conditions and our staff has extensive training and experience in finance, mathematics, statistics, and computer science to assist in the interpretation of the market conditions..

Principle Owners

Harry Gifford Fong	President and Shareholder
Steven Fong	Executive Director and Shareholder
Timothy Fong	Portfolio Manager and Shareholder
Vivian Fong	Shareholder

Types of Advisory Services

GFA offers a variety of equity and fixed income investment strategies for institutional investors and provides solutions for investors to optimally construct and rebalance portfolios.

Tailored Relationships

Our relationships with our clients are tailored to their needs. We can strictly follow their investment guidelines and with the focus on our expertise in investment research, we are able to design the relationship to effectively and efficiently meet our client's requests.

Agreements

Formal agreements are established with each client to avoid any confusion as to what will be provided and all related costs.

Financial Planning Agreement

We do not provide Financial Planning Services.

Comprehensive Financial Agreement

We do not provide Comprehensive Financial Services.

Retainer Agreement

We currently do not have any Retainer Agreements.

Investment Management Agreement

Formal agreements are established with each client to avoid any confusion as to what will be provided and all related costs.

Assets under management are \$177,842,614 on a non-discretionary basis as of July 2014.

■ **Fees and Compensation**

Description

Asset Management Fees are based on Assets under management. Special projects are based on estimated hours using our hourly rate schedule.

ASSET MANAGEMENT FEE SCHEDULE

Gifford Fong Associates (hereafter referred to as the MANAGER) and *Client* agree to the following fee schedule:

1. *Client* shall compensate MANAGER for its services hereunder at the following annual rate:

If the assets in the Account are in excess of \$50 million, the fee shall be as follows:

.50 of 1% on all assets in the Account.

If the assets in the Account are less than or equal to \$50 million, the fee shall be as follows:

.60 of 1% on the first \$25 million of the assets in the Account; and
.50 of 1% on the next \$25 million of the assets in the Account.

2. Fees shall be payable quarterly in arrears upon receipt of an invoice from MANAGER. The invoice shall set forth the amount of the fees owed by *Client* and the valuation of assets in the Account as of the last business day of each quarter. The quarterly fee shall be calculated by applying the annual fee rate to the assets in the Account and dividing by four (4).
3. MANAGER warrants that the fees provided for herein are the lowest rates made available by MANAGER to similarly situated clients with a similar size account and for services substantially the same as those provided by MANAGER to *Client*.

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Hourly Consulting Rates

Effective October 1, 2013

<u>Name</u>	<u>Per Hour</u>
Administrative	\$170
Admin Accounting	\$190
Financial Data Analyst	\$225
IT Specialist	\$225
Research Intern	\$225
Programmer	\$255
Sr. Financial Analyst	\$375
Administrative Consultant	\$490
Senior Software Engineer	\$490
Financial Engineer	\$490
Research Associate	\$490
Director	\$550
Research Consultant	\$625
Principal	\$875 <i>Other Fees</i>

Hourly rates are for labor only. Out-of-pocket expenses, such as transportation, lodging, copies, express mail, telephone/fax charges, etc. will be billed separately.

Expense Ratios

0.51% - for 2013

(5B) Client may select to have fees deducted from assets or billed on a quarterly basis.

(5C) In addition to the fees incurred from the above schedule, Client is responsible for fees incurred related to custodian fees, mutual fund expenses and other related transaction costs.

■ **Performance – Based Fees**

No fees charged based on performance.

Sharing of Capital Gains

We do not share in Capital Gains.

■ **Types of Clients**

Description of Clients

Institutional Public Insurance Fund.

Account Minimums

\$10 Million.

■ **Methods of Analysis, Investment Strategies and Risk of Loss**

Methods of Analysis

Quantitatively driven, highly risk controlled approach designed to achieve incremental return over and above a specified benchmark. This strategy is based on the highest quality investment technology for portfolio structuring.

Investment Strategies

The process employed can customize the product to achieve a wide range of risk exposures and equity mandate objectives.

Risk of Loss

Investing in securities involves risk of loss that you should be prepared to bear. We do not represent or guarantee that our services or methods of analysis can or will predict future results, successfully identify market tops or bottoms, or insulate clients from losses due to market corrections or declines. We cannot offer any guarantees or promises that your financial goals and objectives will be met. Past performance is in no way an indication of future performance.

■ **Disciplinary Information**

Legal and Disciplinary

We have not been the subject of any legal or disciplinary actions.

■ **Other Financial Industry Activities and Affiliations**

Financial Industry Activities

GFA publishes the Journal of Investment Management (JOIM) and sponsors the JOIM Conference Series which bridge the theory and practice of investment management. Please go to www.joim.com and www.joimconference.com for further information.

Affiliations

We have no affiliations.

■ **Codes of Ethics, Participation or Interest in Client Transactions & Personal Trading**

Code of Ethics

GFA has adopted a Code of Ethics to ensure full conformity to the rules and regulations of the many governing bodies to which we are a subject to. Their focus is also on encouraging sound investment principles and the highest ethical standards. A copy of the Code of Ethics will be provided to clients and prospective clients upon request.

Participants or Interest in Client Transactions

No conflicts of interest. Securities traded are blacklisted for all employees for a period of two days.

■ **Brokerage Practices**

Gifford Fong Associates is not a broker dealer. We provide our own research and only require brokers to provide execution of trades. We will use those brokers as directed by our client.

■ **Review of Accounts**

Periodic Reviews

The portfolio manager and analyst will review the portfolio on a weekly basis. Sector allocation and tracking error are reviewed to determine if adjustment are required to maintain strategic parameters. In addition to the weekly reviews, other factors such as changes to the benchmark or periods of high volatility will trigger actions to review the portfolio.

Monthly reports of the current holdings and return are provided to the client. Quarterly reports are provided to include the monthly holdings, returns, changes and a market commentary. Reports can include additional information at the clients request.

Regular Reports

Monthly.

■ **Client Referrals and Other Compensation**

Incoming Referrals

Upon request.

Referrals Out

We have no referrals out.

Other Compensation

No other forms of compensation.

■ Custody

Account Statements

From Custodian.

Performance Reports

From Custodian and Gifford Fong Associates.

Net worth Statements

From Custodian.

■ Investment Discretion

Discretionary Authority for Trading

We have discretionary trading authority based on our proposed investment strategy.

Limited Power of Attorney

No.

■ Voting Client Securities

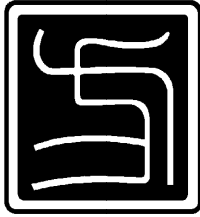
Proxy Voting

Gifford Fong Associates can accept the fiduciary responsibilities to voting proxies. GFA has guidelines to votes regarding the usual voting position on certain recurring proxy issues. These recurring issues include: analyst independence, auditors, board of directors, independent directors, capital structure, corporate governance and director responsibilities, disclosure and operational transparency, executive and director compensation, general voting provisions, equal employment, and EEO reporting. Conflicts of interest are voted to ensure the best interest of the client. Full disclosure of GFA's proxy voting and guidelines are available upon request.

■ **Financial Information**

Financial Condition

There are no impairments likely to affect our ability to meet any contractual commitment to our clients. Gifford Fong Associates has never been the subject of a bankruptcy petition.



GIFFORD FONG ASSOCIATES

Part 2B of Form ADV Brochure Supplement

GIFFORD FONG ASSOCIATES

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Tel: (925) 299-7800 • Fax: (925) 299-7815

Website: www.gfong.com

Email: gfa@gfong.com

This brochure supplement provides information about the Firm's Supervised Persons that supplements the Gifford Fong Associates Group brochure. You should have received a copy of that brochure. Please contact David Chin or Christine Proctor at (925)299-7800 or gfa@gfong.com if you did not receive Gifford Fong Associates firm Brochure or if you have any questions about the contents of this supplement.

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Revised October 2014

Educational Background and Business Experience

Supervised Persons

H. GIFFORD FONG

Born 1948

Education:

University of California, Berkeley

B.S., M.B.A, and J.D.Law

Business Background:

Gifford Fong Associates
President

1974 - present

Management Sciences Division of Morgan Olmsted
Kennedy and Gardner
Managing Director of fixed income research and
product development

1972-1974

Additional background information:

Mr. Fong is the editor of the Journal Of Investment Management (JOIM); founder of the JOIM Conference Series; member of the Corporation Visiting Committee for the MIT Sloan School of Management; member of the North American Executive Board of the MIT Sloan School; member of the Advisory Board of the Finance Faculty of the MIT Sloan School; founding sponsor, member of the Steering Committee of the Masters in Financial Engineering Program at the University of California at Berkeley; member, Haas Hall of Fame, Haas School of Business, University of California at Berkeley; member of the of the Academic Advisory Board of the Consortium for System Risk Analytics; member of Advisory Board of the MIT Center for Finance and Policy; member of the Board of Advisory Trustees, University of California, Berkeley Foundation; former editor of the Financial Analysts Journal; former member of the Board of Directors and Program Chairman of the Institute for Quantitative Research in Finance; former member of the Advisory Group of the University of California Regents Committee on Investments; former Vice Chair and member of the Research Committee of the Research Foundation of the CFA Institute and a contributor to a number of professional books and journals.

In addition, Mr. Fong is co-author of "Fixed-Income Portfolio Management," a book published by Dow Jones-Irwin, co-author of "Advanced Fixed Income Portfolio Management, The State of the Art," a book published by Probus Publishing, editor of "The Credit Market Handbook: Advanced Modeling Issues," a book published by Wiley Finance, editor of "The World of Hedge Funds: Characteristics and Analysis" and "The World of Risk Management," books published by

World Scientific. He is also the author of numerous professional journal publications. Mr. Fong has received a number of honors, including the Institute for Quantitative Research in Finance Award and the Financial Analysts Journal Graham and Dodd Award of Excellence. He also is on a number of boards of directors of non-related companies and non-profit institutions.

STEVEN FONG

Born 1972

Education Background:

Massachusetts Institute of Technology	M.B.A.
University of California, Berkeley	B.S.

Business Background:

Gifford Fong Associates Executive Director	2009 - present
Fisher Investments IT Controller	2007-2009
Visa USA Business Planning Specialist	2002-2007

DAVID CHIN

Born 1966

Education:

California State University, Sacramento	B.S. in Business Administration, Concentration in Finance
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Business Background:

Gifford Fong Associates Applications Specialist Manager/Portfolio Manager	1998 - Present
California Federal Bank Financial Services Representative	1997 – 1998
Money Concepts Capital Corporation Account Executive Manager	1996 – 1997

Disciplinary Information

Neither Gifford Fong Associates nor any Supervised Persons have been involved in any activities resulting in material or legal disciplinary disclosure.

Other Business Activities

Other business activities include valuation and analysis of a wide range of derivatives and complex fixed-income securities such as Auction Rate Securities (ARS) and Structured Products (CDO, ABS, MBS, etc) and we provide litigation support services.

Additional Compensation

No Supervised Person receives any formal economic benefit from activities related to investment management or brokerage outside of regular salaries or bonuses.

Supervision

H. Gifford Fong and Steve Fong supervise all persons named in this Form ADV Part 2B Investment Adviser Brochure Supplement. H. Gifford Fong supervises these persons by holding regular staff, investment and other ad hoc meetings. Steve Fong regularly reviews client reports, emails, and trading, as well as employees' personal securities transaction and holdings reports. H. Gifford Fong or Steve Fong may be reached at (925)299-7800.