Around The Horn Plan
Monday, October 11, 2010



Symbol	DDS	Sector Symbol	$RLX.X
Description	DILLARDS INC CL A		
Pattern	Line Drive	MULTILINE RETAIL	
Position	Long	Resistance 2	29.08
Entry	27.83	Resistance 1	28.36
Stop	27.40	Pivot	27.01
Initial Target	28.39	Support 1	26.29
Ratio	1.30	Support 2	24.94
50% To Target	28.11		

Around The Horn Plan
Monday, October 11, 2010



Symbol	JNY	Sector Symbol	$IXY.X
Description	JONES APPAREL GROUP INC		
Pattern	Fast Ball	TEXTILES, APPAREL, & LUXURY GOODS	

Position	Long	Resistance 2	20.97
Entry	20.55	Resistance 1	20.62
Stop	20.19	Pivot	20.10
Initial Target	21.04	Support 1	19.75
Ratio	1.36	Support 2	19.23
50% To Target	20.80		

Around The Horn Plan
Monday, October 11, 2010



Symbol	LEN	Sector Symbol	$HGX.X
Description	LENNAR CORP CL A		
Pattern	Fast Ball	HOMEBUILDING	
Position	Long	Resistance 2	16.73
Entry	16.28	Resistance 1	16.42
Stop	15.92	Pivot	15.88
Initial Target	16.82	Support 1	15.57
Ratio	1.50	Support 2	15.03
50% To Target	16.55		

Around The Horn Plan
Monday, October 11, 2010



Symbol	NUS	Sector Symbol	$CMR.X
Description	NU SKIN ENTERPRISES INC CL A		
Pattern	Fast Ball	PERSONAL PRODUCTS	
Position	Long	Resistance 2	31.53
Entry	30.85	Resistance 1	31.07
Stop	30.54	Pivot	30.30
Initial Target	31.36	Support 1	29.84
Ratio	1.65	Support 2	29.07
50% To Target	31.11		

Stocks To Watch

Monday, October 11, 2010



ALLEGHENY TECHNOLOGIES INC

Symbol		**ATI**
Pattern		Fast Ball
Position		Long
Entry		49.20
Stop	?	
Initial Target		49.65
50% To Target		49.43
Resistance 2		**50.87**
Resistance 1		**49.90**
Pivot		**48.13**
Support 1		**47.16**
Support 2		**45.39**
Sector		STEEL
Sector Symbol		$EXB.X



GENERAL CABLE CORP DEL NEW

Symbol		**BGC**
Pattern		Fast Ball
Position		Short
Entry		24.04
Stop	?	
Initial Target		23.59
50% To Target		23.82
Resistance 2		**26.81**
Resistance 1		**25.53**
Pivot		**24.83**
Support 1		**23.55**
Support 2		**22.85**
Sector		ONENTS & EQUIPMENT
Sector Symbol		$DJI



TRW AUTOMOTIVE HLDGS CORP

Symbol		**TRW**
Pattern		Fast Ball
Position		Long
Entry		42.63
Stop	?	
Initial Target		43.01
50% To Target		42.82
Resistance 2		**43.72**
Resistance 1		**42.99**
Pivot		**41.80**
Support 1		**41.07**
Support 2		**39.88**
Sector		) PARTS & EQUIPMENT
Sector Symbol		$IXY.X

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Stocks And Sectors On The Radar

Monday, October 11, 2010



CAMECO CORP

Symbol	CCJ
Sector	COAL & CONSUMABLE FUELS
Sector Symbol	$DXE.X
Pattern	Fast Ball
Position	Long
Entry	30.14
Target	30.45
R2	30.93
R1	30.40
Pivot	29.51
S1	28.98
S2	28.09
50% To Target	30.30



LAUDER ESTEE COS INC CL A

Symbol	EL
Sector	PERSONAL PRODUCTS
Sector Symbol	$IXY.X
Pattern	Fast Ball
Position	Long
Entry	66.06
Target	66.39
R2	67.83
R1	66.75
Pivot	64.87
S1	63.79
S2	61.91
50% To Target	66.23

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Stocks And Sectors On The Radar

Monday, October 11, 2010



Symbol	KMX
Sector	AUTOMOTIVE RETAIL
Sector Symbol	$IXY.X
Pattern	Fast Ball
Position	Long
Entry	30.15
Target	30.51
R2	31.18
R1	30.41
Pivot	29.29
S1	28.52
S2	27.40

CARMAX INC

50% To Target 30.33



Symbol	RCL
Sector	ELS, RESORTS & CRUISE LINES
Sector Symbol	$IXY.X
Pattern	Fast Ball
Position	Long
Entry	34.39
Target	34.69
R2	35.26
R1	34.64
Pivot	33.66
S1	33.04
S2	32.06

ROYAL CARIBBEAN CRUISES LTD

50% To Target 34.54

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Stocks And Sectors On The Radar

Monday, October 11, 2010



TIMBERLAND CO CL A

Symbol	TBL
Sector	FOOTWEAR
Sector Symbol	$IXY.X
Pattern	Fast Ball
Position	Long
Entry	21.54
Target	21.83
R2	22.06
R1	21.67
Pivot	21.06
S1	20.67
S2	20.06
50% To Target	21.69



TEMPUR PEDIC INTL INC

Symbol	TPX
Sector	HOME FURNISHINGS
Sector Symbol	$IXY.X
Pattern	Fast Ball
Position	Long
Entry	32.77
Target	33.02
R2	33.75
R1	33.07
Pivot	31.99
S1	31.31
S2	30.23
50% To Target	32.90

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Trade Date 11-Oct-10 **Monday**

Around The Horn

Symbol	Setup	Entry	Direction	Stop	50%	Target	Sector Symbol
DDS	Line Drive	27.83	Long	27.40	28.11	28.39	$RLX.X
JNY	Fast Ball	20.55	Long	20.19	20.80	21.04	$IXY.X
LEN	Fast Ball	16.28	Long	15.92	16.55	16.82	$HGX.X
NUS	Fast Ball	30.85	Long	30.54	31.11	31.36	$CMR.X

Stocks To Watch

Symbol	Setup	Entry	Direction	Stop	50%	Target	Sector Symbol
ATI	Fast Ball	49.20	Long		49.43	49.65	$EXB.X
BGC	Fast Ball	24.04	Short		23.82	23.59	$DJI
TRW	Fast Ball	42.63	Long		42.82	43.01	$IXY.X

Stocks And Sectors On The Radar

Symbol	Setup	Entry	Direction	Stop	50%	Target	Sector Symbol
CCJ	Fast Ball	30.14	Long	SCALP	30.30	30.45	$DXE.X
EL	Fast Ball	66.06	Long	SCALP	66.23	66.39	$IXY.X
KMX	Fast Ball	30.15	Long	SCALP	30.33	30.51	$IXY.X
RCL	Fast Ball	34.39	Long	SCALP	34.54	34.69	$IXY.X
TBL	Fast Ball	21.54	Long	SCALP	21.69	21.83	$IXY.X
TPX	Fast Ball	32.77	Long	SCALP	32.90	33.02	$IXY.X

Around the Horn:
The Rule Book

Just as the Around the Horn trading plan developed for our personal use, these rules also evolved to maximize our own trading profits, minimize risk and still allow the trades room to breathe. When we compute the monthly results, we use these rules to calculate the plan's efficacy. Individual trade results may exceed or fall short of the monthly results (for example, more or less favorable fills or missing a trade), but these rules allow comparison of results over time and a measure for one's own trading performance using pre-established criteria. While these guidelines will always have an exception to the rule (e.g. stopping out of a trade that later becomes profitable) over time, they serve us well more often than not.

Entries:

1. The entry price (or entry tick within the allowable slippage or gap) has to ***print on the NYSE***. That is, a stock that ticks the entry price on the NAS on or before the open does not count as a legitimate entry as the tick must originate on NYSE;
2. For ***Gaps*** and ***allowable slippage,*** profit target is the key. Your entry slippage should not be more than 25% of the total amount you expect to make and for planned trades should never be more than 20 cents total. Thus, if your profit target is a 40 cent gain, then allow for 10 cents of slippage. If the profit target is over a dollar, then 20 cents of slippage is reasonable. If you enter a trade beyond this level, then mentally shift gears and treat the trade as an intraday play or scalp trade, not as a planned trade;
3. ***No new entries*** after 12:20 PST/3:20 EST (40 minutes to close).

Stop Protocol:

Once you enter a trade at the stated entry price or within the acceptable 10 cent slip level there are several criteria we use to protect ourselves from losses, as well as protect profits, while still allowing some room for volatility. During the trading day, I like to think of these as hurdles, moving from one to the next as the trade progresses.

Hurdle 1: After entering the trade at the stated entry price, watch to see if the trade goes 10 cents in your favor FROM THE STATED ENTRY PRICE, NOT YOUR FILL PRICE. If it does not go 10 cents in the trade's favor from the entry price before it goes 10 cents against the trade, exit the trade 10 cents against your trade and watch for another entry opportunity.

Issues: This strategy has protected us against what I call getting "tagged-in" only to head straight to the stop-loss. To execute this strategy, a trader needs to be comfortable paying the extra commissions if the trade comes back to your entry. Also, another entry here does not count as a "second" entry. If you are uncomfortable with this strategy, don't use it and use the stop level as your exit.

Hurdle 2: Once the trade is in your favor 10 cents beyond the entry price, keep the stop loss at the stated stop loss until the trade hits the 50% to Target level.

Hurdle 3: At the 50% to Target level, move the Stop Loss from the stated stop loss to a breakeven level at the STATED ENTRY PRICE, NOT YOUR FILL PRICE.

Hurdle 4: Once the trade ticks within 10 cents to the stated Initial Profit Target, move the stop to a Profit Stop at the 50% to Initial Profit Target level.

Hurdle 5: Once the trade hits the Initial Profit Target, determine if the trade is zooming past your price (in other words, it would be a struggle to exit the trade at that price as it is trading so strongly in your favor it has already surpassed the Initial Profit Target before you can get your order in). If this happy situation is occurring, stay in and trail with a profit stop, initially at the Profit Target.

If the trade is not this strong (as occurs much more often), exit the trade at the Initial Profit Target. Some traders choose to exit only half or some other percentage at this level and then trail a profit stop initially at the 50% to Target level, then later the Initial Profit Target, then by some other method as the trade gets progressively further from this level (reversal of two closes, violation of the 8 period simple moving average, support/resistance, etc.).

Note: These are the rules we use to calculate the monthly performance. As trader's you may find some other variation useful. For instance, for the 10 cent "tagged in" rule when a trade has not gone more than 10 cents in your favor before reversing, some traders prefer not to exit at 10 cents against you in favor of a wider exit at a 50% to stop loss level, giving the stock a little more room to breathe. Another example some traders employ is to take a percentage of profits at the 50% to Target level, another percentage at the initial profit target, and the final if it travels further, with protective stops for each of these levels as the trade progresses.

It is important to understand how we are trading and the rules we are using. It is also important that trading rules suit your psychology. If you have questions or thoughts please don't hesitate to contact me at: Julie@TraderInsight.com

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This information is confidential and is intended only for the authorized Subscriber. If you have received this document and are not a paying or trial subscriber to Adrian Manz's Intraday Trading Plan, then please call us at (310) 593-4629 immediately.

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