Media Talk About Jam

BusinessWeek May 21, 1979

Do-it-yourself investment data

A group of top-notch investment advisers headed by DePaul University Business School Professor James B. Cloonan has formed the American Association of Individual Investors (AAII) for private investors managing their own assets. The nonprofit corporation offers home-study courses, member discounts on investment periodicals and books, and publishes a bimonthly journal (free to members and $15 a year for nonmembers). Annual dues are $23. Call the AAII at (312) 280-0170, or write 612 N. Michigan Ave., Chicago, Ill. 60611.

144 BUSINESS WEEK: May 21, 1979

Esquire July 3/19, 1979

Personal Finance column by William Flanagan

"Take Heart, Little Guys"

"The American Association of Individual Investors (AAII) may be the best thing to happen to market players since the change in the capital gains tax."

FW Financial World January 15, 1982

"Now the 50-year-old Cloonan is ready to take his AAII one step further … he's rolling out a national network of local chapters."

THE WALL STREET JOURNAL. July 26, 1982

36 THE WALL STREET JOURNAL, Monday, July 26, 1982

Your Money Matters

Non-Profit, Educational Group for Investors Attracts the Cautious Who Have Been 'Burned'

The New York Times Oct 23, 1982

By Leonard Sloane

"Perhaps the most meaningful differentiation between individual and institutional investors becomes evident in what the association calls the small-stock effect."

Forbes June 4, 1984

"Going it alone"

"The American Association of Individual Investors is becoming to the small fry what the Authors Guild is to writers—an invaluable source of information, and a nurturing fraternity dedicated to members' welfare."

The Boston Globe

SUNDAY, APRIL 26, 1987

A graduate school for little capitalists

"A new organization … pitched to a slightly higher level of sophistication than the investment clubs and aimed at the person who wants to manage his own assets … Founded by James B. Cloonan, the AAII was designed to provide disinterested and well-informed advice to the self-reliant investor.

"After eight years in the business, Cloonan, 56, is well on his way to becoming an examplar of a species that is to be found somewhere or other in most specialized fields: the arbiter, the czar deputized by the league, the incorruptible man who keeps track of the competing claims of marketers in an attempt to enforce (without any very overwhelming success) certain standards of honesty.

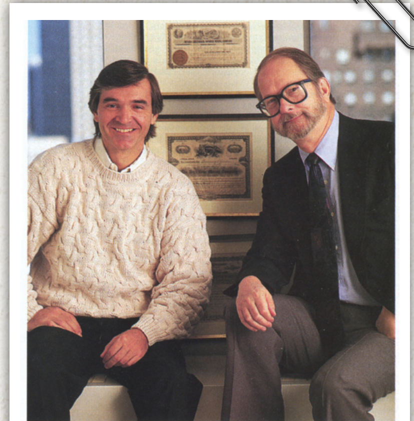
"The journal articles tell the story. They tackle tougher subjects more nearly straight on than, say, Money magazine; they are written far more simply and clearly than treatments of similar topics in The Journal of Portfolio Management or the Financial Analysts Journal. The articles often exhibit a certain academic grounding in modern finance theory, but they display a solid practical emphasis on explanation as well."

Forbes Sept 7, 1987

"Investors who use discounters can have a hard time getting hold of current Standard & Poor's stock reports. They would do well to join the American Association of Individual Investors. Members get free reports…"

...es Cloonan and AAII

The Oakland Tribune March 9, 1988
By Cliff Pletschet
"It carries no ads and is not sold on newsstands, but the quality of its writing has made it one of the most successful financial publications in the country."



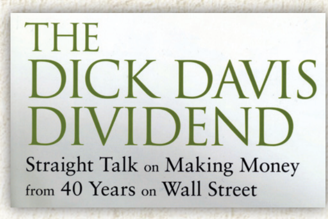
AAII founder James Cloonan, right, with research director John Markese: They preach a message of grit and hard work.

Changing Times, December 1988
"The AAII message is … an old-fashioned appeal for hard work, grit and determination … [The *AAII Journal* is] loaded with the no-nonsense specifics its readers love and it's well respected in the investing community."

Kiplinger's PERSONAL FINANCE June 1996
"A top-notch course in the fundamentals of choosing stocks, bonds and mutual funds is an excellent investment if it safeguards you against a lifetime of mistakes. The American Association of Individual Investors' annual two-day national meeting and six-day investor retreat will teach you how to analyze a stock or fund, allocate assets, invest with an eye on taxes and 'be your own financial planner.'"

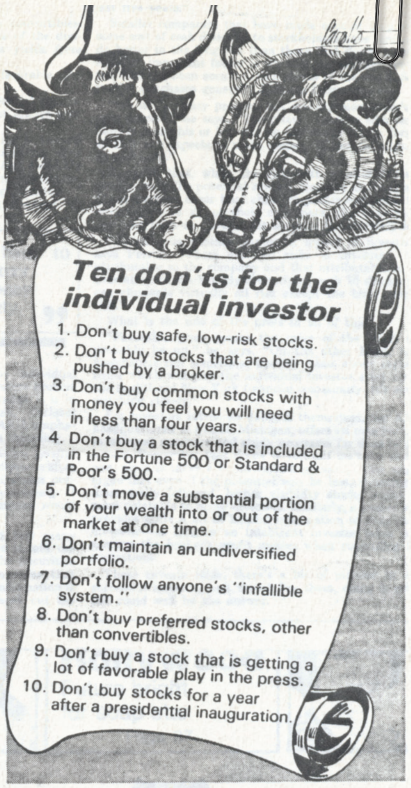
Worth® THE EVOLUTION OF FINANCIAL INTELLIGENCE June 1996
"AAII works hard to keep its members current when it comes to computerized investing. Now AAII's Web site makes a generous sampling of its riches available to the rest of us … the site presents a thorough, comprehensive introduction to the entire process."

Chicago Tribune January 21, 2000
By Humberto Cruz, **"Philosophy 101"**
"It was like being back in college … we learned about analyzing and picking stocks and mutual funds, building a diversified portfolio, planning for retirement and using the latest investment software and on-line tools to help us do so.
"And we did without any sales pressure whatsoever. AAII is a not-for-profit investor education group … so we got zero stock or mutual fund recommendations at the retreat but plenty of material to chew on so we can make our own intelligent decisions."



The Dick Davis Dividend book 2008
"It is the genius, passion, and entrepreneurial spirit of Chicago native James Cloonan, Ph.D., 76, that has fueled the growth of AAII."

CHICAGO SUN-TIMES
Feb 1, 1983
By Andrew A. Leckey
"With attention, do-it-yourself investing pays"
"…avoid the '10 don'ts for the individual investor,' a list formulated by James B. Cloonan, chairman of the Chicago-based AAII … there's a bit of pioneer in any successful investor, isn't there? For them, doing it yourself could well be the answer."



Ten rules for the stock do-it-yourselfer to live by, according to a non-profit investment group. (Sun-Times Illustration by Tom Carollo)

THE WALL STREET JOURNAL. November 29, 2013
The Intelligent Investor column by Jason Zweig
"Do You Feel Lucky? Maybe Investors Should"
"Small investors have never had more information or paid lower costs ... Cloonan, now 82 years old, has never conformed to—or believed in—the stereotype of the individual investor as 'dumb money.'"

Some of the journalists who have written about Jim and AAII over the years:

Merle Dowd	Cliff Pletschet
Leonard Sloane	Humberto Cruz
Jill Bettner	Terry Savage
Andrew Leckey	Gail MarksJarvis
Jane Bryant Quinn	Jason Zweig