



30th Anniversary GIPS® Facts

To build up to the celebration of the 30th Anniversary of the GIPS standards at the 21st Annual GIPS Standards Conference in September, we will be sharing a little bit of history of the GIPS standards and some fun GIPS facts.

A Little Bit of GIPS History

The foundation of the GIPS standards was established in 1987 when the AIMR (predecessor to CFA Institute) introduced its Performance Presentation Standards in 1987 in the *Financial Analysts Journal*® **September/October issue**. In the article, the authors note that “Up to now, this all-important subject has been given little attention; as a result, investment advisers (despite registration with the Securities and Exchange Commission) have been left to their own standards, which have been varied, uneven and, in many situations, outright irresponsible and dishonest.” The article goes on to say, “If

the investing public is to be treated fairly, and if the investment management industry is to represent the highest ethical and moral standards, a fair and understandable policy must be developed.”

Did You Know?

There are currently 502 Q&As in the GIPS Q&A database.

How Have the GIPS Standards Impacted Your Career?

In further honor of the 30th Anniversary of the GIPS standards, we would love to hear from you about the impact the GIPS standards have had on your career. We will share your insights and stories on the GIPS website, at the upcoming Annual GIPS Standards Conference, and in other campaign releases. Please send your email* to standards@cfainstitute.org.

New Pooled Funds Guidance

On 13 March 2017, the GIPS Executive Committee approved the new **Guidance Statement on Broadly Distributed Pooled Funds**. The purpose of this guidance statement is to address the application of the GIPS standards from the perspective of pooled unitized investment vehicles with broad distribution, where there is typically no or minimal contact between the firm managing the pooled funds and prospective pooled fund investors.

To learn more about this guidance statement as well as the **differences between the final guidance statement and the exposure draft**, please **check out** the recording and slides for the GIPS webinar titled, “GIPS Final Pooled Funds Guidance Statement.”

China Endorsed as 40th GIPS Country Sponsor

China joins the growing number of **GIPS Country Sponsors**. The GIPS Executive Committee officially endorsed CFA Society Beijing as the China GIPS Country Sponsor, which is the 40th country sponsor to be endorsed. Check out our **new blog** to learn more about our GIPS Country Sponsors.

Compliant with Asset Manager Code? Renew Your Notification Today!

CFA Institute now requires firms that claim compliance with the **Asset Manager Code** to renew their

claim annually. Moving to annual notification furthers the goal of making the Asset Manager Code an industry best practice for investment managers. Annual notification signals to clients and investors that compliance with fundamental ethical standards is not a "check the box" or "one and done" proposition, but an ongoing process of continually committing to ethical practice and working for clients' best interest. Annual notification also ensures that CFA Institute has each firm's up-to-date contact information to use for sending out important information about the Code or associated updates.

Please [renew your claim of compliance](#) by 30 June 2017. If you have any questions, please contact us at ethics@cfainstitute.org.

Compliant with the GIPS Standards? You Also Need to Submit Your Notification!

Firms that are compliant with the GIPS standards are required to notify CFA Institute of their compliance by 30 June 2017 with information as of 31 December 2016. This year, we greatly improved the [GIPS compliance form](#). The form now features the capability for firms to locate their previously submitted record, create a login, and edit as necessary. As it has been for the past few years, this notification is an annual requirement and must be submitted each year that a firm claims compliance with the GIPS standards. For questions related to this requirement, please contact gipscompliance@cfainstitute.org.

Welcoming Antonella Puca, CFA, CIPM to the GIPS Team

The Standards and Advocacy division is pleased to welcome Antonella Puca, CFA, CIPM, as a director in the Professional Standards group. Antonella will help lead the development of the technical aspects of the GIPS standards. Antonella has an extensive background in the investment fund industry, providing GIPS verification, auditing, and consulting services to a broad range of clients from start-up funds to some of the largest players in the industry, with a focus on alternative investment strategies. She has assisted clients in conducting IPOs and secondary offerings and has been leading GIPS standards engagements for the asset management division of a number of global banking clients, as well as for a variety of private equity and hedge fund firms.

Antonella has collaborated as a volunteer with CFA Institute since 2007 in a number of initiatives related to the CFA®, CIPM®, and Investment Foundations™ examination and curriculum development programs. She has been a member of the GIPS Verification Subcommittee and of the advisory committee on Pooled Funds. She is currently a director of the board and chair of the audit committee of the New York Society of Security Analysts.

Staying Current

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