Around The Horn Plan
Thursday, February 04, 2010

Symbol	CP	Sector Symbol	$DJT
Description	CANADIAN PAC RY LTD		
Pattern	Switch Hitter	RAILROADS	

Position	Short	Resistance 2	49.46
Entry	47.96	Resistance 1	48.88
Stop	48.41	Pivot	48.47
Initial Target	47.32	Support 1	47.89
Ratio	1.42	Support 2	47.48
50% To Target	47.64		

Around The Horn Plan
Thursday, February 04, 2010

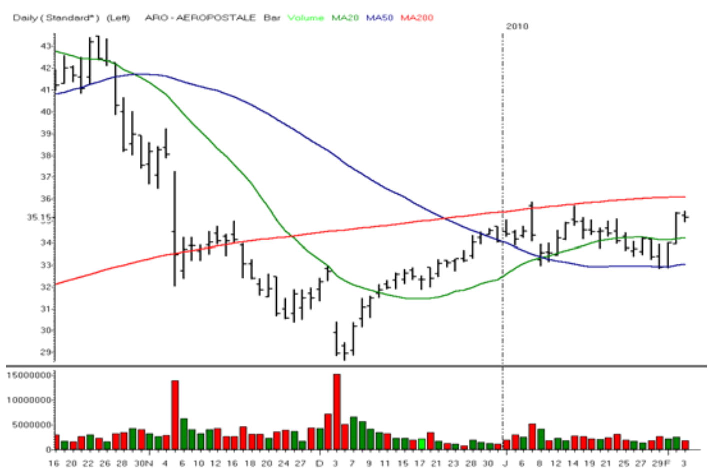
Symbol	THO	Sector Symbol	$IXY.X
Description	THOR INDS INC		
Pattern	Fast Ball	CONSUMER DISCRETIONARY	
Position	Long	Resistance 2	36.49
Entry	34.92	Resistance 1	35.51
Stop	34.43	Pivot	33.85
Initial Target	35.54	Support 1	32.87
Ratio	1.27	Support 2	31.21
50% To Target	35.23		

Stocks To Watch

Thursday, February 04, 2010

ALASKA AIR GROUP INC

Symbol		**ALK**
Pattern		3-2 Pitch
Position		Short
Entry		32.59
Stop	?	
Initial Target		32.08
50% To Target		32.34
Resistance 2		**34.04**
Resistance 1		**33.65**
Pivot		**33.17**
Support 1		**32.78**
Support 2		**32.30**
Sector		AIRLINES
Sector Symbol		$DJT



AEROPOSTALE

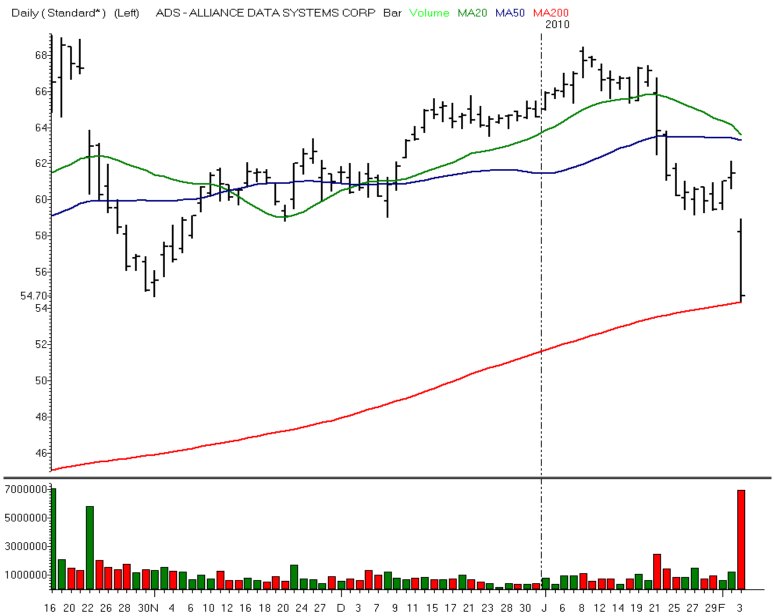
Symbol		**ARO**
Pattern		Backdoor Slider
Position		Long
Entry		35.56
Stop	?	
Initial Target		36.05
50% To Target		35.81
Resistance 2		**35.69**
Resistance 1		**35.42**
Pivot		**35.19**
Support 1		**34.92**
Support 2		**34.69**
Sector		APPAREL RETAIL
Sector Symbol		$RLX.X

JONES LANG LASALLE INC

Symbol		**JLL**
Pattern		Fast Ball
Position		Long
Entry		62.46
Stop	?	
Initial Target		62.99
50% To Target		62.73
Resistance 2		**64.77**
Resistance 1		**63.39**
Pivot		**60.97**
Support 1		**59.59**
Support 2		**57.17**
Sector		FINANCIALS
Sector Symbol		$IXF.X

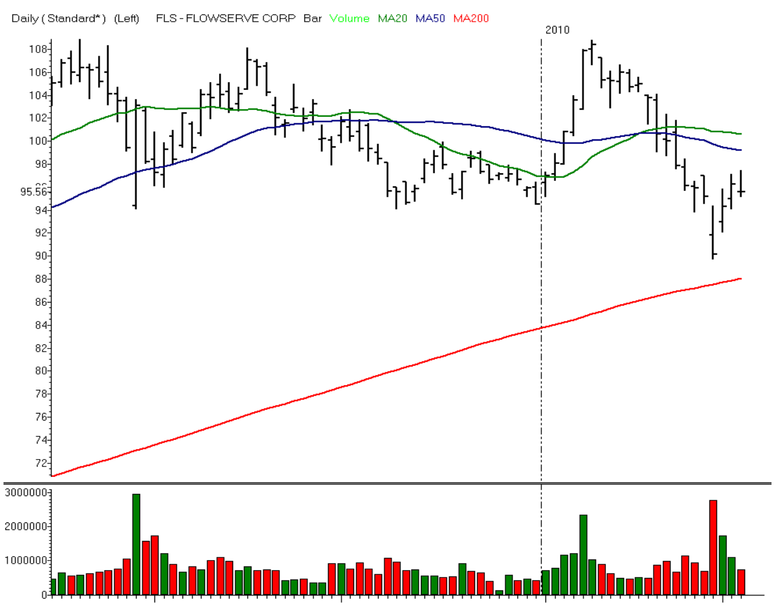
Stocks And Sectors On The Radar

Thursday, February 04, 2010



ALLIANCE DATA SYSTEMS CORP

Symbol	ADS
Sector	INFORMATION TECHNOLOGY
Sector Symbol	$XIT.X
Pattern	Fast Ball
Position	Short
Entry	54.27
Target	53.83
R2	**60.60**
R1	**57.65**
Pivot	**56.01**
S1	**53.06**
S2	**51.42**
50% To Target	54.05



FLOWSERVE CORP

Symbol	FLS
Sector	INDUSTRIALS
Sector Symbol	$DJI
Pattern	Switch Hitter
Position	Short
Entry	95.05
Target	94.67
R2	**98.39**
R1	**96.98**
Pivot	**96.06**
S1	**94.65**
S2	**93.73**
50% To Target	94.86

Stocks And Sectors On The Radar

Thursday, February 04, 2010

L-3 COMMUNICATIONS HLDGS INC

Symbol	LLL
Sector	AEROSPACE & DEFENSE
Sector Symbol	$DFX.X
Pattern	Backdoor Slider
Position	Long
Entry	87.51
Target	87.85
R2	**87.83**
R1	**87.39**
Pivot	**86.97**
S1	**86.53**
S2	**86.11**
50% To Target	87.68

RENAISSANCERE HOLDINGS LTD

Symbol	RNR
Sector	INSURANCE
Sector Symbol	$IUX.X
Pattern	Fast Ball
Position	Short
Entry	53.10
Target	52.72
R2	**54.52**
R1	**53.87**
Pivot	**53.53**
S1	**52.88**
S2	**52.54**
50% To Target	52.91

Stocks And Sectors On The Radar

Thursday, February 04, 2010

WALGREEN CO

Symbol	WAG
Sector	CONSUMER STAPLES
Sector Symbol	$IXR.X
Pattern	Fast Ball
Position	Short
Entry	34.13
Target	33.72
R2	36.97
R1	35.80
Pivot	35.01
S1	33.84
S2	33.05
50% To Target	33.93

Trade Date 4-Feb-10 **Thursday**

Around The Horn

Symbol	Setup	Entry	Direction	Stop	50%	Target	Sector Symbol
CP	Switch Hitter	47.96	Short	48.41	47.64	47.32	$DJT
THO	Fast Ball	34.92	Long	34.43	35.23	35.54	$IXY.X

Stocks To Watch

Symbol	Setup	Entry	Direction	Stop	50%	Target	Sector Symbol
ALK	3-2 Pitch	32.59	Short		32.34	32.08	$DJT
ARO	Backdoor Slider	35.56	Long		35.81	36.05	$RLX.X
JLL	Fast Ball	62.46	Long		62.73	62.99	$IXF.X

Stocks And Sectors On The Radar

Symbol	Setup	Entry	Direction	Stop	50%	Target	Sector Symbol
ADS	Fast Ball	54.27	Short	SCALP	54.05	53.83	$XIT.X
FLS	Switch Hitter	95.05	Short	SCALP	94.86	94.67	$DJI
LLL	Backdoor Slider	87.51	Long	SCALP	87.68	87.85	$DFX.X
RNR	Fast Ball	53.10	Short	SCALP	52.91	52.72	$IUX.X
WAG	Fast Ball	34.13	Short	SCALP	33.93	33.72	$IXR.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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