Around The Horn Plan
Tuesday, July 05, 2011



RealTick by Townsend Analytics, Ltd.

Symbol	COH	Sector Symbol	$IXY.X
Description	COACH INC		
Pattern	Sinker	APPAREL, ACCESSORIES & LUXURY PRODUCTS	
Position	Short	Resistance 2	67.63
Entry	65.89	Resistance 1	66.81
* Only after an attempted breakout of the Friday high reverses and trades lower through the entry price.		Pivot	65.32
		Support 1	64.50
Stop	66.24	Support 2	63.01
Initial Target	65.35		
Ratio	1.54	50% To Target	65.62

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RealTick by Townsend Analytics, Ltd.

Symbol	CYD	Sector Symbol	$DJI
Description	CHINA YUCHAI INTL LTD		
Pattern	Line Drive	CONSTRUCTION & FARM MACHINERY & HEAVY TRUCKS	
Position	Long	Resistance 2	23.38
Entry	22.58	Resistance 1	22.87
Stop	22.14	Pivot	21.97
Initial Target	23.05	Support 1	21.46
Ratio	1.07	Support 2	20.56
50% To Target	22.82		

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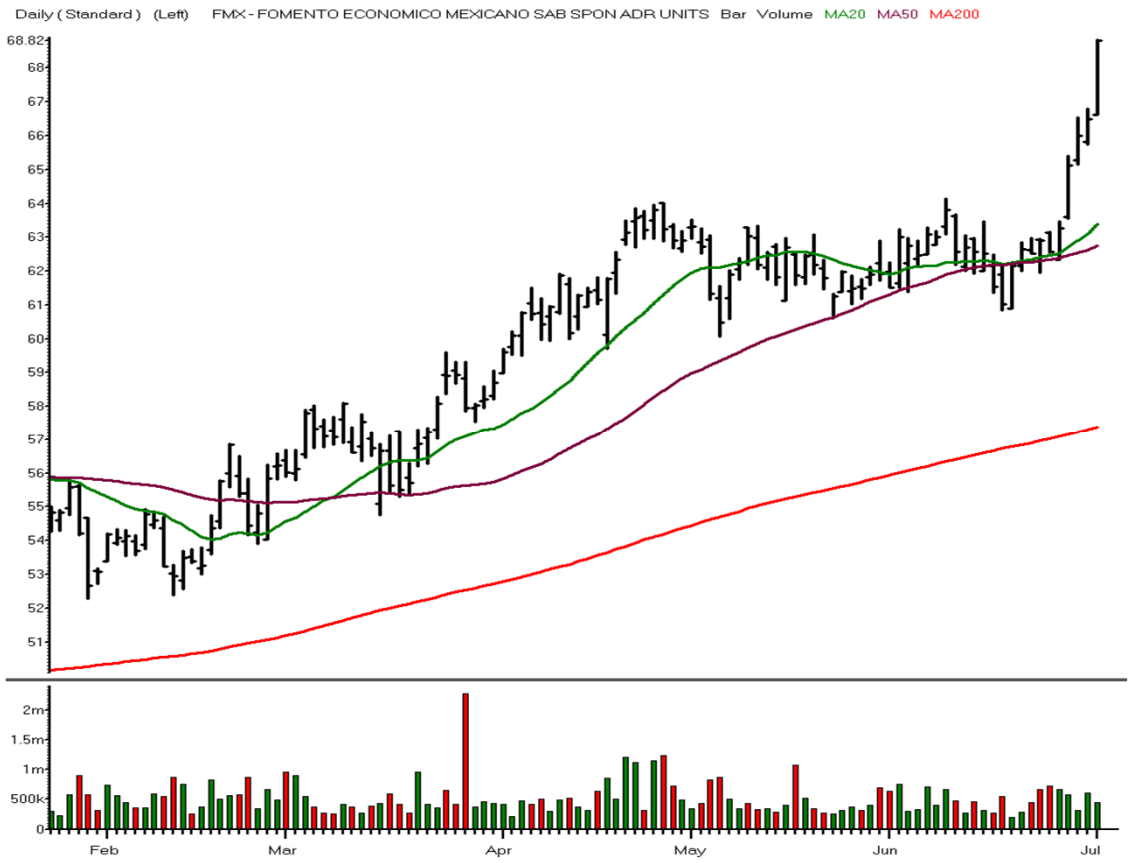

RealTick by Townsend Analytics, Ltd.

Symbol	FMX	Sector Symbol	$CMR.X
Description	FOMENTO ECONOMICO MEXICANO SAB SPON ADR UNITS		
Pattern	Sinker	SOFT DRINKS	
Position	Short	Resistance 2	70.29
Entry	68.72	Resistance 1	69.56
* Only after an attempted breakout of the Friday high reverses and trades lower through the entry price.		Pivot	68.09
		Support 1	67.36
Stop	68.94	Support 2	65.89
Initial Target	68.15		
Ratio	2.59	50% To Target	68.44

Around The Horn Plan
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RealTick by Townsend Analytics, Ltd.

Symbol	SYK	Sector Symbol	$HCX.X
Description	STRYKER CORP		
Pattern	Line Drive	HEALTH CARE EQUIPMENT	
Position	Long	Resistance 2	61.36
Entry	60.45	Resistance 1	60.82
Stop	60.11	Pivot	59.81
Initial Target	60.96	Support 1	59.27
Ratio	1.50	Support 2	58.26
50% To Target	60.71		

Around The Horn Plan
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RealTick by Townsend Analytics, Ltd.

Symbol	TUP	Sector Symbol	$IXY.X
Description	TUPPERWARE BRANDS CORP		
Pattern	Sinker	HOUSEWARES & SPECIALTIES	
Position	Short	Resistance 2	71.06
* Only after an attempted breakout of the Friday high		Resistance 1	70.33
reverses and trades lower through the entry price.		Pivot	68.91
Entry	69.50	Support 1	68.18
Stop	69.75	Support 2	66.76
Initial Target	68.95		
Ratio	2.20	50% To Target	69.23

Around The Horn Plan
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RealTick by Townsend Analytics, Ltd.

Symbol	TYC	Sector Symbol	$DJI
Description	TYCO INTERNATIONAL LTD		
Pattern	Infield Fly	INDUSTRIAL CONGLOMERATES	

Position	Short	Resistance 2	49.89
Entry	49.28	Resistance 1	49.73
Stop	49.55	Pivot	49.56
Initial Target	48.81	Support 1	49.40
Ratio	1.74	Support 2	49.23
50% To Target	49.05		

Stocks To Watch

Tuesday, July 05, 2011



ENERGIZER HLDGS INC

Symbol		**ENR**
Pattern		Fast Ball
Position		Long
Entry		74.50
Stop	?	
Initial Target		74.90
50% To Target		74.70
Resistance 2		**75.87**
Resistance 1		**75.09**
Pivot		**73.63**
Support 1		**72.85**
Support 2		**71.39**
Sector		HOUSEHOLD PRODUCTS
Sector Symbol		$CMR.X



TRANSOCEAN LTD REG SHS

Symbol		**RIG**
Pattern		Switch Hitter
Position		Short
Entry		63.98
Stop	?	
Initial Target		63.63
50% To Target		63.81
Resistance 2		**65.31**
Resistance 1		**64.89**
Pivot		**64.49**
Support 1		**64.07**
Support 2		**63.67**
Sector		OIL & GAS DRILLING
Sector Symbol		$XOI.X

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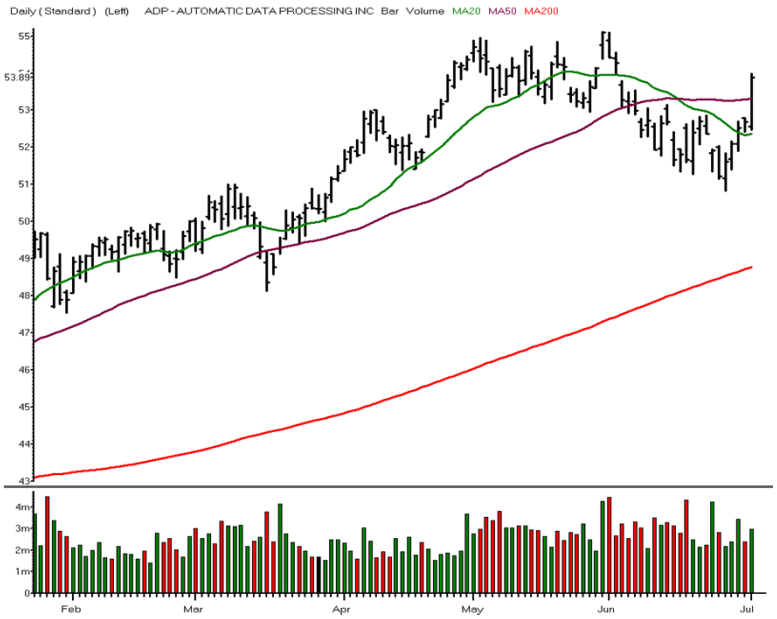
Stocks And Sectors On The Radar

Tuesday, July 05, 2011



AUTOMATIC DATA PROCESSING INC

Symbol	ADP
Sector	DATA PROCESSING & OUTSOURCED SERVICES
Sector Symbol	$XIT.X
Pattern	Fast Ball
Position	Long
Entry	54.09
Target	54.41
R2	54.96
R1	54.43
Pivot	53.45
S1	52.92
S2	51.94
50% To Target	54.25



CROWN CASTLE INTL CORP

Symbol	CCI
Sector	WIRELESS TELECOMMUNICATION SERVICES
Sector Symbol	$XTC.X
Pattern	Line Drive
Position	Long
Entry	42.83
Target	43.14
R2	43.86
R1	43.23
Pivot	42.11
S1	41.48
S2	40.36
50% To Target	42.99

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Stocks And Sectors On The Radar

Tuesday, July 05, 2011



DISNEY WALT CO COM DISNEY

Symbol	DIS
Sector	MOVIES & ENTERTAINMENT
Sector Symbol	$IXY.X
Pattern	Line Drive
Position	Long
Entry	39.96
Target	40.25
R2	40.37
R1	40.04
Pivot	39.54
S1	39.21
S2	38.71
50% To Target	40.11



DTE ENERGY CO

Symbol	DTE
Sector	MULTI-UTILITIES
Sector Symbol	$UTY.X
Pattern	Line Drive
Position	Long
Entry	50.95
Target	51.20
R2	51.35
R1	51.08
Pivot	50.57
S1	50.30
S2	49.79
50% To Target	51.08

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Trade Date 5-Jul-11 **Tuesday**

Around The Horn

Symbol	Setup	Entry	Direction	Stop	50%	Target	Sector Symbol
COH	Sinker	65.89	Short	66.24	65.62	65.35	$IXY.X
CYD	Line Drive	22.58	Long	22.14	22.82	23.05	$DJI
FMX	Sinker	68.72	Short	68.94	68.44	68.15	$CMR.X
SYK	Line Drive	60.45	Long	60.11	60.71	60.96	$HCX.X
TUP	Sinker	69.50	Short	69.75	69.23	68.95	$IXY.X
TYC	Line Drive	49.28	Short	49.55	49.05	48.81	$DJI

Stocks To Watch

Symbol	Setup	Entry	Direction	Stop	50%	Target	Sector Symbol
ENR	Fast Ball	74.50	Long		74.70	74.90	$CMR.X
RIG	Switch Hitter	63.98	Short		63.81	63.63	$XOI.X

Stocks And Sectors On The Radar

Symbol	Setup	Entry	Direction	Stop	50%	Target	Sector Symbol
ADP	Fast Ball	54.09	Long	SCALP	54.25	54.41	$XIT.X
CCI	Line Drive	42.83	Long	SCALP	42.99	43.14	$XTC.X
DIS	Line Drive	39.96	Long	SCALP	40.11	40.25	$IXY.X
DTE	Line Drive	50.95	Long	SCALP	51.08	51.20	$UTY.X

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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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