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Arnerich Massena Unveils Top Investment Trends and Issues for 2012

PORTLAND, Ore., December 15, 2011—[Arnerich Massena](http://www.arnericmassena.com), an independent investment advisory firm specializing in progressive investment strategies, today unveiled its list of investment trends and issues that it believes will be significant drivers of market trends in the coming year.

“With U.S. elections; debt concerns in Europe, Japan, and the United States; and continued economic uncertainty, 2012 promises to be an interesting year for investors,” said Tony Arnerich, Arnerich Massena’s CEO and CIO. “With these issues, long-term investors may also see investment opportunities because of, and in spite of, the volatile world economic news.”

Arnerich Massena’s top trends and issues include:

- Risk is not only the loss of capital, but also the risk of not having capital when most needed. Respecting each client’s specific liquidity needs, Arnerich Massena will seek to take advantage of large risk premium opportunities in less liquid strategies.
- The European debt crisis will continue to dominate capital markets and headlines. Arnerich Massena will closely monitor and seek opportunities created by the Eurozone debt crisis.
- As the presidential election approaches, markets will refocus on U.S. debt and fiscal woes, creating concerns about increasing risk premiums on U.S. debt. To protect against interest rate sensitivity, Arnerich Massena will look at shorter duration vehicles and low volatility hedge strategies to deliver stability without interest rate risk. (Also, historically, equity markets perform well during an election year.)
- Bonds will likely be used for liquidity and global diversification opportunities.
- With population growth and the boom in middle class consumers in emerging markets, Arnerich Massena will be focused on investing in what people really need, such as water, agriculture, clean energy, minerals, and healthcare.

About Arnerich Massena

Founded in 1991, Arnerich Massena is a Portland-based independent investment advisory firm servicing corporations, institutions, state and local governments, charitable organizations, trusts and estates, corporate pension and profit sharing plans, and private clients. More information is available at www.arnericmassena.com.