Around The Horn Plan
Wednesday, February 09, 2011



Symbol	ACE	Sector Symbol	$IUX.X
Description	ACE LTD		
Pattern	Line Drive	PROPERTY & CASUALTY INSURANCE	
Position	Long	Resistance 2	65.26
Entry	64.39	Resistance 1	64.76
Stop	64.08	Pivot	63.80
Initial Target	64.75	Support 1	63.30
Ratio	1.16	Support 2	62.34
50% To Target	64.57		

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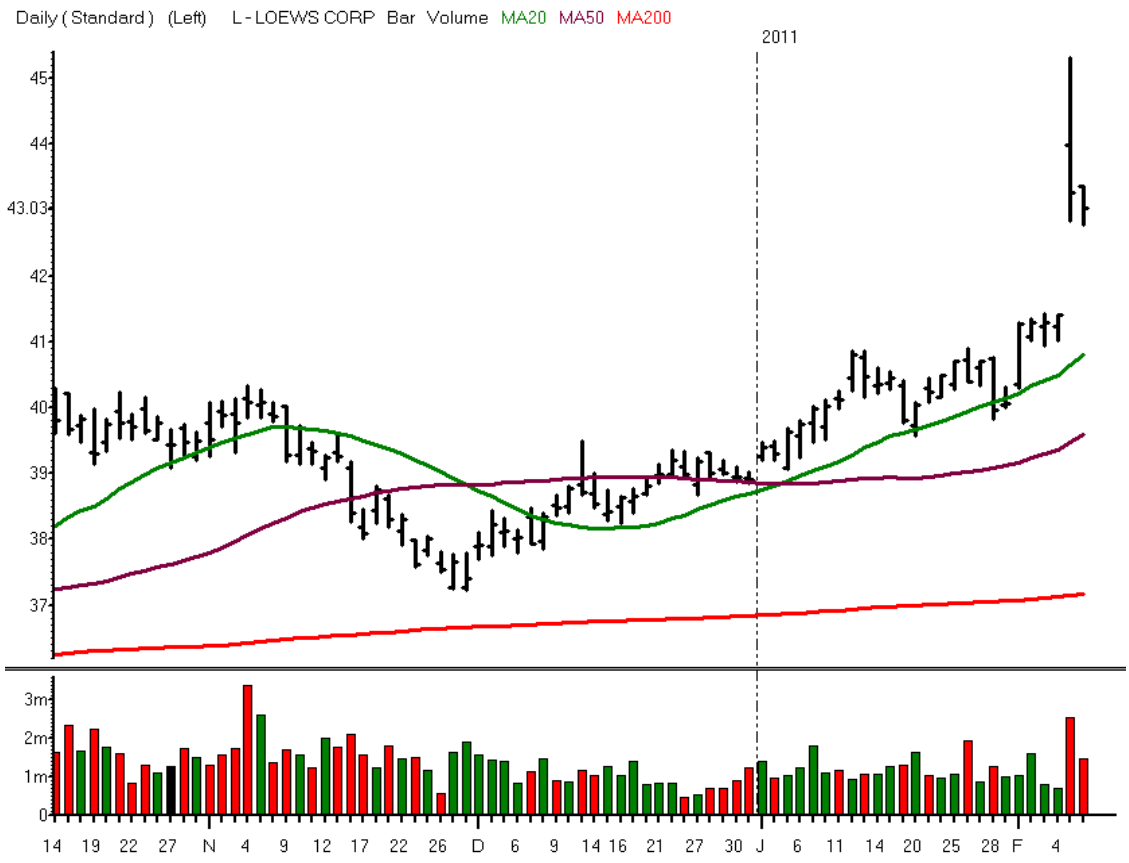
Symbol	COF	Sector Symbol	$BIX.X
Description	CAPITAL ONE FINL CORP		
Pattern	Fast Ball	CONSUMER FINANCE	
Position	Long	Resistance 2	53.17
Entry	51.81	Resistance 1	52.38
Stop	51.40	Pivot	50.91
Initial Target	52.35	Support 1	50.12
Ratio	1.32	Support 2	48.65
50% To Target	52.08		

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Symbol	CSL	Sector Symbol	$DJI
Description	CARLISLE COS INC		
Pattern	Infield Fly	INDUSTRIAL CONGLOMERATES	
Position	Short	Resistance 2	44.43
Entry	42.31	Resistance 1	43.48
Stop	42.74	Pivot	42.94
Initial Target	41.73	Support 1	41.99
Ratio	1.35	Support 2	41.45
50% To Target	42.02		

Around The Horn Plan
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Symbol	L	Sector Symbol	$IUX.X
Description	LOEWS CORP		
Pattern	Backdoor Slider	MULTI-LINE INSURANCE	
Position	Short	Resistance 2	43.62
Entry	42.68	Resistance 1	43.33
Stop	43.15	Pivot	43.05
Initial Target	42.16	Support 1	42.76
Ratio	1.11	Support 2	42.48
50% To Target	42.42		

Stocks To Watch

Wednesday, February 09, 2011



NEW ORIENTAL ED & TECH GRP INC SPON ADR

Symbol		**EDU**
Pattern		Fast Ball
Position		Short
Entry		95.26
Stop	?	
Initial Target		94.77
50% To Target		95.02
Resistance 2		**99.62**
Resistance 1		**97.72**
Pivot		**96.54**
Support 1		**94.64**
Support 2		**93.46**
Sector		EDUCATION SERVICES
Sector Symbol		$IXY.X



FAMILY DLR STORES INC

Symbol		**FDO**
Pattern		Line Drive
Position		Long
Entry		44.13
Stop	?	
Initial Target		44.60
50% To Target		44.37
Resistance 2		**45.47**
Resistance 1		**44.74**
Pivot		**43.30**
Support 1		**42.57**
Support 2		**41.13**
Sector		MULTILINE RETAIL
Sector Symbol		$RLX.X



MARTIN MARIETTA MATLS INC

Symbol		**MLM**
Pattern		Infield Fly
Position		Short
Entry		90.24
Stop	?	
Initial Target		89.76
50% To Target		90.00
Resistance 2		**95.74**
Resistance 1		**93.19**
Pivot		**91.77**
Support 1		**89.22**
Support 2		**87.80**
Sector		STRUCTION MATERIALS
Sector Symbol		$XBD.X

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Stocks And Sectors On The Radar

Wednesday, February 09, 2011



ENTERPRISE PRODS PARTNERS L P

Symbol	EPD
Sector	, GAS & CONSUMABLE FUELS
Sector Symbol	$XOI.X
Pattern	Fast Ball
Position	Short
Entry	42.32
Target	41.98
R2	44.47
R1	43.56
Pivot	42.99
S1	42.08
S2	41.51
50% To Target	42.15



FIDELITY NATL INFORMATION SVCS

Symbol	FIS
Sector	INFORMATION TECHNOLOGY
Sector Symbol	$XIT.X
Pattern	Fast Ball
Position	Long
Entry	32.15
Target	32.41
R2	32.73
R1	32.30
Pivot	31.62
S1	31.19
S2	30.51
50% To Target	32.28

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Trade Date 9-Feb-11 **Wednesday**

Around The Horn

Symbol	Setup	Entry	Direction	Stop	50%	Target	Sector Symbol
ACE	Line Drive	64.39	Long	64.08	64.57	64.75	$IUX.X
COF	Fast Ball	51.81	Long	51.40	52.08	52.35	$BIX.X
CSL	Infield Fly	42.31	Short	42.74	42.02	41.73	$DJI
L	Backdoor Slider	42.68	Short	43.15	42.42	42.16	$IUX.X

Stocks To Watch

Symbol	Setup	Entry	Direction	Stop	50%	Target	Sector Symbol
EDU	Fast Ball	95.26	Short		95.02	94.77	$IXY.X
FDO	Line Drive	44.13	Long		44.37	44.60	$RLX.X
MLM	Infield Fly	90.24	Short		90.00	89.76	$XBD.X

Stocks And Sectors On The Radar

Symbol	Setup	Entry	Direction	Stop	50%	Target	Sector Symbol
EPD	Fast Ball	42.32	Short	SCALP	42.15	41.98	$XOI.X
FIS	Fast Ball	32.15	Long	SCALP	32.28	32.41	$XIT.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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