

# SEHFA

The Southeastern Hedge Fund Association, Inc.

*Cordially Invites You to Attend an Evening with:*

## Daniel Crosby

**What Freud Could Teach Buffett:  
Can Behavioral Finance Save Active Management?**



**September 22, 2016  
6:00 P.M. until 8:00 P.M**

103 West  
103 West Paces Ferry Rd NW Atlanta, GA 30305

**RSVP to: [sehfa1@gmail.com](mailto:sehfa1@gmail.com)**

*For more information about SEHFA, Please visit  
[www.thesehfa.org](http://www.thesehfa.org)*

**BIO:** Dr. Daniel Crosby, a behavioral finance expert and sought after thought leader on market psychology, is the founder of Nocturne Capital. Dr. Crosby created the sentiment and valuation measures that serve as the overlay for Nocturne's tactical strategy. His ideas have appeared in the *Huffington Post*, *Think Advisor*, and *Risk Management*, as well as columns *For WealthManagement.com* and *Investment News*.

Daniel was named one of Investment News "40 Under 40" and a "financial blogger you should be reading" by AARP. Daniel's second book, "Personal Benchmark", co-authored with Charles Widger of Brinker Capital, was a New York Times bestseller that outlines a highly personalized approach to investing that aligns intention with action while fostering an investment experience that is both enjoyable and rational. His latest book, "The Laws of Wealth" sets forth a system of applied behavioral finance for managing both self and wealth