# JON LANSNER @ ORANGE COUNTY AAII MEETING 1/12/2008

**2003 [+29%]**

▶ WATCH

McDonald's [+51%]
Steel [US Steel +160%]
Housing [+15%]
President Bush [58% v 63% – Fox]

▶ ACQUIRE

Patience
Used Cars
Stocks [+28% S&P]
TIPS [+17%]
Vanguard Balanced Indx [+16%]

**2004 [+9%]**

▶ WATCH

High-end retailers [Nordstrom +34%, Neiman +27%]
Gold [23%]
Jobs [flat]
Housing [+24%]
Democrats [lost]

▶ ACQUIRE

Humility
Good Money Market account – ING Direct
TIPS [+7%]
Bigger, Value Stocks [+9%]
Foreign stocks [+12%]

**2005 [+6%]**

▶ WATCH

Theme Parks [FUN -13%, PKS +133%]
Disney [-8%]
Inflation

▶ AVOID

Bonds (Rydex Juno) [-5%]

▶ ACQUIRE

Biggest home-equity loan possible
Diversification [T. Rowe Spectrum Growth] [+9%]
Cash [+3%]
Bigger stocks
Healthcare [EFTs: XLV [+6%], IYH [+7%], VHT +3%]
Asia (Vanguard Pacific Index) [+22%]

▶ IF YOU MUST ...

Avalon Bay (upscale apartments) [+36%]

**2006 [+13%]**

▶ WATCH

Energy (Vanguard Energy – VGENX) [+2%]
Mid-range retailers (Costco [+13%], Target [+17%], CKR [+21%], Yum [+21%], JBX [+75%])
Ben Bernanke

▶ AVOID

Anything Real Estate – Builders [-22%], REITs [+37%], Lenders [-14%] ... even Home Depot [-2%]

▶ ACQUIRE

Antacids
Ralph's MasterCard
CDs @ 4.9%
Bonds: Harbor Bond (Pimco) [+3%] or T. Rowe Spectrum Income [+7.4%]
Value: Small [+16%] or if you must ... Large [+19%]

**2007 [+6%]**

**▶ WATCH (Soft landing?)**

Republicans
Masco [-35%], Black & Decker [-20%]
Newspapers: NY Times [-33%], McClatchy [-72%]
Spin-Offs (Claymore CSD) [+8%]

**▶ AVOID**

Cycle: Bonds [+7%], Retailers [-16%]
Value: REITs, [-23%] Energy [+40%], Emerging Markets [+46%]

**▶ ACQUIRE**

Neck brace
CDs: 3 years at 5.25%
Netflix [+3%]
Large Value [-3%]
Berkshire Hathaway [+20%]
Japan (Vanguard Pacific) [+5%] or at least Int'l (Harbor Int'l) [+22%]
And if you dare, builders! (XHB or ITB) [-53%]

**2008 ???**

**▶ WATCH (DISASTER?)**

Election and U.S. dollar
Cramer
Apple, Google
Fast-food discounts

**▶ RETHINK**

Overseas

**▶ AVOID**

Luxury: Starbucks, Tiffany
Anything real estate

**▶ ACQUIRE**

Mac computer
Nerve to pounce
Ready cash
CDs: 3 years at 4.8%; 9 months at 5%
Taxable bonds: Harbor Bond (Pimco)
Boring balanced fund: FASIX or VSCGX
Regional banks
Berkshire Hathaway
Communications: Verizon
Odd plays: Water (PHO) or farm (MOO)
If you must, consumer bargains (McDonald's, Big Lots, TJX)

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