

**Item 1 – Cover Page**

**ADV Part 2 A**

**CUMBERLAND ADVISORS®**

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3/17/11

This brochure provides information about the qualifications and business practices of Cumberland Advisors Inc. (Cumberland Advisors®). If you have any questions about the contents of this brochure, please contact us at 800-257-7013, extension 315. The information in this brochure has not been approved or verified by the United States Securities and Exchange Commission (the “SEC”) or by any state securities authority.

Cumberland Advisors is a registered investment adviser. Registration of an investment adviser does not imply any level of skill or training.

Additional information about Cumberland Advisors is also available on the SEC’s website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). In addition, the SEC’s website provides information about any person affiliated with Cumberland Advisors who are registered, or required to be registered, as investment adviser representatives.

[You need to review this information and acknowledge receipt of this brochure where indicated.]

[If obtaining this brochure electronically, please print a copy and retain it for your future reference.]

## **ITEM 2 – MATERIAL CHANGES**

On July 28, 2010, the SEC published “Amendments to Form ADV,” which amends the disclosure document (the “brochure”) that we are required to provide to our clients. This brochure, dated March 17, 2011, is a new document prepared in accordance with the SEC’s new requirements and rules. As such, this document is materially different in structure and requires certain new information that our previous brochure did not require.

In the future, this item will summarize the material changes to the brochure since our last annual update.

In the past, we have offered or delivered information about our qualifications and business practices to our clients on at least an annual basis. Under the new SEC rules, we will provide clients with a summary of any material changes to this and subsequent brochures within 120 days of the end of our fiscal year. We will also provide ongoing disclosure about material changes, as necessary.

Clients and prospective clients may obtain a copy of this brochure, free of charge, by contacting Therese M. Pantalione, Managing Director and Compliance Officer, at 800-257-7013 ext. 315; or by visiting our website [www.cumber.com](http://www.cumber.com).

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## **ITEM 4 – ADVISORY BUSINESS**

Cumberland Advisors is a registered investment advisory firm headquartered in Sarasota, FL (with a branch office in Vineland, NJ). Originally founded in 1973, the firm has clients in approximately 47 states, the District of Columbia, and several foreign countries. [The firm has a wealth-preservation bias and conservative investment orientation to manage risks as well as returns.]

The firm is wholly owned by senior management employees, with David R. Kotok being the principal shareholder.

The firm manages over \$1.5 billion of fixed-income (municipal bond and taxable fixed-income securities) as well as equity accounts (using exchange-traded funds only). Our clients include high net worth individuals, institutions, public and corporate retirement plans, corporations, foundations and government entities (direct clients as well as managed money through financial advisors). Our stated minimum account size is \$500,000, with account sizes that range up to multi-digit millions.

Cumberland has numerous investment styles to meet individual client needs. Please see Item 8 – Methods of Analysis, Investment Strategies and Risk of Loss, for information on these styles.

Our portfolio management emphasizes long-lasting relationships. Cumberland tailors its advisory services to individual clients' needs and objectives by having continuous personalized discussions among clients, their consultants, tax advisors, and the assigned portfolio management contact at Cumberland. Clients may impose cash restrictions and asset allocation restrictions.

Cumberland Advisors also provides financial advisory and consulting services to state and local governments and furnishes advice with respect to investments on a non-managed, non-discretionary basis. This advice is provided through consulting agreements with state and local governmental units for special-purpose funds, including reserves or pension funds. Consulting services are usually provided to individuals or institutions

where investment advice is provided to the client and acted upon by the client, rather than at the discretion of Cumberland. The largest single fund currently was approximately \$2 billion as of 12/31/2010.

In addition, Cumberland assists state and local governments with interest-rate forecasting, financial market analysis, and issuance of debt financing, arbitrage rebate calculations, economic analysis, negotiations of private activity financing, structuring Urban Enterprise Zone loans, economic structuring of landfill escrows, and other special services of this nature.

Cumberland participates in various WRAP fee programs sponsored by unaffiliated firms. Cumberland receives a portion of the WRAP fee that is charged by the sponsor. WRAP accounts are managed in the same manner as our direct managed accounts and in accordance with each individual client's needs and objectives.

As of 12/31/10, Cumberland had (i) discretionary assets under management in the amount of \$1,492,740,384 and (ii) nondiscretionary assets under management of \$11,363,925.

## **ITEM 5 – FEES AND COMPENSATION**

### **A. Advisory Fees and Compensation**

#### **Investment Advisory Fees**

Cumberland Advisors charges an advisory fee (the “Advisory Fee”) to its direct investment advisory clients, in accordance with the fee schedule set forth below.

Account Size	Advisory Fee
Under \$500,000	100 basis points (1.00%)
\$500,001 - \$5,000,000	50 basis points (.50 of 1%)
\$5,000,001 - \$10,000,000	45 basis points (.45 of 1%)
\$10,000,001 - \$15,000,000	40 basis points (.40 of 1%)
\$15,000,001 - \$20,000,000	35 basis points (.35 of 1%)
\$20,000,001 - \$50,000,000	30 basis points (.30 of 1%)
\$50,000,001 - \$100,000,000	25 basis points (.25 of 1%)

Cumberland Advisors will negotiate the Advisory Fee with respect to accounts in excess of \$100,000,000.

Cumberland reserves the right to waive the minimum account size or impose a higher minimum account size for certain investment strategies. There is a minimum fee of \$2,500 on both managed and non-managed accounts. The management fee is not based on capital appreciation or performance of any type.

Investment advisory services to WRAP fee program clients are provided under the same fee schedule (or in some cases a slightly lower fee schedule) as the fee schedule for non-WRAP (Direct) accounts.

### 401(k) Retirement Plan Product Fees

Fees for the 401(k) product that Cumberland manages are based on the choices used in the 401(k) plan, pursuant to which the client would pay to Cumberland an advisory fee of 25 or 50 basis points. The client would also pay additional fees to the third-party administrator, record keeper, and custodian.

### Consulting Services Fees

Consulting Services fees are usually based on the following hourly rates (time is billed in quarter-hour increments). However, the Consulting Services fees may be based on a fixed negotiated fee. Certain consulting services are also available to qualified end users through soft dollar agreements between the end user and their brokerage firm.

Managing Director Consultation	\$600/hour plus out of pocket expenses or Per diem \$4000
Computer Programming, operation and running time	\$200/hour
Clerical and Administrative staff	\$100/hour

### B. Payment of Fees:

Investment advisory clients are typically billed in advance for advisory fees on a quarterly basis in the first month of each quarter. Accounts billed in arrears are an exception, and determined by custodian rules. Generally, new accounts that are opened during the quarter are billed when released for trading and additional deposits during the quarter generate interim invoices. Accounts that are closed during the quarter generate interim credit invoices or refunds. [Set forth below is additional detail related to Cumberland's quarterly billing process]:

#### Quarterly bills for existing accounts

There are two types of accounts for billing purposes:

1. Direct-bill accounts – Our Accounting Department. uses the fee calculated by the APX program, based on the market value on the last day of the prior quarter.
2. WRAP accounts – Custodian bills for us and generates a fee report for our use.
3. WRAP accounts – Cumberland Advisors generates the custodian billing (e.g., Smith Barney, Wachovia Securities)\*

\* Accounts are invoiced by Cumberland Advisors, based on the market value on the last day of the prior quarter. The accounting department prepares a fee schedule that is uploaded via the internet to the custodian. Notifications are not mailed to the client by Cumberland Advisors.

The Accounting Department will generate paper invoices or notifications for direct-bill accounts and mail them to the client on the same day the invoice is generated. Based on billing instructions for each, custodians will be notified of amounts owed by fax, email, or uploaded online. Fees will be posted to APX and/or Accpac (current accounting software), and copies of all invoices will be stored in Imaging.

Debit reports are generated in APX for WRAP accounts, by custodian. Notifications are generated and copies of all notices are stored in Imaging. Notifications on WRAP accounts are not mailed to clients. Fees are posted to Accpac when custodian reports/confirmations are received. In cases where the custodian reports are not received in a timely manner, Cumberland Advisors will estimate the amount to be received, based on prior-quarter ending market value, and will post the estimate to Accpac until the actual fee report is received, at which time the accounts will be adjusted in Accpac. There is no posting required in APX by the Accounting Department for WRAP accounts. A copy of all debit reports will be stored in Imaging.

### New accounts opened during the billing period

When notice is received by email from the New Accounts Department that a new account has been released to trade, the accounting department will determine if it is a direct-bill account, a WRAP account that Cumberland generates an invoice for (e.g., Smith Barney, Wachovia Securities), or a WRAP account on which the custodian bills.

If it is a direct-bill account the accounting department will generate a prorated invoice in APX. The custodian will be notified of the fee amount to be paid, and the client will be mailed a notification invoice the same day.

If it is a WRAP account that Cumberland generates an invoice for, the accounting department will generate a prorated invoice in APX.

New accounts will not be invoiced in the last month of the quarter for any amounts less than \$200.00, for direct-bill accounts or WRAP accounts for which Cumberland generates an invoice. Invoices or notifications generated will be posted in APX and Accpac and a copy will be stored in Imaging.

Accounts that are billed directly will receive an invoice. The invoice will be posted in APX and Accpac, and a copy of the invoice will be stored in Imaging. Terms are net 30 days on all direct-bill invoices. There is no provision to charge late fees or finance charges for accounts over 30 days.

WRAP accounts for which the custodian creates the charges will not be billed or posted until custodian fee reports are received. WRAP accounts that open in the current quarter may not be charged until the following quarter, depending on custodian rules. Any debit reports received or generated for WRAP accounts will be stored in Imaging.

#### Additional deposits to an account during the billing quarter

There will be no additional fees charged in the quarter in which a deposit is made to an existing account, unless the deposit is used to fund the initial account opening and unless the fee amount for the remainder of the quarter is greater than \$200. If it is determined that an interim invoice is required, the invoice will be generated manually and will be posted in APX and Accpac and a copy of the invoice will be stored in Imaging.

WRAP accounts for which the custodian generates the charges will not be billed or posted unless a custodian fee report is received, as determined by custodian rules.

#### Withdrawals to an account during the billing quarter

There will be no credits issued in the quarter in which a withdrawal is made to an existing account, unless the fee amount for the remainder of the quarter is greater than \$200. If it is determined that a credit is required, a credit invoice will be generated manually and will be applied against any outstanding balance in the client account and will be posted to APX and Accpac. If there is no outstanding balance remaining, the fee amount will be refunded to the client and posted in Accpac only.

#### Accounts that close during the billing quarter

When notice is received by email from the Operations Department, that an account is closing, the accounting department will manually calculate a prorated interim credit. Closed accounts will not be credited or refunded in the last month of any quarter, for any amounts less than \$200. Interim credits will be posted in APX and Accpac and a copy of the credit invoice will be stored in Imaging.

Accounts that are paid in full but have an outstanding credit balance will be refunded with a Cumberland Advisors check through accounts payable within 45 days of closing.

### C. Additional Fees and Expenses

In addition to the Advisory Fees paid to Cumberland Advisors, investment advisory clients will sign separate agreements with a custodian and pay a fee for their custodial services to that custodian. These fees may include an account set-up fee, an annual basic fee, and early closure fee, in addition to the basic quarterly fee charged by the custodian.

Cumberland normally suggests that our direct clients use either State Street Bank and Trust or U.S. Bank to custody their assets. Clients should be aware that Cumberland Advisors has agreements with both State Street Bank and Trust and U.S. Bank to perform certain custodial administrative services for Cumberland Advisors accounts held at these banks. Cumberland is paid a fee of 2 ½ basis points quarterly, based on the total assets of Cumberland Advisors accounts held at each bank.

Additional fees and expenses that may be charged to investment advisory clients include the following:

- Clients investing in Equity/ETF securities will pay a commission per share to the broker executing these trades. See Item 12, Brokerage Practices.
- Clients investing in bond accounts may be charged a “mark-up” or “mark-down” fee to the broker executing the fixed-income securities trade.

In connection with the 401(k) product we manage, clients may also be charged third-party administrator, record keeper and custodian fees in connection with their investments.

### D. Termination

Investment advisory clients are typically billed in advance for fees incurred on a quarterly basis in the first month of each quarter. The client may terminate the investment contract with Cumberland Advisors at any time, by a telephone call followed by a written notice.

In the event of termination by the client, and upon written request from the client, prepaid fees for the current quarter will be refunded on a prorated basis.

## **ITEM 6 – PERFORMANCE BASED FEES AND SIDE BY SIDE MANAGEMENT**

Cumberland does not charge its clients performance based fees. (i.e. fees based on a share of capital gains or capital appreciation of the assets of a client).

Side by Side Management – Not Applicable.

## **ITEM 7 – TYPES OF CLIENTS**

Our clients include high net worth individuals, institutions, public and corporate retirement plans, corporations, foundations and government entities (direct clients as well as managed money through financial advisors).

Generally, Cumberland requires a minimum account size of \$500,000. However, Cumberland reserves the right to waive the minimum account or to impose a higher minimum.

## **ITEM 8 – METHODS OF ANALYSIS, INVESTMENT STRATEGIES AND RISK OF LOSS**

### **Firm Philosophy, Method of Analysis, and Investment Strategies**

Cumberland Advisors seeks capital preservation as its overriding investment priority. We manage risk as well as return. We strive to offset the erosion of financial assets by inflation, and to realize appreciation so that the real value of assets is maintained. We construct portfolios of bonds, stocks, or both. Investing in securities involves a risk of loss that clients should be prepared to bear.

Cumberland's portfolio managers work as a team to develop investment strategies. Each client works primarily with one investment adviser or portfolio manager.

Cumberland Advisors' portfolios reflect our clients' varying needs. Some clients are families with assets to be conserved and enhanced. Some are institutions seeking prudent supervision for retirement, endowment, or cash management. The objectives range from growth-oriented total return to current income.

We offer our investment management service to individuals and institutions either directly or through certain financial institutions and advisors (WRAP accounts). We focus on preservation and prudent growth of client money. We have multiple portfolio strategies to help do this.

All of our portfolio styles are in separately managed accounts only. This means that Cumberland Advisors does not manage a pooled investment vehicle where clients own “part” of the invested whole. Rather, our main strategies (known as portfolio styles) use individual bonds and investment funds to construct individual accounts based on specific objectives.

Our main portfolio styles are:

- Tax-Free Municipal Bonds
- Taxable Bonds
- Market-Based Exchange-Traded Funds (ETFs)  
(US, International, Emerging Markets)

- Global Multi-Asset Class ETFs
- 401(k) Retirement (mainly using indexed-based mutual funds within 401(k) plans)

### **Core Concepts**

Since its founding in 1973, Cumberland Advisors' investment strategy has been based upon the following critical economic concepts:

- *The value of stocks and bonds is linked to interest rates.*
- *The nominal interest rate has three parts: a "real" interest rate, an expectation of inflation, and a risk premium.*
- *Opportunities in the markets are present at all times, especially in the midst of euphoria or hysteria.*

### **Fixed-Income Risks:**

Investing in any securities involves a risk of loss that the investor should be prepared to bear. Bonds have the following known risks:

- *Credit:* Creditworthiness of issuers impacts ability to pay.
- *Default:* Due to poor revenue, management failure, or fraud
- *Interest rate:* Rising inflation erodes real value of the bonds.

Notes:

1. *High Investment-Grade Bias:* We specialize in seeking highest-quality, investment-grade bonds for individual client accounts. The client owns specific bonds, chosen to satisfy the client account's specific requirements, usually with revenue-generating and general-obligation (GO) properties. We employ our own proprietary rating system and analysts to determine suitability of bonds for our conservative portfolios.
2. *Active Bond Management:* We actively manage the individual portfolios through the entire business cycle, lengthening or shortening durations, maturities, and features based on our market outlook. We do not construct laddered portfolios.

### **Exchange-Traded Fund Risks:**

Investing in equity securities involves a risk of loss that the investor should be prepared to bear. We use exchange-traded funds (ETFs) exclusively for our separately managed accounts equity practice. Relative to mutual funds, ETFs are more transparent, trade efficiently throughout the day on stock exchanges, have better tax scenarios, give pure market access to global markets and asset classes, and are significantly less expensive on the whole. ETFs have the following risks:

- *Transaction costs:* Can erase or erode gains. Need monitoring.
- *Lack of liquidity:* New or non-supported funds can raise bid/ask spread costs and impede quick exits.
- *Fund closure:* ETF sponsor can close fund (inconvenient).
- *Trading intricacy:* Due to market exchange mechanism, trading can be more complex.

### **Cash Management in Accounts**

We use cash as a strategic asset in tactically managing equity portfolios. As market uncertainty increases, we will raise cash levels by degrees in the accounts. A 30-50% cash level is an extreme position, signifying that we are significantly cautious about current market prospects. We are unlikely to raise cash levels beyond 50%, even in our most cautious market view. Most cash positions range from fully invested (0% cash) to 25% cash.

### **TAX-FREE MUNICIPAL BOND PORTFOLIO STYLE (TOTAL RETURN)**

#### **Description**

We construct tax-free municipal bond portfolios for individual clients based on each investor's specific requirements. The service caters to clients who benefit from the tax-free nature of municipal bonds. We emphasize quality, investment-grade bonds coupled with active management through the full interest-rate cycle. Bonds that have revenue streams against them (such as water, utility, sewer, toll-road) are preferred. Due to the

large size of our tax-free municipal bond practice, we can purchase large bond lot sizes at aggressive prices and pass the advantage through to the individual accounts.

### **Method of Analysis and Investment Strategy**

The investment decisions for the Tax-Free Municipal Bond Portfolio Style bring together Cumberland Advisors' investment strategy for the global markets with actively managed municipal bonds.

- Individual client account objectives govern investment procedures.
- Portfolios are managed over the full interest-rate cycle, taking advantage of opportunities in market fluctuations.
- We take an active approach to maturities and duration while managing market changes as well as shifts in credit values.
- Trading frequency in each account varies widely based on market outlook. A properly constructed account may not need daily or monthly adjustments, but maturity and market changes may prompt trading.
- We seek to employ the account funds in suitable bonds at most times. Cash that is not employed does not generate value for the client.

### **Our Advantages**

*Large Dealer Network* – Cumberland is covered by almost 100 different municipal bond dealers. This allows us access to the best in new-issue and secondary bond activity.

*Market Inefficiencies* – Municipals are an over-the-counter market. There is not a central exchange, and there are over a million different municipal securities opportunities on both the buy and sell sides.

*“Under The Hood” Credit Monitoring* – Cumberland looks beyond the simple published rating and/or bond insurance. We look at underlying credits to minimize credit risk to investors, using our own proprietary ratings.

*Customized Investing* – When structuring for clients in “hard-to-find” bond states or providing a specified income stream, Cumberland can build portfolios to match individual needs.

### **Active Fixed-Income Investment Process:**

1. Forecast interest rates
  - a. Global context
2. Macroeconomic conditions
  - a. Consider inflation / real interest rates
  - b. Consider political and legislative environment
  - c. Gauge tax-free bond market supply
  - d. Gauge tax-free bond market demand
3. Analyze national and state-specific tax-exempt markets
4. Select bonds
5. Seek high-quality credit
6. Structure appropriate to rate forecast
  - a. Discount/premium
  - b. Current coupon
  - c. Call features
  - d. Put features

### **Risk of Loss**

Investing in any securities involves a risk of loss that the investor should be prepared to bear. Bonds have the following known risks:

- *Credit:* Creditworthiness of issuers impacts ability to pay.
- *Default:* Due to poor revenue, management failure, or fraud
- *Interest rate:* Rising inflation erodes real value of the bonds.

We seek to mitigate the risk of losses by:

- Specializing in high-quality, investment-grade bonds as the investable universe
- Emphasizing revenue-based bonds as well as general-obligation credits
- Monitoring the portfolio bond issues to detect potential risks that could indicate a potential for default
- Selling any bonds that we detect may have factors that could impact their value
- Studying closely monetary policy that impacts interest rates

## **TAXABLE FIXED-INCOME PORTFOLIO STYLE**

We construct taxable bond portfolios for individual clients and institutions. We emphasize highest-quality bonds coupled with active management throughout the full interest-rate cycle. We actively manage bonds by constant monitoring both bond and stock markets, rebalancing client portfolios as needed in times of fluctuation. We extend or reduce duration when we see compelling opportunities. We look to exit markets in periods of euphoria and to enter markets in periods of hysteria. We emphasize long-lasting relationships and continuous dialogue among clients, their consultants, tax advisors, accountants, and estate planners.

### **Method of Analysis and Investment Strategy**

The investment decisions for the Taxable Bond Portfolio Style bring together Cumberland Advisors' investment strategy for the global markets with actively managed taxable bonds. We believe that value is realized by holding bonds for the proper duration in a given interest-rate environment. We think it is unwise to limit opportunities based on narrowly defined bond portfolio parameters. Consequently, Cumberland Advisors has developed expertise in identifying and managing bond portfolios throughout the complete interest-rate cycle while considering credits, relative yields, and durations.

### **Cumberland Advisors Taxable Fixed-Income Universe**

To accomplish duration exposure objectives in the portfolio, we assess the relative attractiveness of spreads between the following alternatives.

- U.S. Treasury bonds
- Federal agency debt
- Taxable municipal bonds
- Mortgage-backed securities
- Investment-grade corporate bonds

Niche bonds, such as taxable municipals, add value to portfolios by providing unique cash-flow characteristics, inefficient pricing opportunities, and high credit quality.

## **Investment Strategies**

### *Rising-Rate Environments*

- Bonds with substantial redemption or call features
- Bonds with higher coupons
- Bonds with shorter durations

### *Falling-Rate Environments*

- Bonds with deeper discounts
- Bonds with lower premiums
- Bonds with longer maturities
- Non-callable bonds

## **Risk of Loss**

Investing in any securities involves a risk of loss that the investor should be prepared to bear. Bonds have the following known risks:

- *Credit:* Creditworthiness of issuers impacts ability to pay.
- *Default:* Due to poor revenue, management failure, or fraud
- *Interest rate:* Rising inflation erodes real value of the bonds.

We seek to mitigate the risk of losses by:

- Specializing in high-quality, investment-grade bonds as the investable universe
- Selecting taxable bonds by relative attractiveness to other types of taxable fixed-income securities
- Monitoring the portfolio bond issues to detect potential risks that could indicate a potential for default
- Selling any bonds that we detect may have factors that could impact their value
- Monitoring closely monetary policy that impacts interest rates

**MARKET-BASED EXCHANGE TRADED FUNDS (U.S., INTERNATIONAL, EMERGING MARKET)**

**Description**

Cumberland Advisors has a wealth-preservation orientation to balance risks as well as returns. The market-based equity portfolio styles offer clients and institutions one single investment account that holds multiple exchange-traded funds (ETFs) and provides highly diversified regional investment options. Broader market diversification provides market exposure as well as risk reduction, decreasing risk that any individual stock may carry in a portfolio.

**Method of Analysis and Investment Strategies**

The firm takes a top-down macroeconomic perspective to assess relative attractiveness among markets, sectors, regions, and asset classes. Exchange-traded funds (ETFs) allow for the implementation of Cumberland's macroeconomic and sector-specific judgments through a single investment vehicle. Multiple ETFs can then be tactically adjusted as Cumberland evaluates current market opportunities and risks.

**Cumberland Advisors' Equities Management Philosophy:**

- *Risk management* is as important as return management.
- *Asset-allocation* techniques help stabilize returns and reduce risk.
- *Macroeconomic factors* and fundamentals drive asset-class returns.
- *Portfolio managers* add value by size, sector, subsector, style, region, and country choices, and NOT through individual stock picking.
- ETFs are the most flexible, efficient, and low-cost implementation method.

**Crafting the Portfolios**

Managed ETFs blend active management of passive investments in a core and satellite approach. Broad-based, diversified ETFs form the core, while country, region, sector, subsector, and style ETFs form the satellites. This strategy provides extensive diversification, low cost, and tax efficiency. It also controls strategic sector, style,

industry, country, and region exposure, with no “style drift.” ETFs are chosen based on liquidity, sponsor support, and cost. The core positions usually consist of 3-8 broad-based diversified ETFs, while the satellite positions usually consist of 10-25 country, region, sector, subsector and/or style ETFs.

<b>Examples of Exchange-Traded Funds by Category</b>	
<b>Size (Market Cap.)</b>	Large-cap, Mid-cap, Small-cap funds
<b>Sector (Industry)</b>	Finance, Technology, Health Care
<b>Sub-sector (Industry)</b>	Semiconductors, Drugs, Homebuilders
<b>Style</b>	Growth, Value
<b>Multi-Country</b>	Advanced Economies, Euro Zone, Emerging Markets
<b>Country</b>	U.S., Germany, U.K., Japan, China, Chile, etc.

### **Managing the Portfolio**

Cumberland’s investment team continually monitors and analyzes economic and financial-market developments, together with the performance of assets in the portfolio. Model weights and ETF selections are made for core and satellite positions, and then tactically adjusted and rebalanced to each account based on strategy changes and market developments.

### **Exchange-Traded Fund Portfolio Risks**

Investing in equity securities involves a risk of loss that the investor should be prepared to bear. We use exchange-traded funds (ETFs) exclusively for our separately managed accounts equity practice. Relative to mutual funds, ETFs are more transparent, trade efficiently throughout the day on stock exchanges, have better tax scenarios, give pure market access to global markets and asset classes, and are significantly less expensive on the whole. ETFs have the following risks:

- *Transaction costs:* Can erase or erode gains. Need monitoring.

- *Lack of liquidity*: New or non-supported funds can raise bid/ask spread costs and impede quick exits.
- *Fund closure*: ETF sponsor can close fund (inconvenient).
- *Trading intricacy*: Due to market exchange mechanism, trading can be more complex.

### **Cash Management in Accounts**

We use cash as a strategic asset in tactically managing equity portfolios. As market uncertainty increases, we will raise cash levels by degrees in the accounts. A 30-50% cash level is an extreme position, signifying that we are significantly cautious about current market prospects. We are unlikely to raise cash levels beyond 25%, even in our most cautious market view. Most cash positions range from fully invested (0% cash) to 25% cash.

### **GLOBAL MULTI-ASSET CLASS (GLOBAL MAC) ETF PORTFOLIO STYLE**

#### **Description**

Cumberland Advisors has a wealth-preservation orientation to balance risks as well as returns. The Global Multi-Asset Class Portfolio Style provides one single investment account that holds globally diversified assets, continually adjusted to take advantage where markets are most promising. Globally diversified exchange-traded funds (ETFs) allow both market exposure and risk reduction. Global MAC is an aggressive, diversified, comprehensive portfolio style.

#### **Method of Analysis and Investment Strategies**

The firm adopts a top-down macroeconomic perspective to assess relative attractiveness among markets, sectors, regions, and asset classes. Exchange-traded funds (ETFs) allow for the implementation of Cumberland's macroeconomic and sector-specific judgments through a single investment vehicle. Multiple ETFs can then be tactically adjusted as Cumberland evaluates current market opportunities and risks.

### **Cumberland Advisors' Equities Management Philosophy:**

- *Risk management* is as important as return management.
- *Asset-allocation* techniques help stabilize returns and reduce risk.
- *Macroeconomic factors* and fundamentals drive asset-class returns.
- *Portfolio managers* add value by size, sector, subsector, style, region, and country choices and NOT through individual stock picking.
- ETFs are the most flexible, efficient, low-cost implementation method.

### **Crafting the Portfolios**

Managed ETFs blend active management of passive investments (ETFs) in a core and satellite approach. Broad-based, diversified ETFs form the core (usually 6-10 positions), while country, region, sector, subsector, and style ETFs form the satellites (usually 30-45 positions). This strategy provides extensive global diversification, low cost, and tax efficiency. It also controls strategic country and region exposure where the opportunities exist. ETFs are chosen based on liquidity, sponsor support, and cost.

<b>Examples of Global Multi-Asset Class ETFs by Category</b>	
<b>U.S. Equities</b>	U.S. Aggregate, style, sector, industry
<b>International Equity</b>	Intl. Aggregate, regional, country, style, sector
<b>Fixed-Income</b>	U.S. and International
<b>Real Estate</b>	U.S. and International
<b>Currencies</b>	Dollar, Euro, Yen, Pound, etc.
<b>Commodities</b>	Gold, Silver, Palladium, Oil, etc.

### **Managing the Portfolio**

Cumberland's investment team continually monitors and analyzes economic and financial market developments, together with the performance of assets in the portfolio. Model weights and ETF selections are made for core and satellite positions, and then tactically adjusted and rebalanced to each account, based on strategy changes and market developments.

## **Exchange-Traded Fund Portfolio Risks**

Investing in equity securities involves a risk of loss that the investor should be prepared to bear. We use exchange-traded funds (ETFs) exclusively for our separately managed accounts equity practice. Relative to mutual funds, ETFs are more transparent, trade efficiently throughout the day on stock exchanges, have better tax scenarios, give pure market access to global markets and asset classes, and are significantly less expensive on the whole. ETFs have the following known risks:

- *Transaction costs*: Can erase or erode gains and therefore need monitoring.
- *Lack of liquidity*: New or non-supported funds can raise bid/ask spread costs and impede quick exits.
- *Fund closure*: ETF sponsor can close fund (inconvenient).
- *Trading intricacy*: Due to market exchange mechanism, trading can be more complex.

## **Cash Management in Accounts**

We use cash as a strategic asset in tactically managing equity portfolios. As market uncertainty increases, we will raise cash levels by degrees in the accounts. A 30-50% cash level is an extreme position, signifying that we are significantly cautious about the current market prospects. We are unlikely to raise cash levels beyond 50%, even in our most cautious market view. Most cash positions range from fully invested (0% cash) to 25% cash.

## **CUMBERLAND'S RETIREMENT PLAN SOLUTIONS**

### **Description**

Cumberland Advisors offers advisory services for defined-contribution retirement plan sponsors. The offering is constructed to reduce overall fees and to enhance the quality of options available to each participant. We select and monitor the mutual funds and exchange-traded funds in the plan, including Target Date or other specialty balanced options. There are two active portfolio management options available in the plans: model

portfolios (DYNAMIC MARKET, using primarily the plan's mutual fund options) and Cumberland's Managed ETF portfolios, (ACTIVE MARKET SMA, managed exactly like other Cumberland accounts using ETFs only).

### **Cumberland's Retirement Plan Solutions Management Philosophy:**

- *Macroeconomic factors* and fundamentals drive asset-class returns.
- *Active mutual funds* do NOT add value in a sustainable way.
- *Index-based mutual funds* are most suitable for smaller-balance retirement accounts due to split-share capabilities and lower cost per share.
- *Exchange traded funds* could be utilized if they were more advantageous than the best index based mutual fund available in a particular asset class.
- *Asset-allocation* techniques help stabilize returns and reduce risk.
- *Portfolio managers* add value by fund selection, allocation, and adjustments based on market conditions.

### **Method of Analysis and Investment Strategies**

Cumberland takes a top-down macroeconomic perspective to assess relative attractiveness among bonds, U.S. markets, and International markets on a percentage basis. That assessment is then applied by using primarily the indexed-based mutual funds available in the plan. Adjustments in the balance between assets will favor longer time periods between adjustments, based on market trends.

### **Managing the Portfolio**

Cumberland's investment team continually monitors and analyzes economic and financial market developments, together with the performance of assets in the portfolio.

### **Cumberland's Retirement Plan Solutions Portfolio Risks**

Investing in equity securities involves a risk of loss that the investor should be prepared to bear. Poor performance in a retirement account will mean fewer funds available for living in retirement. Active management by a portfolio manager also opens the possibility that the manager will underperform the benchmarks.

### **Cash Management in Accounts**

We use cash as a strategic asset in managing equity portfolios. As market uncertainty increases, we will raise cash levels by degrees in the portfolios, which will then apply to every account subscribed to that portfolio. A 30-50% cash level is an extreme position, signifying that we are significantly cautious about the current market prospects. We are unlikely to raise cash levels beyond 50%, even in our most cautious market view. Most cash positions range from fully invested (0% cash) to 25% cash.

### **ITEM 9 – DISCIPLINARY INFORMATION**

There is no disciplinary information to report.

### **ITEM 10 – OTHER FINANCIAL ACTIVITIES AND AFFILIATIONS**

#### A. Broker-Dealer Registration Status

Neither Cumberland nor any of its management persons is registered, or have an application to register, as a broker-dealer or a registered representative of a broker-dealer.

#### B. Futures Commission Merchant, Commodity Pool Operator, or Commodity Trading Adviser Registration Status

Neither Cumberland nor any of its management persons is registered, or has an application pending to register, as a futures commission merchant, commodity pool operator, a commodity trading adviser, or an associated person of the foregoing entities.

#### C. Material Relationships or Arrangements with Related Parties which are Industry Participants

Neither Cumberland nor any of its management persons has any relationship or arrangement that is material to its advisory business or to its clients with any related person who is a broker-dealer, municipal securities dealer, or government securities dealer or broker; investment company or other pooled investment vehicle (including a mutual fund, close-end investment company, unit investment trust, private investment

company or “hedge fund” and offshore fund; other investment adviser or financial planner; futures commission merchant, commodity pool operator, or commodity trading adviser; banking or thrift institution; accountant or accounting firm; lawyer or law firm; insurance company or agency; pension consultant; real estate broker or dealer; or sponsor or syndicator of limited partnerships

#### D. Material Conflicts of Interest Relating to Other Investment Advisers

Cumberland does not recommend or select other investment advisers for its clients.

### **ITEM 11 – CODE OF ETHICS, PARTICIPATION OR INTEREST IN CLIENT TRANSACTIONS AND PERSONAL TRADING**

#### Code of Ethics

Cumberland Advisors has adopted a Code of Ethics that covers personal securities transactions by its employees and associated persons. The Code of Ethics also describes Cumberland’s standards of business conduct, compliance with federal securities laws, and Cumberland’s fiduciary duty to its clients.

A copy of our Code of Ethics is available, free of charge, to any client or prospective client upon request by calling 800-257-7013, extension 315.

While Cumberland believes that the individual investment activities of its employees and associated persons should be encouraged, it seeks to avoid conflicts of interest (or even the appearance of conflicts) surrounding the advisory services it provides to its clients and the personal investments of its employees and associated persons. Pursuant to the Code of Ethics, certain restrictions apply to the investment activities of persons associated with Cumberland. In general, in any situation where the potential for a conflict exists, transactions for clients must take precedence over personal transactions of such employees or associated persons. Should any situation arise which is not specifically governed by this Code of Ethics, this general intent shall govern the resolution of the matter.

Both employees of Cumberland and the firm's proprietary account may invest in the same securities as those in clients' managed accounts. This may present a conflict of interest, in that Cumberland or its employees may obtain a better execution on a trade than a managed client. In order to address this potential conflict, Cumberland has the following rules in effect.

1. All employees must request and receive approval prior to any trading being done in their personal securities accounts.
2. There is a blackout period for Cumberland's proprietary accounts or employee accounts, prohibiting these accounts from trading on the day before and the day of trading in the same securities as those being traded in managed accounts. Employees can receive permission to trade these securities the day following the completion of managed trading. Copies of employee trade confirms and monthly statements are copied to Cumberland's Compliance Department for trading review.
3. Employee and Cumberland proprietary account fixed-income trades may be included with or traded on the same day as fixed-income trades in the same securities that are traded for managed accounts. If a fixed-income trade order is not completely filled, the employee and/or Cumberland proprietary account will be the first order dropped out of the allocation procedure.
4. There is no blackout period or prior approval needed when employee or Cumberland proprietary accounts trade mutual funds.

## **ITEM 12 – BROKERAGE PRACTICES**

### **A. Factors Considered in Selecting or Recommending Broker-Dealers for Client Transactions**

When choosing a broker to execute a trade for a client's account, Cumberland seeks to obtain the best execution for the client while taking the following into consideration: the price at which the trade will be executed, cost of effecting the transaction, the ease and speed of execution, the reliability of the broker through past experience, and the ability to work a large order without negatively affecting the market. In the case of fixed-income securities, we may also consider whether the broker provides Cumberland with liquidity and competitive pricing on smaller lots of bonds, as well as who is the lead manager on a new issue.

1. Research and other Soft Dollar Benefits. Subject to its general policy of seeking execution at reasonably competitive rates, and unless instructed by a client to use a particular broker dealer(s), Cumberland may execute transactions through broker-dealers that provide Cumberland Advisors with research and other services designed to assist in the furnishing of investment advice to its clients' accounts. A portion of the commission paid by the client is used by the broker to pay for these services provided to Cumberland.
  - a. When client brokerage commissions are used to obtain research or other products or services, Cumberland receives a benefit, because we do not have to pay for these services directly.
  - b. This could provide an incentive for Cumberland to select a broker-dealer based on our interest in receiving the research or other products or services, rather than on the best interest of our client in receiving the most favorable execution.
  - c. Commissions (or markups or markdowns) charged by brokers providing soft-dollar services may be higher than those charged by brokers not providing these services.

- d. Soft dollar services are used to benefit all of our client accounts. Services are not allocated proportionately to the soft dollar credits each account generates.
- e. Cumberland currently has soft-dollar arrangements with LEK Securities, Pulse Trading, and Strategas Securities LLC.

Cumberland has an agreement with Pulse Trading and LEK Securities in which trades are executed at 4 cents per share, and 3 cents of that is accrued to provide research services to Cumberland. There is no specific agreement with Strategas. Strategas does provide proprietary research to Cumberland and Cumberland does execute trades through Strategas. During fiscal year 2010, the following services were provided by LEK Securities through soft dollars: Bloomberg research and pricing data; Ned Davis economic research reports; BCA Research reports on equity markets, global and european investment strategies, and U.S. bond strategies; Laffer Assoc., economic research and forecasting; Action Economics, economic and market research reports and updates; The Bond Buyer, fixed-income market and interest-rate forecasts research; Global Insights, global economic and financial forecasts; Benderly Economics, statistical analysis of the economy and financial markets; ETF Index Universe, product and market developments related to index funds, ETFs, index derivatives, and investment strategies; Moody's, fixed-income and interest-rate research; S&P Ratings Direct, fixed-income ratings and market changes; The Gartman Letter, daily commentary on global capital markets; Capital Economics, economic analysis and forecasts; Haver Analytics, macro strategy and economic research and statistics.

During fiscal year 2010, Pulse Trading provided the following services: BCA Research reports on equity markets, global and european investment strategies and U.S. bond strategies; Robert Brusca-FAO Opinions, research on the economy, global trends, and political changes.

While there are no soft-dollar agreements in place with the following brokers, we have executed trades through these brokers and received proprietary economic and fixed-income market research material from them during fiscal year 2010: MSSB, Goldman Sachs, Citibank, Barclays, Morgan Keegan, BMO, Merrill Lynch, JP Morgan, Piper Jaffrey, and Loop.

- f. The majority of our equity trades in fiscal 2010 were done through LEK securities. Since LEK has provided electronic connectivity with our order management system, we are able to enter orders with direct access to the market. Orders are executed quickly and efficiently. In some cases, where entering a large order all at once would negatively affect the market, we have the ability to work larger orders in pieces in an efficient manner.
2. Brokerage for client referrals – not applicable
3. Directed brokerage – In some cases, a client may be allowed to direct trades to a particular broker. This is determined on a case by case basis. When a client directs Cumberland to use a specific broker for executing a securities transaction, Cumberland may be unable to achieve the most favorable execution of the client's transaction. For example, we may not be able to aggregate trades with other accounts, which could result in higher transaction costs to the client.

#### B. Order Aggregation

When executing client transactions, where the accounts involved are held at the same custodian, trades may be bunched (or aggregated) with other clients' trades. This increases the average size of orders to brokers and can result in a better execution. Small odd-lot-sized trades can result in a negative price difference to the client. Accounts held at different custodians cannot be bunched together.

## **ITEM 13 – REVIEW OF ACCOUNTS**

### **A. Frequency and Nature of Review of Client Accounts or Financial Plans**

All accounts are reviewed quarterly by the investment adviser representative or client service representative assigned to such accounts. Such representative may also be the portfolio manager assigned to such account. Such representatives typically review the account to confirm that the account is invested according to its investment policy. Accounts are also reviewed on a random basis by the Compliance Department to confirm that the account is invested properly.

### **B. Factors Prompting Review of Client Accounts Other than a Periodic Review**

Client accounts are also reviewed on a non-periodic basis, specifically when investments with respect to such accounts are being bought or sold. In addition, clients may request a review of their accounts by the portfolio manager assigned to their account at any time. Accounts are also reviewed on a random basis by Cumberland's Compliance Department to determine/confirm whether accounts are invested properly.

### **C. Content and Frequency of Account Reports to Clients**

Clients receive from Cumberland written quarterly and annual reports regarding their accounts. These reports include the previous and current market value of the account and the performance of such accounts for the period in question. In addition, the reports list the assets that comprise the account and their respective market values. Clients may also request additional reports from Cumberland including confirms, gain and loss reports, and customized reports.

## **ITEM 14 – CLIENT REFERRALS AND OTHER COMPENSATION**

### **A. Economic Benefit for Providing Services to Clients**

Cumberland has a client who has their broker pay Cumberland for Cumberland's services provided to the client. Cumberland has no affiliation with and does not trade through said broker.

### **B. Compensation to Non-Supervised Persons for Client Referrals**

Cumberland has agreements in place with various solicitors who receive a percentage of the annual investment Advisory Fee charged to clients on accounts that were introduced to Cumberland by such solicitor. The fee paid to these solicitors is deducted from the Advisory Fee received by Cumberland from its clients, and therefore, is part of and not additional to the Advisory Fee charged to Cumberland's clients. This arrangement remains in place for the life of the account as long as the solicitor agreement remains in effect.

## **ITEM 15 – CUSTODY**

Cumberland will send an invoice to State Street Bank and U.S. Bank for investment advisory fees. The banks will then debit the accounts and forward the funds to Cumberland. If a client has designated one of these banks as the custodian for their account, the client will receive monthly statements from the bank. Clients should carefully review these statements. They should also compare these statements with the quarterly reports received from Cumberland Advisors.

Clients sign a separate custodial services agreement with a qualified custodian of their choice. Cumberland normally suggests that our direct clients use either State Street Bank and Trust or U.S. Bank when selecting a custodian. (Please see Item 12B regarding Order Aggregation). Clients should be aware that Cumberland Advisors has agreements with both State Street Bank and Trust and U.S. Bank to perform certain custodial administrative services for Cumberland Advisors accounts held at these banks.

Cumberland is paid a fee of 2 ½ basis points quarterly, based on the total assets of Cumberland Advisors accounts held at each bank.

### **ITEM 16 – DISCRETION**

When opening an account, Cumberland requires that each client sign a limited power of attorney that gives Cumberland discretion over the management of the account, subject to the investment parameters designated by the client and Cumberland to meet the client's investment objectives. In addition, clients may impose certain restrictions on their accounts such as cash restrictions, maturity restrictions, and in some cases, asset-allocation restrictions.

### **ITEM 17 – VOTING CLIENT SECURITIES**

Cumberland Advisors shall vote proxies related to all managed securities. The authority to vote proxies is established in the client's Client Services Agreement or comparable documents. In accordance with our fiduciary duties and SEC Rule 206(4)-6, we have adopted policies and procedures that we believe are reasonably designed to ensure that proxies are voted in the best interests of our clients.

Proxies are normally reviewed and voted upon by the portfolio manager responsible for the particular account. Should a conflict of interest arise between Cumberland Advisors and the client's best interest, the proxy will be reviewed and voted upon by the Proxy Voting Committee, which consists of three portfolio managers and the Cumberland's Compliance Officer.

Clients may obtain information on how a proxy on a security held in their account was voted and/or a copy of our proxy voting policy and procedures by calling 800-257-7013, extension 315.

## **ITEM 18 – FINANCIAL INFORMATION**

- A. Cumberland does not require or solicit prepayment of more than \$1,200 in fees per client, six months or more in advance.
- B. There are no financial conditions that are reasonably likely to impair Cumberland's contractual commitments to clients.
- C. Cumberland has never been the subject of a bankruptcy petition.

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CUMBERLAND ADVISORS®  
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**ITEM 1 – COVER PAGE – CEO, CIO and US Exchange Traded Funds Portfolio Mgr.**

- A. 1. **David R. Kotok**, 2 Tamiami Trail, Suite 303, Sarasota, FL 34236, 800-257-7013, extension 320.
2. Cumberland Advisors, 2 Tamiami Trail, Suite 303, Sarasota, FL 34236
3. Supplement dated 3/17/2011
- B. This brochure supplement provides information about David R. Kotok that supplements the Cumberland Advisors brochure. You should have received a copy of that brochure. Please contact Therese M. Pantalione, 800-257-7013, extension 315 if you did not receive Cumberland's brochure or if you have any questions about the contents of this supplement.

Additional information about David R. Kotok is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

**ITEM 2 – Educational Background and Business Experience**

David R. Kotok co-founded Cumberland Advisors in 1973 and has been its Chief Investment Officer since inception. He holds a B.S. in Economics from The Wharton School of the University of Pennsylvania, an M.S. in Organizational Dynamics from The School of Arts and Sciences at the University of Pennsylvania, and a Masters in Philosophy from the University of Pennsylvania. Date of Birth 3/3/1943.

**ITEM 3 – Disciplinary Information**

There is no disciplinary information to report on this person.

**ITEM 4 – Other Business Activities**

Mr. Kotok's articles and financial market commentary have appeared in The New York Times, The Wall Street Journal, Barron's, and other publications. He is a frequent contributor to CNBC

programs, including Morning Call, Power Lunch, Kudlow & Company, Squawk on the Street, Squawk Box Asia, and Worldwide Exchange. He co-authored [\*Invest in Europe, Now!\*](#)

Mr. Kotok currently serves as a Director and Program Chairman of the Global Interdependence Center (GIC) ([www.interdependence.org](http://www.interdependence.org)), whose mission is to encourage the expansion of global dialogue and free trade in order to improve cooperation and understanding among nation states, with the goal of reducing international conflicts and improving worldwide living standards. Mr. Kotok chairs its Central Banking Series, and organized a five continent dialogue held in Philadelphia, Paris, Zambia (Livingstone), Hanoi, Singapore, Prague, Capetown, Shanghai, Hong Kong, Rome, Milan, Tallinn and Santiago, Chile. He has received the Global Citizen Award from GIC for his efforts.

Mr. Kotok is a member of the National Business Economics Issues Council (NBEIC), the National Association for Business Economics (NABE), serves on the Research Advisory Board of BCA Research, and is also a member of the Philadelphia Council for Business Economics (PCBE).

## **ITEM 5 - Additional Compensation**

No one who is not a client provides an economic benefit to David R. Kotok for providing advisory services.

## **ITEM 6 – Supervision**

The person responsible for supervising Mr. Kotok is Therese M. Pantalione, Managing Dir./Compliance Officer. She can be reached at 800-257-7013, extension 315. As the Compliance officer Mrs. Pantalione reviews and monitors individual accounts to ensure that they meet the investment objective of the particular client. She also reviews marketing literature and e-mail sent to and from clients. Each of the supervised persons is bound by Cumberland's Code of Ethics, which, among other things, sets forth certain policies and procedures aimed at preventing abusive practices by Cumberland's supervised persons. In addition, each of the supervised persons has received a copy of and reviewed Cumberland's Investment Adviser Compliance Manual, which was reasonably designed to prevent any violation of the Advisers

Act or the rules that the SEC has adopted thereunder. Cumberland believes that the Code of Ethics and the Compliance Manual are useful tools for monitoring the advice that its supervised persons give to its clients.

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**ITEM 1 – COVER PAGE – Managing Dir. And Tax-Free Fixed Income Portfolio Mgr.**

- A.
1. **John R. Mousseau**, CFA<sup>1</sup>, 614 Landis Ave., Vineland, NJ 08360; 800-257-7013, extension 307.
  2. Cumberland Advisors, 2 N Tamiami Trail, Suite 303, Sarasota, FL 34236
  3. Supplement dated 3/17/2011
- B. This brochure supplement provides information about John R. Mousseau that supplements the Cumberland Advisors brochure. You should have received a copy of that brochure. Please contact Therese M. Pantalione, 800-257-7013, extension 315, if you did not receive Cumberland's brochure or if you have any questions about the contents of this supplement.

Additional information about John R. Mousseau is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

**ITEM 2 – Educational Background and Business Experience**

Mr. Mousseau joined Cumberland in 2000 and is responsible for Municipal Bond investments. From 1993 to 2000 John was Portfolio Manager and Director of Municipal Bond Investments for Lord Abbett & Company. Prior to that, he served as First Vice President and Director of Municipal Portfolio Analysis for Shearson Lehman Brothers and a predecessor firm, E.F. Hutton, from 1981 to 1993. Mr. Mousseau holds an A.B. degree in economics from Georgetown University and an M.A. degree in economics from Brown University. His date of birth is 9/18/1956.

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<sup>1</sup> The **Chartered Financial Analyst** (CFA) designation is an international [professional certification](#) offered by the [CFA Institute](#) (formerly AIMR) to [financial analysts](#) who complete a series of three [examinations](#). To become a **CFA Charterholder** candidates must pass each of three six-hour exams, possess a bachelor's degree from an accredited institution (or have equivalent education or work experience) and have 48 months of qualified, professional work experience. CFA charterholders are also obligated to adhere to a strict Code of Ethics and Standards governing their professional conduct.

### **ITEM 3 – Disciplinary Information**

There is no disciplinary information to report on this person.

### **ITEM 4 – Other Business Activities**

A holder of the Chartered Financial Analyst designation, he is a member of the Philadelphia Chapter of Business Economists and also a member of the New York Society of Securities Analysts where he serves on the Society's High Net Worth Investors Committee. Mr. Mousseau is a member and past chairman of the Municipal Bond Buyers Conference and a member of the National Federation of Municipal Analysts. In addition, he has served as an instructor at the New York Institute of Finance and Bond Market Association. Mr. Mousseau is a board member for the local YMCA and Rotary Club in Maplewood NJ.

### **ITEM 5 - Additional Compensation**

No one who is not a client provides an economic benefit to John Mousseau for providing advisory services.

### **ITEM 6 – Supervision**

The person responsible for supervising Mr. Mousseau is David R. Kotok, CEO. He can be reached at 800-257-7013, extension 320. The Compliance officer reviews and monitors individual accounts to ensure that they meet the investment objective of the particular client. She also reviews marketing literature and e-mail sent to and from clients. She then reports to the CEO. Each of the supervised persons is bound by Cumberland's Code of Ethics, which among other things, sets forth certain policies and procedures aimed at preventing abusive practices by Cumberland's supervised persons. In addition, each of the supervised person has received a copy of and reviewed Cumberland's Investment Adviser Compliance Manual, which was reasonably designed to prevent any violation of the Advisers Act or the rules that the SEC has adopted there under. Cumberland believes that the Code of Ethics and the Compliance Manual are useful tools for monitoring the advice that its supervised person gives to its clients.

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**ITEM 1 – COVER PAGE – Managing Dir. And Taxable Fixed Income Portfolio Mgr.**

- A.
1. **Peter Demirali**, 614 Landis Ave., Vineland, NJ 08360; 800-257-7013, extension 322.
  2. Cumberland Advisors, 2 Tamiami Trail, Suite 303, Sarasota, FL 34236
  3. Supplement dated 3/17/2011
- B. This brochure supplement provides information about Peter Demirali that supplements the Cumberland Advisors brochure. You should have received a copy of that brochure. Please contact Therese M. Pantalione, 800-257-7013, extension 315 if you did not receive Cumberland's brochure or if you have any questions about the contents of this supplement.

Additional information about Peter Demirali is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

**ITEM 2 – Educational Background and Business Experience**

Mr. Demirali joined Cumberland Advisors in 2002 as portfolio manager for Cumberland Advisors Taxable Bond style. Prior to that, Peter was a Senior Portfolio Manager at Smith Barney Asset Management from 1990 to 1999. In that position, he initiated a corporate bond component for taxable fixed income portfolios. From 1999 to 2002, he was a partner in Anval, Inc., a commercial real estate brokerage company where he successfully developed new territories and clients for his firm. He traded zero coupon bonds at Yamaichi International, a Japanese securities dealer from 1987 to 1989. Peter began his career at Chemical Bank from 1983 to 1987. At Chemical, he traded short and intermediate zero coupon bonds and Treasuries. Mr. Demirali holds a B.S. in business administration from Georgetown University. His date of birth is 1/30/1960.

**ITEM 3 – Disciplinary Information**

There is no disciplinary information to report on this person.

## **ITEM 4 – Other Business Activities**

Mr. Demirali's comments and analysis have appeared in Bloomberg Business News, Barrons, The Wall Street Journal, and The Bond Buyer. He has appeared on CNBC, Fox Business News as well as Bloomberg Television.

## **ITEM 5 - Additional Compensation**

No one who is not a client provides an economic benefit to Peter Demirali for providing advisory services.

## **ITEM 6 – Supervision**

The person responsible for supervising Mr. Demirali is David R. Kotok, CEO. He can be reached at 800-257-7013, extension 320. The Compliance officer, reviews and monitors individual accounts to ensure that they meet the investment objective of the particular client. She also reviews marketing literature and e-mail sent to and from clients. She then reports to the CEO. Each of the supervised persons is bound by Cumberland's Code of Ethics, which, among other things, sets forth certain policies and procedures aimed at preventing abusive practices by Cumberland's supervised persons. In addition, each of the supervised persons has received a copy of and reviewed Cumberland's Investment Adviser Compliance Manual, which was reasonably designed to prevent any violation of the Advisers Act or the rules that the SEC has adopted thereunder. Cumberland believes that the Code of Ethics and the Compliance Manual are useful tools for monitoring the advice that its supervised persons give to its clients.

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**ITEM 1 – COVER PAGE – Vice President, Chief Global Economist, International and Emerging Markets ETFs Portfolio Mgr.**

- A.
1. **William (Bill) Witherell** 614 Landis Ave., Vineland, NJ 08360; 800-257-7013, extension 338.
  2. Cumberland Advisors, 2 Tamiami Trail, Suite 303, Sarasota, FL 34236
  3. Supplement dated 3/17/2011
- B. This brochure supplement provides information about William Witherell that supplements the Cumberland Advisors brochure. You should have received a copy of that brochure. Please contact Therese M. Pantalione, 800-257-7013, extension 315 if you did not receive Cumberland's brochure or if you have any questions about the contents of this supplement.

Additional information about William Witherell is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

**ITEM 2 – Educational Background and Business Experience**

Bill Witherell joined Cumberland Advisors as Chief Global Economist in November 2005 and became a Portfolio Manager in December 2005. Dr. Witherell is a graduate of Colby College and holds an M.A. and a Ph.D. in Economics from Princeton University. Dr. Witherell began his career as a business economist with Exxon and Esso Eastern (1967-73), where he held positions in the economics, treasury and corporate planning functions. He moved to the international economic and financial relations field in 1973 with positions first in the U.S. Department of State and then in the Department of the Treasury (1974-77) as Director of the Office of Financial Resources and Energy Finance. His date of birth is 3/29/1941.

**ITEM 3 – Disciplinary Information**

There is no disciplinary information to report on this person.

## **ITEM 4 – Other Business Activities**

Dr. Witherell is a Senior Consultant for Finance and Corporate Governance to the Organization for Economic Cooperation and Development (OECD). From 1989 through September 2005 he was OECD's Director for Financial and Enterprise Affairs. He joined the Secretariat of the OECD in Paris, France, in 1977.

He is a past Chairman of the International Roundtable of the National Association for Business Economics, a member of the Boston Economic Club and the Westborough MA Rotary.

## **ITEM 5 - Additional Compensation**

No one who is not a client provides an economic benefit to William Witherell for providing advisory services.

## **ITEM 6 – Supervision**

The person responsible for supervising Dr. Witherell is David R. Kotok, CEO. He can be reached at 800-257-7013, extension 320. The Compliance officer, reviews and monitors individual accounts to ensure that they meet the investment objective of the particular client. She also reviews marketing literature and e-mail sent to and from clients. She then reports to the CEO. Each of the supervised persons is bound by Cumberland's Code of Ethics, which, among other things, sets forth certain policies and procedures aimed at preventing abusive practices by Cumberland's supervised persons. In addition, each of the supervised persons has received a copy of and reviewed Cumberland's Investment Adviser Compliance Manual, which was reasonably designed to prevent any violation of the Advisers Act or the rules that the SEC has adopted thereunder. Cumberland believes that the Code of Ethics and the Compliance Manual are useful tools for monitoring the advice that its supervised persons give to its clients.

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**ITEM 1 – COVER PAGE – Sr. Vice President, Cumberland’s Retirement Plans Solutions, Portfolio Mgr**

- A.     1. **Michael D. McNiven**, 614 Landis Ave., Vineland, NJ 08360; 800-257-7013, extension 316.
2. Cumberland Advisors, 2 Tamiami Trail, Suite 303, Sarasota, FL 34236
3. Supplement dated 3/17/2011
- B.     This brochure supplement provides information about Michael D. McNiven that supplements the Cumberland Advisors brochure. You should have received a copy of that brochure. Please contact Therese M. Pantalione, 800-257-7013, extension 315 if you did not receive Cumberland’s brochure or if you have any questions about the contents of this supplement.

Additional information about Michael D. McNiven is available on the SEC’s website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

**ITEM 2 – Educational Background and Business Experience**

Michael McNiven joined Cumberland Advisors in April 2009 as Vice President and Investment Advisor Representative and became Senior Vice-President & Portfolio Manager in January 2011. He also advises the firm in market outreach initiatives that explain and communicate Cumberland’s services, philosophy, and market outlook to individuals, financial advisors, and institutions.

Dr. McNiven is a graduate of Brigham Young University in Provo, Utah. He received a B.A. in communication studies and an M.A. in mass communication. He received his Ph.D. in mass communication from the University of Georgia in Athens, Georgia. He began his career at the *Financial Times* in New York working in market research, business development, and advertising sales. Dr. McNiven was a professor at Rowan University prior to joining Cumberland Advisors, and has also taught and assisted at the University of Georgia, Utah Valley University, and Brigham Young University. His date of birth is 8/15/1973.

### **ITEM 3 – Disciplinary Information**

There is no disciplinary information to report on this person.

### **ITEM 4 – Other Business Activities**

Dr. McNiven is not involved in any other business activities.

### **ITEM 5 - Additional Compensation**

No one who is not a client provides an economic benefit to Michael McNiven for providing advisory services.

### **ITEM 6 – Supervision**

The person responsible for supervising Dr. McNiven is David R. Kotok, CEO. He can be reached at 800-257-7013, extension 320. The Compliance officer, reviews and monitors individual accounts to ensure that they meet the investment objective of the particular client. She also reviews marketing literature and e-mail sent to and from clients. She then reports to the CEO. Each of the supervised persons is bound by Cumberland's Code of Ethics, which, among other things, sets forth certain policies and procedures aimed at preventing abusive practices by Cumberland's supervised persons. In addition, each of the supervised persons has received a copy of and reviewed Cumberland's Investment Adviser Compliance Manual, which was reasonably designed to prevent any violation of the Advisers Act or the rules that the SEC has adopted thereunder. Cumberland believes that the Code of Ethics and the Compliance Manual are useful tools for monitoring the advice that its supervised persons give to its clients.