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A Sad End to a Less Than Stellar Season

As we get closer to tax day (BOO!), please don't wait until the last minute to make your IRA contributions or establish a new IRA.

And as always, please don't hesitate to have your tax advisor contact me directly if he or she needs any information. We are happy to create custom reports to suit you needs.

As I type this, it's Sunday evening and the shortest ski season in anyone's memory at Mount Snow just quietly ended. It was the latest opening ever and the earliest close ever, at least in last 40 years. Someone forgot to tell Mother Nature that I wasn't done skiing! I didn't

start cursing the ride up north. I didn't begin my spring clean up list. I didn't have to dust off my spring skiing clothes because I basically used them all season.

The sadness I usually feel in mid April has been fast forwarded to mid March. And I was certain that my kids would feel the same way. That was, of course, until I asked them. My oldest celebrated that she doesn't have to sit in the car anymore for that "long ride that makes me sick". My middle guy responded by shrugging his shoulders and continuing to play on is iPad. And the little guy just asked if he could go play outside with his trucks.

So I guess I am the only one who really cared about ski season ending. And although skiing is a true passion for me, what I will miss most is getting the whole family together without the usual distractions at home. Five people in a small condo, often with other family members visiting for the weekend. Meals together, skiing together and hanging out until bed.

Oh well... only 236 days until ski season begins again!

Bubble'esque Precedents for Apple

In the last issue, The Coming Crash in Apple or the Road to \$1000, I showed several examples of what a true bubble looks like on the way. In all cases, price travels much, much higher than anyone believes and lasts much longer. But once price finally turns down, the only word that aptly describe the outcome is UGLY. I searched long and hard, but could not come up with a bubble that ended well. In short, unlike when the overall stock market makes a peak with a whimper, bubbles end with a loud BANG!

For those of you wondering why I devoted two issues to what seems like one stock amidst thousands in the stock market, it is because of Apple's dominance and bellwether status. When Apple finally cracks, I do not believe it will an isolated event where the rest of the market continues on its merry way while Apple disintegrates. Rather, I think it will take the broad market down with it. And by the way, before that happens, I think the vast majority of stocks will have already turned down, but their weakness will be masked by Apple.

In today's market, although Apple, the Nasdaq 100 and the tech sector are clearly overbought on every single timeframe, it doesn't have the feel that THE final high is in. Stocks have enjoyed a huge run and are and have been long overdue for some digestion, somewhere in the order of 4-

8%. That may be occurring right here, but when the pause to refresh ends, there should be another run to new highs left in Apple and the stock market. "Should" is the operative word and as always, we will assess the data as it comes in.

So with all that said, as promised, below you will find part two of the charts I showed in the previous issue with only the ride up visible. Now, you can see not only what happens when the bubble is inflated, but also when it bursts.

We begin with gold, which ran just shy of \$2000 and quickly declined to almost \$1500.



Everyone remembers oil, which soared from \$45 to \$147 during the bubble phase. But the aftermath left investors in ruins as it plummeted even faster to \$36.



Google is the stock that most closely resembles the behavior and culture of Apple. EVERYONE spoke about Google, no matter where you went. Google, Google, Google. Business channels had special "crawls" on the screen. There were no competitors. Google transcended the markets. And on and on and on. But the bear market didn't treat Google so nicely as it collapsed from \$750 to \$250 in just one year.



GE was another mega sized company that investors fell head over heels in love with during the 90s, especially when GE Capital, its financial unit, began earning more money than any other division. The former "widow and orphan" stock became a glamour play that ended up pretty ugly during the Dotcom bear market, falling from \$61 to \$22 and ultimately \$6 during the crisis.



IBM has been a bubble'esque stock several times in its existence, most recently in the late 1990s when it ran from \$45 to \$140 before giving back almost the entire rally during the 2000 - 2002 bear market.



And finally, we are left asking the question, is this time different for Apple?



I don't know; you tell me. Why is Apple different from any of the other bubbles? It's not. It's never "different". Investors always find reasons why it's not the same as it was for other securities, but in the end, bubbles end with a bang, not a whimper.

Apple should have more upside left (stock split?) and that could come in the form of a true blow off higher or it could come with the stock beginning to lag the tech sector and/or the overall market. One thing is certain from my seat, investors in Apple should not be complacent! When the stock does turn to the downside, don't be surprised to a \$50+ down day.

Maximize Your FDIC Insurance

As of 2008, deposits in FDIC member banks are insured by the Federal Depository Insurance Corporation up to \$250,000 per individual. Because an "individual" is defined in a number of different ways, your accounts can be insured well in excess of \$250,000 at the same bank, if they are structured under different ownership forms and, if applicable, beneficiary designations.

FDIC coverage is \$250,000 for the total of all single accounts owned by the same person at the same insured bank. This includes those opened under the Uniform Transfers to Minors Act, for a sole proprietorship or established for a decedent's estate.

Joint accounts are insured up to a maximum of \$250,000 for each coowner. To reach that number each co-owners' share of every account jointly held at the same insured bank is added together. Joint owners must be people, not legal entities such as corporations, have equal rights to withdraw funds, and sign the deposit account signature card.

All self-directed retirement funds owned by the same person in the same FDIC-insured bank are combined and insured up to \$250,000.

Each participant in employee plans that are not self-directed is insured up to \$250,000 for his or her non-contingent interest.

Revocable Trust Accounts, Payable-On-Death (POD) accounts, living or family trust accounts and irrevocable trusts are insured up to \$250,000 for each named beneficiary as long as "qualifying" requirements are met.

FDIC uses the insured bank's deposit account records (ledgers, signature cards, CDs) to determine deposit insurance coverage. So make sure your banks have the correct information that will result in the highest available insurance coverage.

Upcoming Appearances

WNPR's (90.5 FM) Real Life Survival Guide

CNBC's Worldwide Exchange - March 21 at 5:35am

ET NOW's Trading Calls - March 29 at 10:30pm

Yahoo! Finance's Breakout - April 12

You can view most of the past segments by clicking below.

Media Appearances

(http://www.investfortomorrow.com/InMedia.asp)

Investment Quotes/Adages To Live By

"When in doubt, get out!"

"If it's obvious, it's obviously wrong."

-Joe Granville

"It's ok to be wrong, but it's not ok to stay wrong."

"This time is different."

"The markets require the patience of a dozen men."

-Robert Rhea

"Luck is the residue of effort."

"The most bullish thing a market can do is go up in the face of bad news."

"The most bearish thing a market can do is go down in the face of good news."

"The market can stay irrational longer than you can stay solvent."

-John Maynard Keynes

"Government is best which governs least" - Thomas Jefferson

Inflation is the one form of taxation that can be imposed without legislation.

-Milton Friedman

"You cannot legislate the poor into freedom by legislating the wealthy out of freedom. What one person receives without working for, another person must work for without receiving. The government cannot give to anybody anything that the government does not first take from somebody else. When half of the people get the idea that they do not have to work because the other half is going to take care of them, and when the other half gets the idea that it does no good to work because somebody else is going to get what they work for, that my dear friend, is about the end of any nation. You cannot multiply wealth by dividing it." - Dr. Adrian Rogers, 1931

"Bear markets seem to be divided into three phases: the first being the abandonment of hopes upon which the final uprush of the preceding bull market was predicted; the second, the reflection of decreased earnings power and reduction of dividends, and the third representing distressed liquidation of securities which must be sold to meet living expenses. Each of these phases seems to be divided by a secondary reaction which is often erroneously assumed to be the beginning of a bull market."

- Robert Rhea via Tim Woods

"Free enterprise is a rough and competitive game. Nobody too big to fail. Nobody too small to succeed. It is a hell of a lot better than government control." - Ronald Reagan via Dan Kennedy

"A government big enough to give you everything you want is big enough to take everything you have." - Gerald Ford via Dan Kennedy

"The problem with socialism is that, sooner or later, you run out of other people's money." - Margaret Thatcher

"Diversification alone is no longer sufficient to temper risk... You need something more

- Mohamed El-Erian

Friends And Family Plan

Finally, as you know, our firm and this newsletter continues to grow mostly from your referrals. If you know anyone who is interested in securing their retirement, planning for it or just plain worried about it, please send them here. As always, thanks for thinking of us with your circle of family and friends.

Sign Up Here

You can also forward this email to family and friends by hitting the "forward email" hotlink at the bottom of this email.

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For reasons including variances in the investment management fee incurred, market fluctuation, the date on which a client engaged Heritage's investment management services, and any account contributions or withdrawals, the performance of a specific Heritage client's account may have varied substantially from the indicated portfolio performance results.

In the event that there has been a change in a client's investment objectives or financial situation, he/she/it is encouraged to advise Heritage immediately. Different types of investments and/or investment strategies involve varying levels of risk, and there can be no assurance that any specific investment or investment strategy (including the investments purchased and/or investment strategies devised or undertaken by Heritage) will be profitable.

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