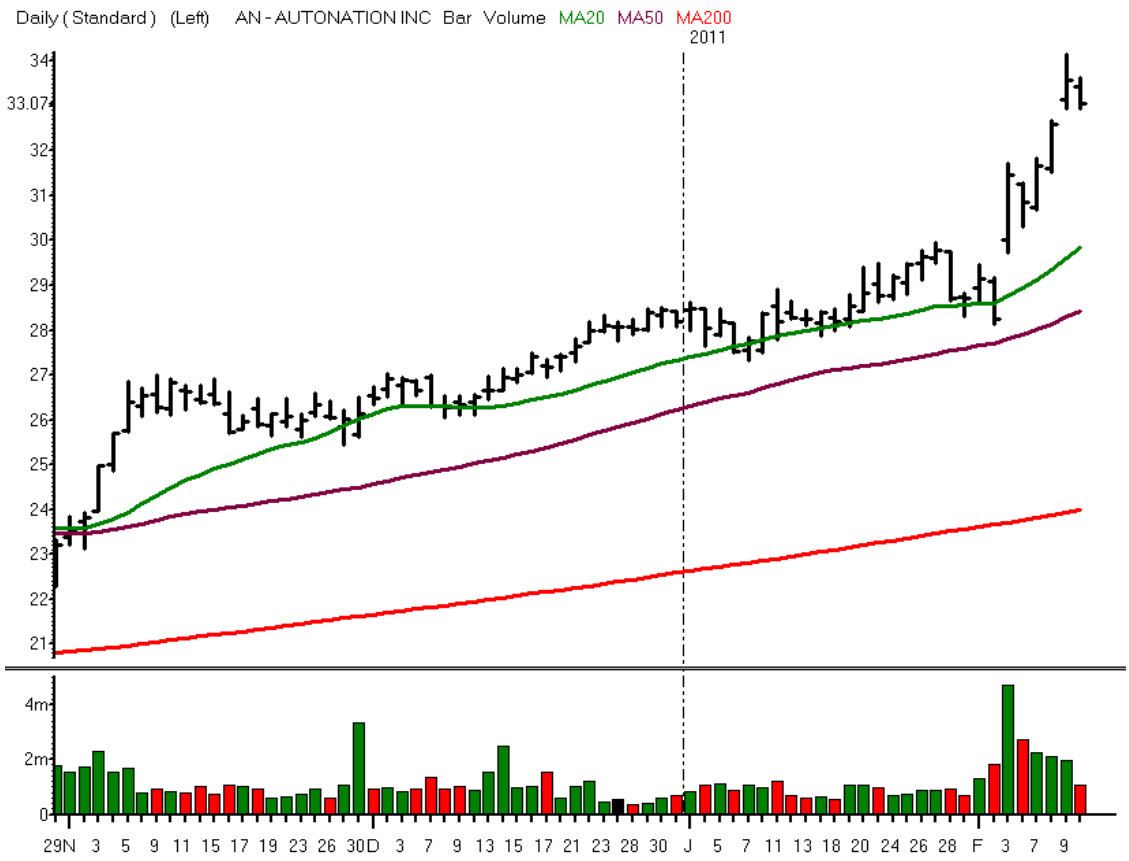
Around The Horn Plan
Friday, February 11, 2011



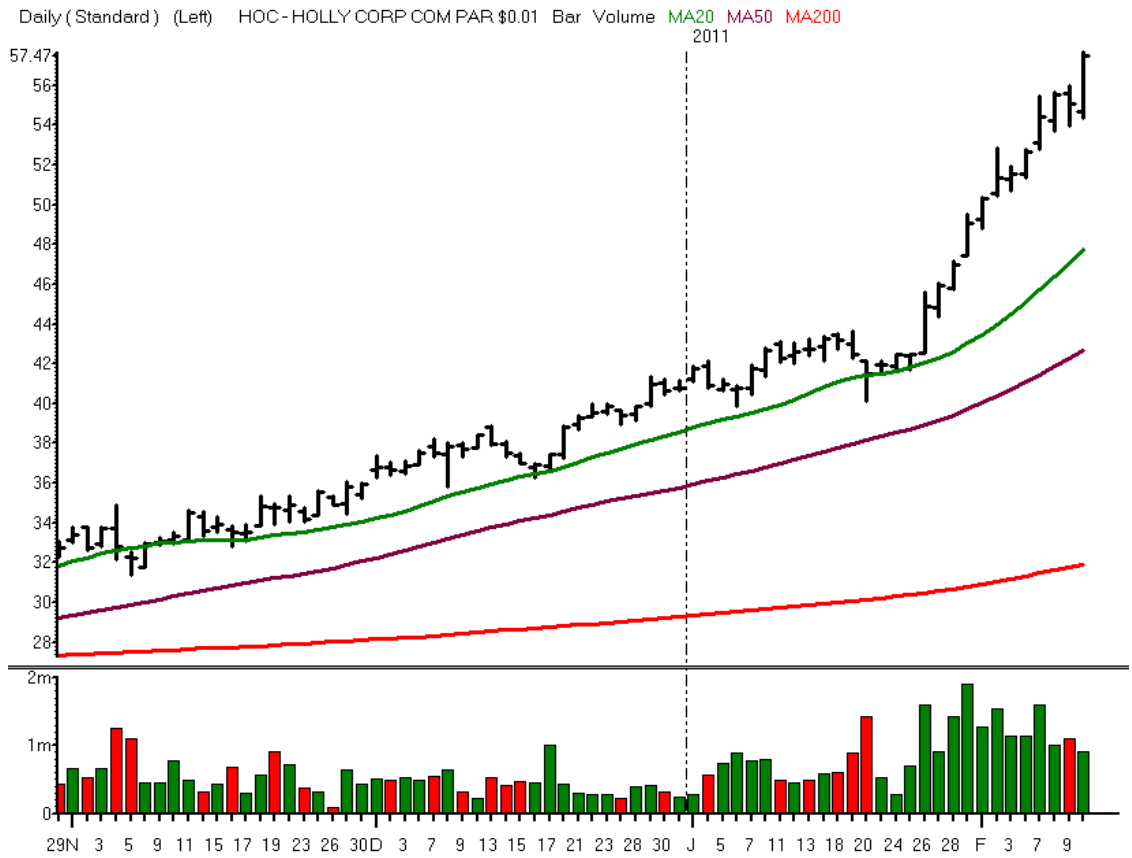
Symbol	AN	Sector Symbol	$RLX.X
Description	AUTONATION INC		
Pattern	Double Header	AUTOMOTIVE RETAIL	
Position	Short	Resistance 2	33.92
Entry	32.84	Resistance 1	33.49
Stop	33.22	Pivot	33.22
Initial Target	32.27	Support 1	32.79
Ratio	1.50	Support 2	32.52
50% To Target	32.56		

Around The Horn Plan
Friday, February 11, 2011



Symbol	DSW	Sector Symbol	$RLX.X
Description	DSW INC CL A		
Pattern	Double Header	APPAREL RETAIL	
Position	Short	Resistance 2	42.42
Entry	40.75	Resistance 1	41.75
Stop	41.25	Pivot	41.30
Initial Target	40.22	Support 1	40.63
Ratio	1.06	Support 2	40.18
50% To Target	40.49		

Around The Horn Plan
Friday, February 11, 2011



Symbol	HOC	Sector Symbol	$DXE.X
Description	HOLLY CORP COM PAR $0.01		
Pattern	Sinker	OIL & GAS REFINING & MARKETING	
Position	Short	Resistance 2	59.78
*Only after an attempted breakout move above the		Resistance 1	58.63
Thursday high reverses lower through the entry price		Pivot	56.49
Entry	57.37	Support 1	55.34
Stop	57.75	Support 2	53.20
Initial Target	56.80		
Ratio	1.50	50% To Target	57.09

Around The Horn Plan
Friday, February 11, 2011



Symbol	UNT	Sector Symbol	$XOI.X
Description	UNIT CORP		
Pattern	Fast Ball	OIL & GAS DRILLING	
Position	Long	Resistance 2	55.90
Entry	54.50	Resistance 1	55.15
Stop	54.14	Pivot	53.65
Initial Target	54.93	Support 1	52.90
Ratio	1.19	Support 2	51.40
50% To Target	54.72		

Stocks To Watch

Friday, February 11, 2011



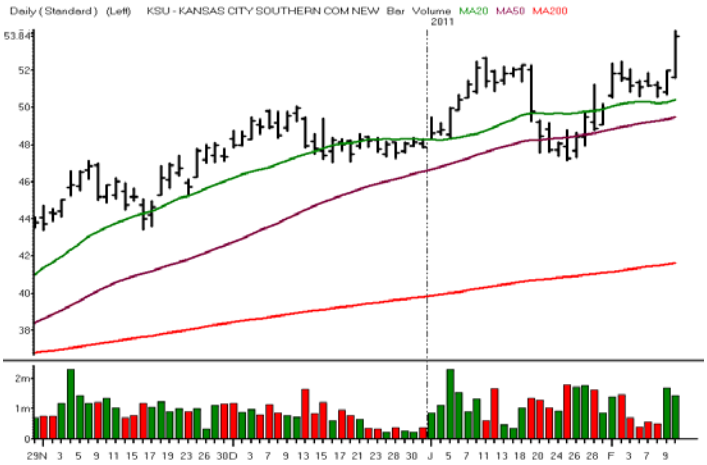
DICKS SPORTING GOODS INC

Symbol		**DKS**
Pattern		Switch Hitter
Position		Long
Entry		37.57
Stop	?	
Initial Target		37.96
50% To Target		37.77
Resistance 2		**37.74**
Resistance 1		**37.52**
Pivot		**37.24**
Support 1		**37.02**
Support 2		**36.74**
Sector		SPECIALTY STORES
Sector Symbol		$RLX.X



ENERSYS

Symbol		**ENS**
Pattern		Infield Fly
Position		Short
Entry		35.77
Stop	?	
Initial Target		35.31
50% To Target		35.54
Resistance 2		**39.10**
Resistance 1		**37.65**
Pivot		**36.76**
Support 1		**35.31**
Support 2		**34.42**
Sector		ELECTRICAL EQUIPMENT
Sector Symbol		$DJI



KANSAS CITY SOUTHERN COM NEW

Symbol		**KSU**
Pattern		Fast Ball
Position		Long
Entry		54.26
Stop	?	
Initial Target		54.67
50% To Target		54.47
Resistance 2		**55.76**
Resistance 1		**54.80**
Pivot		**53.20**
Support 1		**52.24**
Support 2		**50.64**
Sector		RAILROADS
Sector Symbol		$DJT

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Stocks And Sectors On The Radar

Friday, February 11, 2011



BARD C R INC

Symbol	BCR
Sector	HEALTH CARE EQUIPMENT
Sector Symbol	$HCX.X
Pattern	Fast Ball
Position	Long
Entry	96.22
Target	96.57
R2	97.37
R1	96.74
Pivot	95.48
S1	94.85
S2	93.59
50% To Target	96.40



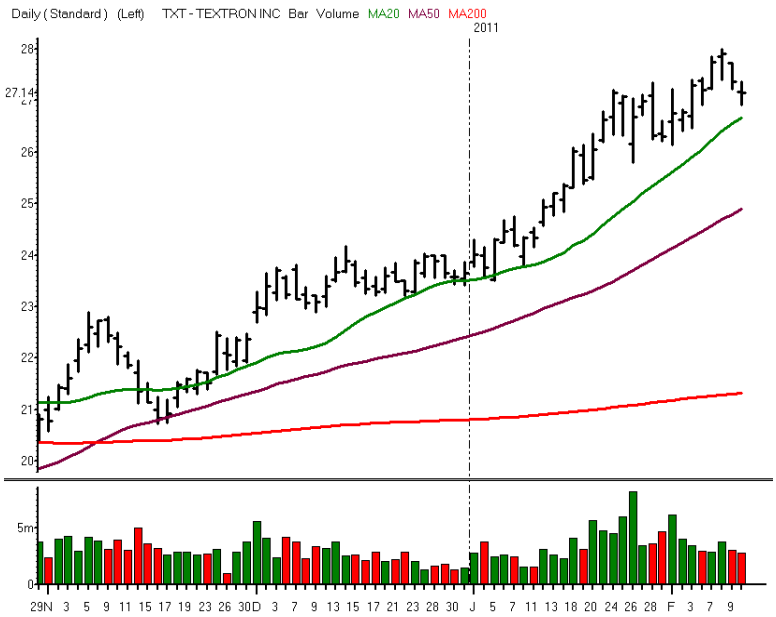
TRANSCANADA CORP

Symbol	TRP
Sector	OIL & GAS STORAGE & TRANSPORTATION
Sector Symbol	$DXE.X
Pattern	Switch Hitter
Position	Long
Entry	38.23
Target	38.48
R2	38.53
R1	38.33
Pivot	37.93
S1	37.73
S2	37.33
50% To Target	38.36

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Stocks And Sectors On The Radar

Friday, February 11, 2011



TEXTRON INC

Symbol	TXT
Sector	INDUSTRIAL CONGLOMERATES
Sector Symbol	$DJI
Pattern	Switch Hitter
Position	Long
Entry	27.46
Target	27.71
R2	27.58
R1	27.36
Pivot	27.14
S1	26.92
S2	26.70
50% To Target	27.59

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Trade Date 11-Feb-11 **Friday**

Around The Horn

Symbol	Setup	Entry	Direction	Stop	50%	Target	Sector Symbol
AN	Double Header	32.84	Short	33.22	32.56	32.27	$RLX.X
DSW	Double Header	40.75	Short	41.25	40.49	40.22	$RLX.X
HOC	Sinker	57.37	Short	57.75	57.09	56.80	$DXE.X
UNT	Fast Ball	54.50	Long	54.14	54.72	54.93	$XOI.X

Stocks To Watch

Symbol	Setup	Entry	Direction	Stop	50%	Target	Sector Symbol
DKS	Switch Hitter	37.57	Long		37.77	37.96	$RLX.X
ENS	Infield Fly	35.77	Short		35.54	35.31	$DJI
KSU	Fast Ball	54.26	Long		54.47	54.67	$DJT

Stocks And Sectors On The Radar

Symbol	Setup	Entry	Direction	Stop	50%	Target	Sector Symbol
BCR	Fast Ball	96.22	Long	SCALP	96.40	96.57	$HCX.X
TRP	Switch Hitter	38.23	Long	SCALP	38.36	38.48	$DXE.X
TXT	Switch Hitter	27.46	Long	SCALP	27.59	27.71	$DJI

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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