



HERITAGE CAPITAL LLC

Invest for Tomorrow. Live for Today.™

For those observing, wishing you a very Happy Easter Sunday surrounded by family!

I spent last Wednesday in New York, mostly doing media and meeting with a few clients. It was, by far, the most enjoyable media day I have ever had. I began with the good folks at Yahoo Finance creating three semi controversial segments with the irrepressible Jeff Macke keeping me on my toes.

At the end of the final segment after Macke smacked me on the back so hard the producer came running out concerned I was hurt, I whined that people were going to kill me on the message boards for opining that the Fed should be printing more money. Almost on cue, as they did every time in the past, the producers said, "Paul, that's why we love you and want you back all the time. You are anything but mainstream."

On my walk over to the Fox building for my half hour on Opening Bell with Maria Bartiromo, I warned myself not to be so bold and brash. I kept thinking, "Paul, inject a little humility." No dice. After getting my inch thick makeup application in their futile attempt to make me look semi presentable, the producers came into the green room to go over the segments and remind me to stick to my view passionate and bold views. I was told I wasn't the typical Wall Street guy towing the non controversial company line without offending anyone. "Don't be afraid to jump in", I was urged.

I had a really great time with Maria and Richard Madigan from JP Morgan, the "typical smart Wall Street hotshot". In hindsight, I should have been a bit more aggressive and assertive. I will definitely do that next time! Maria could not have been nicer or more prepared. Seconds before the segment began, she was directly the staff to rewrite certain

comments her own way to fit her take on the topic. That's pretty impressive as the director is counting down from 10 until hit time.

Again, you can find all segments here.

<http://www.investfortomorrow.com/InMedia.asp>

Finally, I will almost certainly have a blog post up by tomorrow morning on www.InvestForTomorrowBlog.com

Remember, if you would like to receive email notification that a blog is posted, just click on this link.

<http://www.investfortomorrow.com/BlogAlerts.asp>

To Your Financial Success,



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