



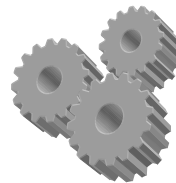
Financial Management Strategies For Today's Economy

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February 17, 2010

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Topics Covered

- Current Economic/Market Climate
- Outlook for 2010
- Common Business Issues
- A Current Business Agenda
- Questions & Answers



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Equity Markets

- Market Summary
 - YTD
 - DJIA:**-1.53** Nasdaq: S&P 500:
 - Calender 2009
 - DJIA:**23.5** Nasdaq: S&P 500:
 - Rolling 10 Year Periods
 - DJIA:**1.9** Nasdaq: S&P 500:

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Equity Markets

- Market Summary
 - YTD
 - DJIA:**-1.53** Nasdaq:**-2.42** S&P 500:
 - Calender 2009
 - DJIA:**23.5** Nasdaq:**44** S&P 500:
 - Rolling 10 Year Periods
 - DJIA:**1.9** Nasdaq:**-5.89** S&P 500:

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Equity Markets

- Market Summary
 - YTD
 - DJIA:-1.53 Nasdaq:-2.42 S&P 500: -1.53
 - Calender 2009
 - DJIA:23.5 Nasdaq:44.0 S&P 500: 23.5
 - Rolling 10 Year Periods -“Lost Decade?”
 - DJIA:1.9 Nasdaq: S&P 500:-.95

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Economic Metrics



- GDP
- Unemployment
- Housing Starts
- Interest Rates

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Economic Metrics



- GDP
+5.7% 4th Qtr
- Unemployment
9.7% (fed)
- Housing Starts
553,800 (12/09)
- Interest Rates
3.69% (10 yr treas)

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Outlook for 2010

- 8 Reasons Why (we believe) the Recession is over:
 - Leading economic indicators are positive.
 - Global economies are improving
 - The job market is improving.
 - The Federal Reserve's efforts to stabilize the financial system worked.
 - Bank lending is increasing.
 - Expectations for 2010 economic growth continue to improve.
 - Housing has bottomed.
 - Manufacturing is on the rebound.

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Don't bet against history

S&P 500 Performance after Postwar Recessions		
Recession End Dates	% Change 6 Months Later	% Change 12 Months Later
10/31/1949	10.37%	19.57%
5/25/1954	18.53	29.96
4/30/1958	17.77	37.12
2/28/1961	7.36	7.51
11/30/1970	15.06	4.49
3/31/1975	6.57	30.63
7/31/1980	1.28	1.82
11/30/1982	15.46	22.16
5/28/1991	3.55	12.14
11/30/2001	-1.56	-10.04
7/31/2009 (est.)	TBD	TBD
Average	9.55%	15.54%



Source: Ned Davis Research

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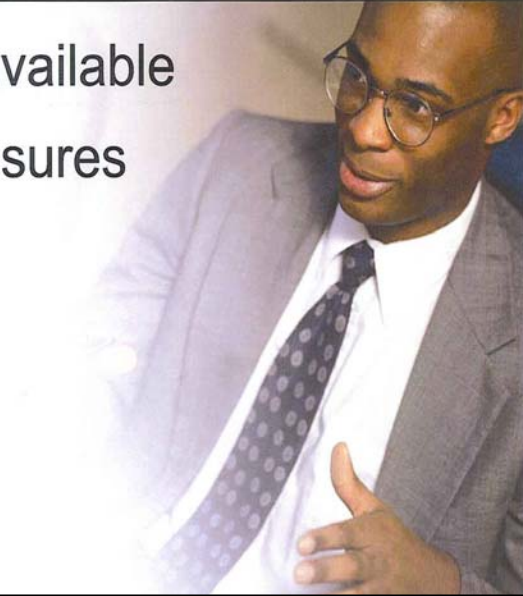


Source: Ned Davis Research

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Common Issues

- Limited time available
- Financial pressures
- Employees
- Tax issues



Common Issues

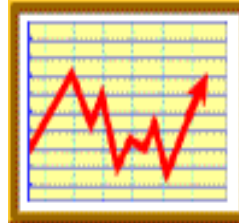
- Limited time available
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Edward Jones New Employee
photo – May 1988

A Current Business Agenda

- Assessment of Business
- Team Assessment
- Self Assessment
- Financial Moves



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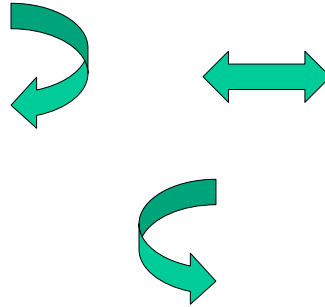
Assessment of Business

- Review Balance Sheet
- Review Income Statement
- Identify Trends
 - Sales Patterns (increasing, decreasing, source)
 - Accounts Receivables (flow, cycles)
 - Accounts Payables (flow, trendline)
 - Market Share (size, depth, movement)
 - Competitive Forces (internal, external)
 - Business Life Cycle (growth->saturation->maturity)

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Team Assessment


- **Internal**
 - Employees/Staff
 - Investors
 - Shareholders
- **External**
 - Suppliers
 - Vendors
- **Necessary**
 - Accounting/Legal
 - Financial Advisor



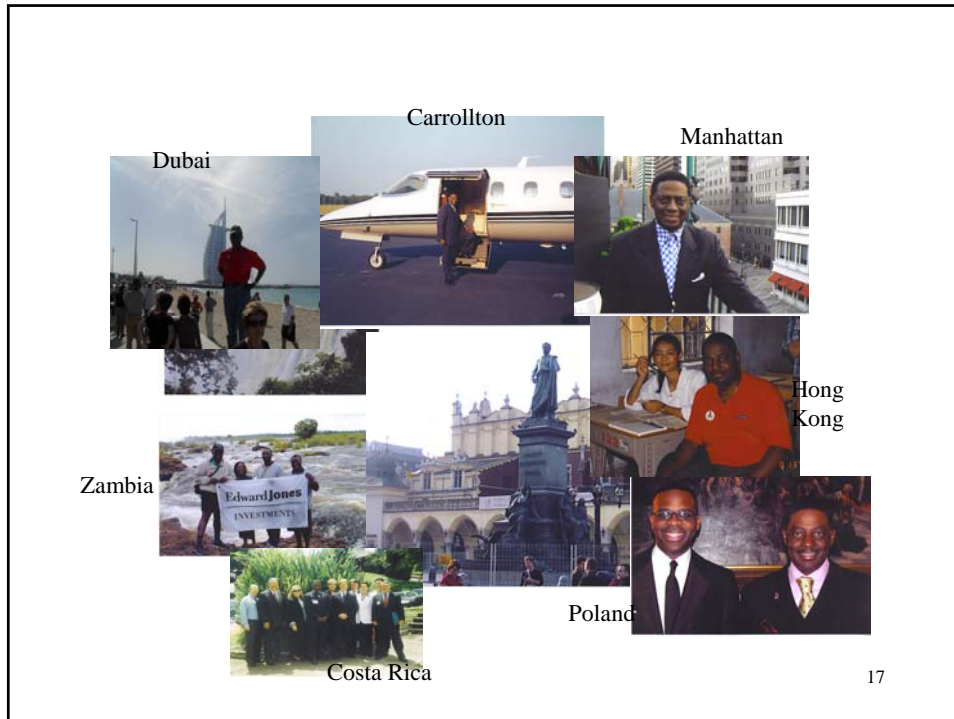
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Self Assessment

'where the work begins!!!'

- **Define/Redefine vision.**
 - What is your value?
- **Do inventory of self (vs) business (vs) life goals.**
 - Are you where you need to be? (tools: SWOT, 4-P's)
- **Isolate the incident.**
 - If 2009 is less than 2008, why?
- **Plan your execution.**
 - Consolidate, Merger, Expand, Consider *Focus Group*
- **Check your **
 - R U an *INVENTOR, INNOVATOR, INTEGRATOR?*
- **Think Globally**

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Financial Moves

- **Sources of Funding**
 - Line of Credit
 - Traditional Loans and Margin Loans
 - MicroLending/Venture Capital
 - Rule 72t
 - ‘A T & T’
- **Investment Strategies**
 - **Roth Conversion**
 - **Fund IRA’s**
 - **Business Retirement Plan**
 - **Tax Free Bonds**



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Questions &

answers

