# Putting it all Together Utilizing ALL the NAIC tools

(The whole enchilada)

Please turn pagers and cell phones off

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# Putting it ALL together -- the TOTAL picture



- The SSG relevant?
- (everything isn't a bargain is it?)
- 2. The PMG speaks loud and clear!
- The PERT-A made clear a vital form
- 4. The SCG -
  - (Conventional and unconventional usage)
- Portfolio Record Keeper (PRK)

#### Stock Selection Guide

(5 Sections)

- 1 -- Historical and Projected Growth --
  - Quality of company and management
- 2 -- How Well is <u>Management</u> Performing?
- 3 -- Is the Current Price Reasonable?
- 4 -- What is the Risk at the Current Price?
- 5 -- What is the Expected <u>Total Return</u>?

Stock Selection Guide Tips - Section

(Historical and Projected Growth -- Quality)

- **○Don't Expect:** Future Sales or EPS growth to be >15-20%
  - SEPS growth to exceed Sales Growth
  - - Use professional's projections but not their advise
  - Quicken

http://quicken.com/investments/estimates/

URLs are active in handout on CD-ROM

Stock Selection Guide Tips – Section 1
(Historical and Projected Growth -- Quality)

- ©Expect:
  - Institutional ownership to be less than 65% http://quicken.com/investments/estimates/
  - Insider ownership (% depends on size of company)MSN

http://moneycentral.msn.com/investor/invsub/analyst/earnest.asp

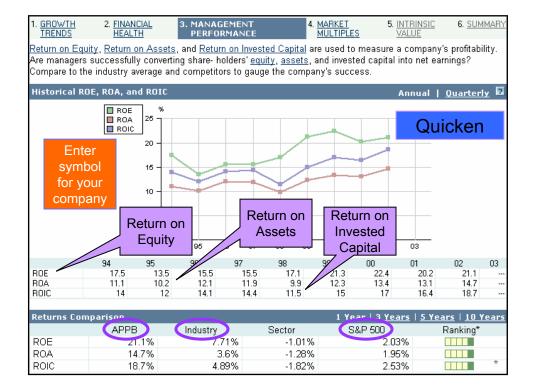
©LT Debt to equity ratio to be less than 25% (SSG)

• (manufacturing companies)

- Stock Selection Guide Tips Section (How Well is Management Performing?)
- ©Expect:
  - Profitability to be stable
  - ©Profitability to be growing (preferably)
  - Profitability to reflect or beat the industry

http://quicken.com/investments/seceval/?p=APPB&cmetric=mgmt

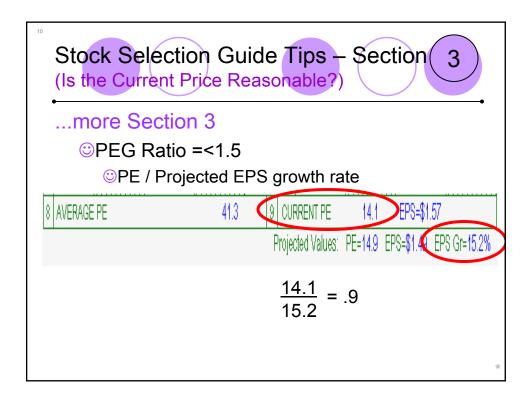
2	EVALUATING M			Jan 27, 2004									
	1993 1994 1995 1996 1997 1998 1999 2000 2001 2002 LAST 5											TREND	
A	% Pre-tax Profit on Sales (Net before Taxes / Sales)	13.2	12.3	13.2	14.7	13.9	12.4	12.8	14.5	14.0	15.7	14.4%	UP
E	% Eamed on Equity (EPS / Book Value)	12.2	17.6	14.3	15.6	15.5	16.7	19.8	21.5	19.8	20.6	20.2%	UP





- ©Expect:
- © Current PE to be =< 5 year average PE
  - (Relative Value between 80 and 110)
  - ©Remove outliers
    - PE Columns
    - Use Column
    - ©% Payout Column
- Base the <u>Projected PE</u> on Projected Growth Rate
   (Projected 4 Quarters)--[Preferences setup]
   (Your judgment is probably better)

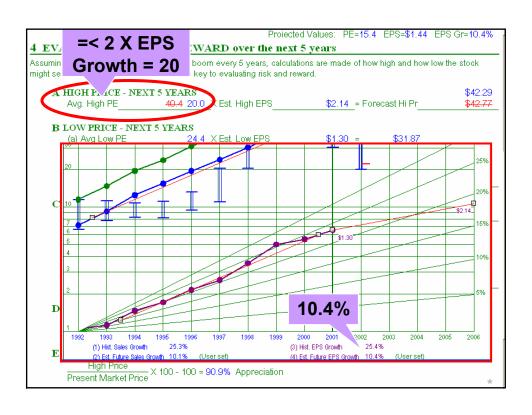
Thịc	3 PRICE-EARNINGS HISTORY as an indicator of the future  This shows how stock prices have fluctuated with earnings and dividends. It is a building block for translating earnings into future stock prices.												
,	Current Price: \$63.01 52 Wk High: \$72.37 52 Wk Low: \$43.90 Dividend: \$0.00												
Г		A	В	C	D	Е	F	G	Н				
	Year PRICE Earnings Price Earnings Ratio Dividend % Payout % Hi. Yield												
	HIGH												
1	1998	\$27.25	\$11.66	\$0.81	33.6	14.4	\$0.00	0.0%	0.0%				
2	1999	\$66,44	\$25.69	\$0.99	<del>67.1</del>	25.9	\$0.00	0.0%	0.0%				
3	2000	\$80.44	\$50.00	\$1.06	75.9	4 <del>7.2</del>	\$0.00	0.0%	9.0%				
4	<b>20</b> 01	\$75.06	\$45.44	\$1.18	63.6	3 <del>8.5</del>	\$0.00	0.0%	0.0%				
5	2002	\$62.94	\$30.57	\$1.31	48.0	23.3	\$0.00	0.0%	0.0%				
6	TOTAL	<i>\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\\</i>	\$67.91		81.7	63.7		0.0%					
7	AVG.		\$22.64		40.8 36.0	21.2		0.0%					
8	AVERAGE	PE		43.8 28.6	9 CU	RRENT PE	45.0	EPS=\$1.40	RV=157.4				
_	Projected Values: PE=40.5 EPS=\$1.55 RV=141.7 EPS Gr=18.7% PEG Ratio=2.41*												

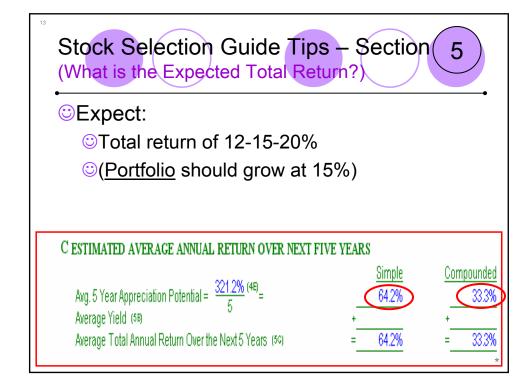


Stock Selection Guide Tips – Section 4 (What is the Risk at the Current Price?)

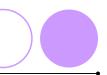
- ©Expect:
  - Upside/Downside Ratio of 3:1 or better
- Section 4A
  - OHigh Price Next 5 Years:
    - ②(Average High PE
      =< 2 times the Projected EPS growth rate)</pre>

\*





Stock Selection Guide Tips – Summary – section by section



- Historical and Projected Growth
   (Consistent and Steady Growth "Quality")
   How is the price reacting to the growth?
- How Well is <u>Management</u> Performing? (Stable Profitability)
- Is the Current <u>Price</u> Reasonable? (Relative Value – PEG Ratio?)
- What is the <u>Risk</u> at the Current Price? (Upside/Downside Ratio)
- What is the Expected <u>Total Return</u>? (Annualized Return)





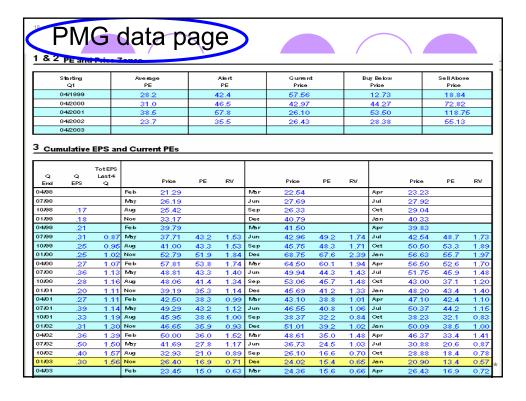
- If <u>Projected PE</u> is more than 150% of 5 year average PE – strike 1 (see PMG)
- If the <u>price</u> is in the Sell zone <u>strike 2</u> (see PMG)
- If the <u>Upside/Downside Ratio</u> is 1:1 or less – <u>strike 3</u>
- If the expected annualized <u>Total Return</u> is less than 10-12%

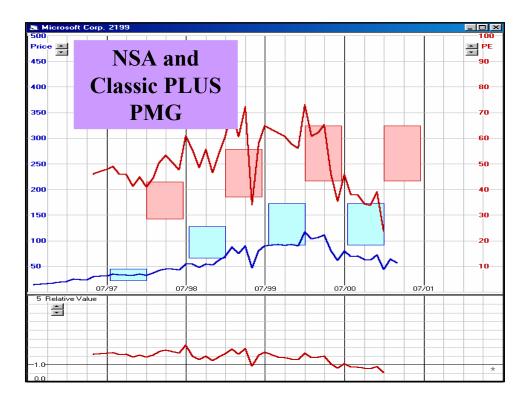
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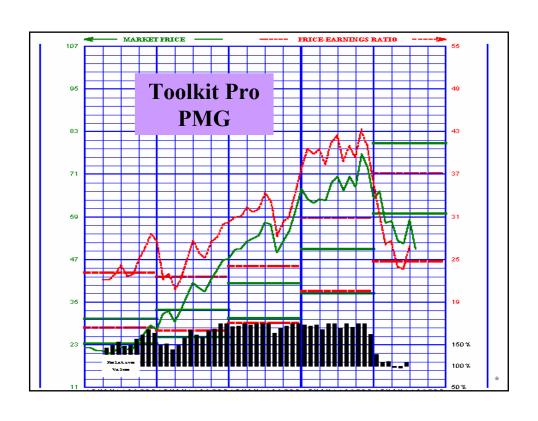
Program Management Guide Tips

- OPMG? (you gotta be kidding!)
  - examples tell the story



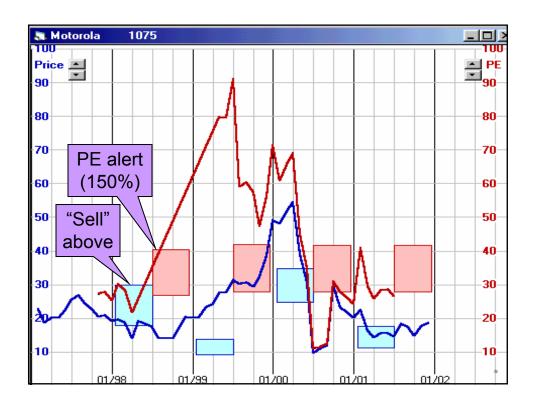




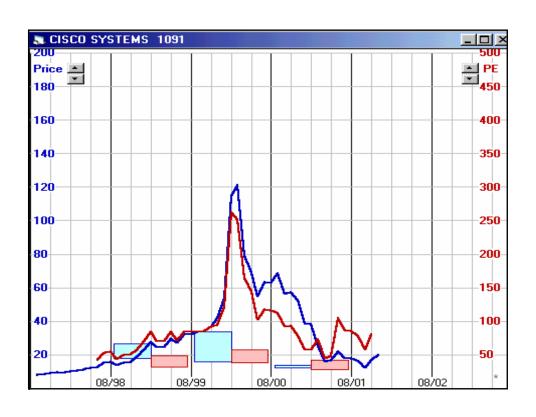




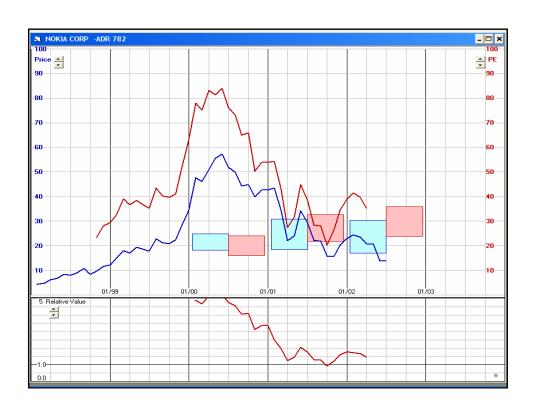
The Dot Com Bubble. . . Was there a warning?
Was there an indication?

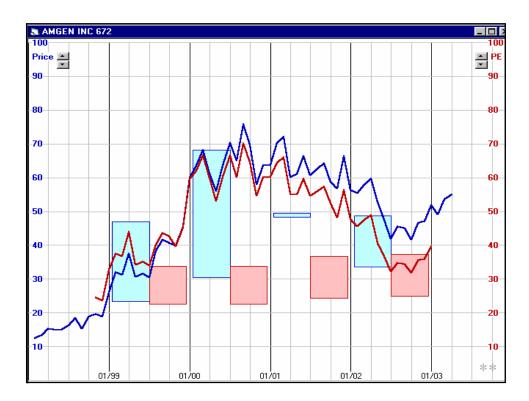


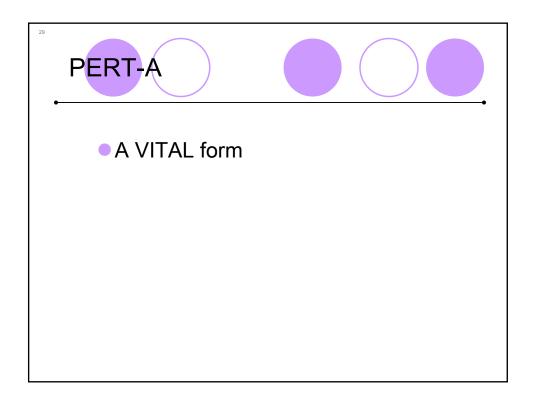








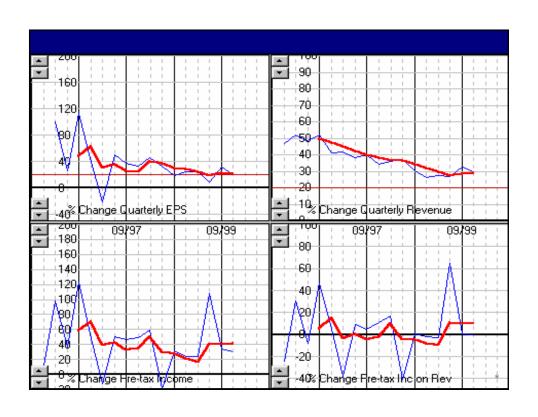




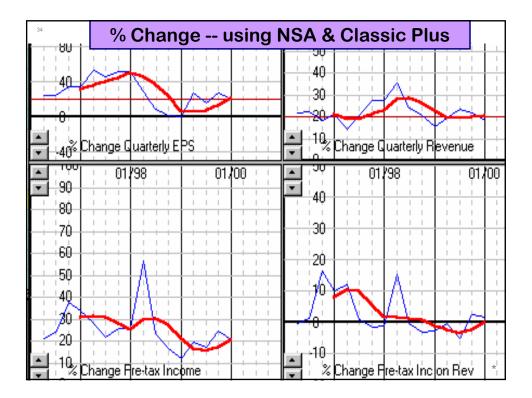
🐉 DOLL	AR GEN	ERAL - P	ERT Quarte	rly	uarterly	, Data		_
Date	EPS	EPS Q Change	Revenue M	Reven Q Change	ш	%Rev	tax inc Q Change	Tax Rate
Apr 1995	0.05		374.5		20.0	5.4%		38.5%
Jul 1995	0.07		403.7		28.5	7.1%		38.5%
Oct 1995	0.07		429.9		31.2	7 3%		38.5%
Jan 1996	0.14	Т	rancfar	data t	o the 12	Montl	ahis d	37.3%
Apr 1996	0.06	24.4	Tansici	uata t	o the 12	14101111	i Siuc	38.0%
Jul 1996	0.08	24.2%	494.4	22.5%	35.3	7.1%	23.9%	38.0%
Oct 1996	0.10	34.3%	509.0	18.4%	43.0	8.4%	37.7%	38.0%
Jan 1997	0.19	34.0%	675.2	21.4%	82.5	12.2%	33.5%	37.5%
Apr 1997	0.09	53.6%	520.0	14.1%	31.0	6.0%	28.1%	37.7%
Jul 1997	0.12	45.1%	596.8	20.7%	42.9	7.2%	21.6%	37.7%
Oct 1997	0.15	51.0%	649.4	27.6%	54.0	8.3%	25.6%	37.8%
Jan 1998	0.29	51.3%	861.1	27.5%	103.9	12.1%	25.9%	37.4%
Apr 1998	0.11	27.9%	705.3	35.6%	48.5	6.9%	56.3%	37.3%
Jul 1998	0.13	9.2%	741.4	24.2%	53.1	7.2%	23.7%	37.2%
Oct 1998	0.15	1.4%	781.4	20.3%	63.0	8.1%	16.6%	35.9%
Jan 1999	0.29	-0.7%	993.0	15.3%	116.4	11.7%	12.1%	33.0%
Apr 1999	0.14	27.3%	844.1	19.7%	57.8	6.9%	19.2%	36.0%
Jul 1999	0.15	15.4%	914.8	23.4%	62.0	6.8%	16.8%	36.0%
Oct 1999	0.19	26.7%	950.4	21.6%	78.3	8.2%	24.3%	36.0%
Jan 2000	0.35	20.7%	1.175.7	18.4%	140.4	11.9%	20.6%	36.0%
Apr 2000								
Jul 2000		3						
Oct 2000	- 1.100							
Jan 2001								*

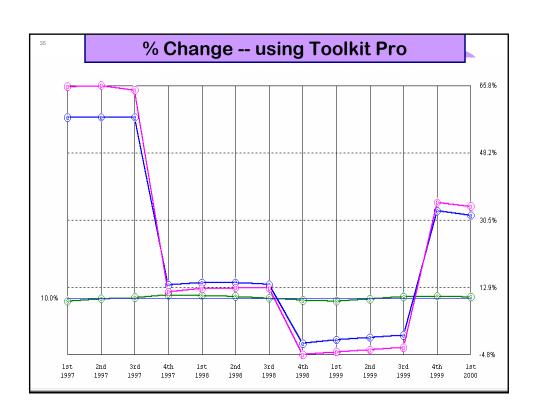
🛅 DOLL	AR GEN	ERAL - PE	RT Yearly						_
Date	EPS	Revenue M	Pre-tax Income	Pre-tax % Rev	Tax M	Tax Rate	Change % EPS	Change % PTI	Change % Rev
Apr 1995									
Jul 1995									
Oct 1995									
Jan 1996	0.33	1.764.2	141.5	8.0%	53.7	38.0%			
Apr 1996	0.34	1.845.5	145.8	7.9%	55.2	37.9%			
Jul 1996	0.36	1.936.2	152.6	7.9%	57.7	37.8%			
Oct 1996	0.38	2.015.3	164.3	8.2%	62.0	37.7%			
Jan 1997	0.43	2.134.4	185.0	8.7%	69.9	37.8%	30.0%	30.8%	21.0%
Apr 1997	0.46	2.198.6	191.8	8.7%	72.4	37.8%	35.0%	31.5%	19.1%
Jul 1997	0.50	2,301.0	199.4	8.7%	75.2	37.7%	37.8%	30.7%	18.8%
Oct 1997	0.55	2.441.4	210.4	8.6%	79.3	37.7%	43.7%	28.1%	21.1%
Jan 1998	0.65	2,627.3	231.8	8.8%	87.2	37.6%	50.0%	25.3%	23,1%
Apr 1998	0.67	2.812.6	249.2	8.9%	93.5	37.5%	45.4%	30.0%	27.9%
Jul 1998	0.68	2.957.1	259.4	8.8%	97.1	37.4%	36.0%	30.1%	28.5%
Oct 1998	0.68	3.089.1	268.3	8.7%	99.3	37.0%	24.0%	27.5%	26.5%
Jan 1999	0.68	3.221.0	280.9	8.7%	98.9	35.2%	4.6%	21.2%	22.6%
Apr 1999	0.71	3,359.8	290.3	8.6%	101.6	35.0%	6.0%	16.5%	19.5%
Jul 1999	0.73	3,533,3	299.2	8.5%	104.2	34.8%	7.4%	15.4%	19.5%
Oct 1999	0.77	3,702,3	314.5	8.5%	109.8	34.9%	13.2%	17.2%	19.9%
Jan 2000	0.83	3.885.0	338.5	8.7%	121.9	36.0%	22.1%	20.5%	20.6%
Apr 2000									
Jul 2000									
Oct 2000	H	ow effe	ctive?	Let's	look a	t an	exam	ple.	
Jan 2001									*



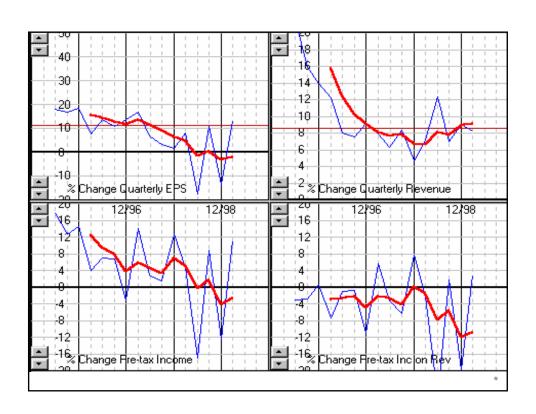


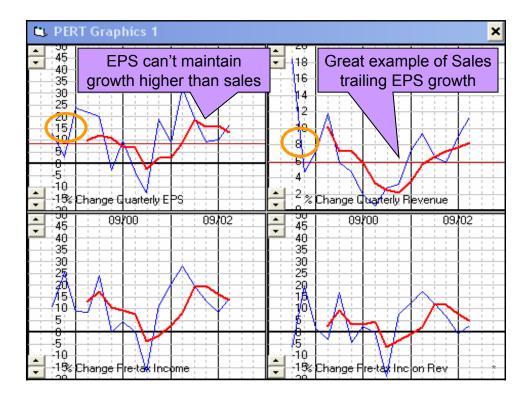
Putting it All Together -- Utilizing ALL the NAIC tools
Bob Adams - National Director

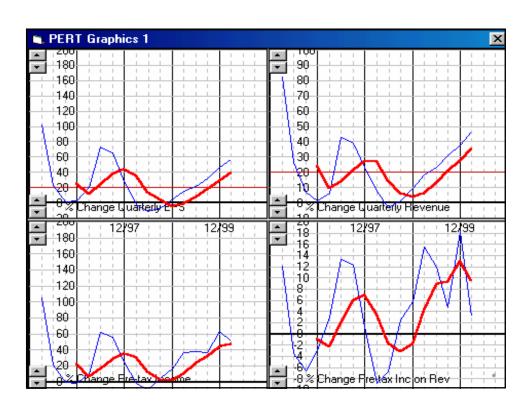




Date	EPS	Revenue M	Pre-tax Income	Pre-tax % Rev	Tax M	Tax Rate	Change % EPS	Change % PTI	Change % Rev
Mar 1995									
Jun 1995									
Sep 1995									
Dec 1995	0.99	9,794,5	2,169,1	22.2%	741.8	34.2%			
Mar 1996	1.01	10.059.2	2.186.1	21.7%	737.9	33.8%			
Jun 1996	1.04	10.256.7	2,226,7	21.7%	737.8	33.1%			
Sep 1996	1.07	10.450.4	2,267,1	21.7%	737.7	32.5%			
Dec 1996	1.11	10.686.5	2,251.0	21.1%	678.4	30.1%	11.6%	3.8%	9.1%
Mar 1997	1.14	10.878.1	2.314.6	21.3%	699.1	30.2%	12.9%	5.9%	8.1%
Jun 1997	1.16	11.045.6	2.332.2	21.1%	698.9	30.0%	11.5%	4.7%	7.7%
Sep 1997	1.17	11.277.8	2.341.4	20.8%	699.8	29.9%	9.4%	3.3%	7.9%
Dec 1997	1.18	11.408.8	2,407.3	21.1%	764.8	31.8%	5.9%	6.9%	6.8%
Mar 1998	1.20	11,596,1	2,431.8	21.0%	771.6	31.7%	4.8%	5.1%	6.6%
Jun 1998	1.14	11.944.3	2.322.5	19.4%	743.3	32.0%	-1.7%	-0.4%	8.1%
Sep 1998	1.18	12,153,3	2.380.7	19.6%	768.2	32.3%	0.4%	1.7%	7.8%
Dec 1998	1.14	12,421,4	2.307.4	18.6%	757.3	32.8%	-3.8%	-4.2%	8.9%
Mar 1999	1.17	12.651.6	2,367.9	18.7%	777.3	32.8%	-2.5%	-2.6%	9.1%







Date	EPS	Revenue M	Pre-tax Income	Pre-tax % Rev	Tax M	Tax Rate	Change % EPS	Change % PTI	Change % Rev
Mar 1995			Perc	ent o	f Chan	ge			
Jun 1995			(3 colur			G			
Sep 1995			(5 Colui	11115 U	ıı rıgıı	Siuc			
Dec 1995	0.99	9.794.5	2,169,1	22.2%	741.8	34.2%			
Mar 1996	1.01	10.059.2	2,186,1	W	hat car	) We c	onclu	ıde?	
Jun 1996	1.04	10.256.7	2,226,7	21.770	(3)(.0	JJ.170	Onciu	iuc.	
Sep 1996	1.07	10,450,4	2,267,1	21.7%	737.7	32.5%			
Dec 1996	1.11	10.686.5	2,251.0	21.1%	678.4	30.1%	11.6%	3.8%	9.1%
Mar 1997	1.14	10.878.1	2.314.6	21.3%	699.1	30.2%	12.9%	5.9%	8.1%
Jun 1997	1.16	11.045.6	2.332.2	21.1%	698.9	30.0%	11.5%	4.7%	7.7%
Sep 1997	1.17	11.277.8	2.341.4	20.8%	699.8	29.9%	9.4%	3.3%	7.9%
Dec 1997	1.18	11.408.8	2,407.3	21.1%	764.8	31.8%	5.9%	6.9%	6.8%
Mar 1998	1.20	11.596.1	2,431.8	21.0%	771.6	31.7%	4.8%	5.1%	6.6%
Jun 1998	1.14	11.944.3	2.322.5	19.4%	743.3	32.0%	-1.7%	-0.4%	8.1%
Sep 1998	1.18	12,153,3	2,380,7	19.6%	768.2	32.3%	0.4%	1.7%	7.8%
Dec 1998	1.14	12,421,4	2,307.4	18.6%	757.3	32.8%	-3.8%	-4.2%	8.9%
Mar 1999	1.17	12,651,6	2.367.9	18.7%	777.3	32.8%	-2.5%	-2.6%	**9.1%

#### **Stock Comparison Guide**

- Growth Comparisons
- Management Comparisons
  - OUse only within the same industry
- Price Comparisons (Value)
- Other Comparisons (Selected)

	Stock	Prepared by	<i></i>	Mone	y Bags	
	Comparison	Date		5-1	-00	
	Guide ®		NAI	ME OF COMP.	ANY	
CDOWTH COM	ADICONC	Jones	Merck	Pfizer	Bristol	
GROWTH COMF		Pharm JMED	MRK	PFE	Myers BMY	
(1) Historical % of	f Sales Growth	25.7	18.2	11.0	7.9	
(2) Projected % o	f Sales Growth	15.0	10.0	13.0	10.0	
(3) Historical % of	FEPS Growth	32.4	13.2	17.1	9.2	
(4) Projected % o	f EPS Growth	15.0	10.0	15.0	10.0	
MANAGEMENT (From Section 2	of the NAIC SSG)					
(5) % Profit Marg (Average for I	in Before Taxes (2A) ast 5 years) Trend	44.4	28.0 ₺	25.5 🕇	26.4	
(6) % Earned on		15.3 🛉	35.9 <b>↑</b>	30.3 ↑	44.1	
	n Owned by Manageme	13.3	1.0	1.0	1.0	

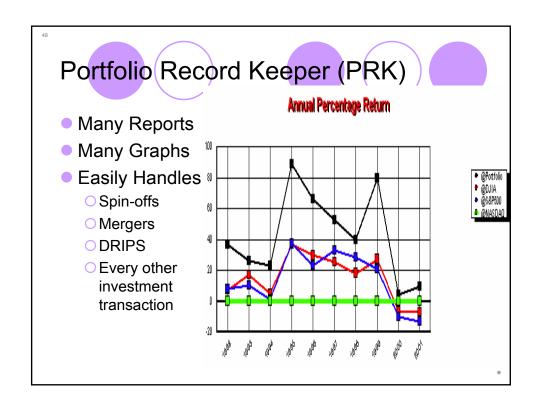
PRICE COMPA		)				
	otal EPS For Next 5 Ye	an 5.66	16.45	6.75		
(9) Price Range	e Over Last 5 Years Low (3E	1-46	18-87	<u>``</u>	14-79	
(10) Present Pr		31.6	67.4 U	ise the $ackslash$	<b>Norkshe</b>	et to
	(11) Highest (3D	64.0	37.	get the	5 year to	otal
Price Earnings	(12) Average Higl(BD7	44.8	30.5	45.2	30.0	
Ratio Range	(13) Average (3-8	30.4	25.3	35.6	24.8	
Last 5 Years	(14) Average Low(3E7	16.1	20.0	26.0	19.5	
	(15) Lowest (3E		13.5	15.1	11.2	
(16) Current Pr	ice Earnings Ratio (3-9		27.6	44.4	23.6	
Estimated	(17) Lower-Buy (4C2	12-30	49-73	23-42	40-55	
Price	(18) Middle-Mayb( <b>4</b> C3	30-48	73-97	42-60	55-85	
Zones	(19) Upper-Sell (4C4	48-66	97-120	60-79	85-100	
(20) Present Pr	rice Range (4C5	Hold	Buy	Hold	Buy	
(21) Upside Do	wnside Ratio (4D		2.84	1.95	4.2	
(22) Current Yi	eld (5 <i>A</i>		2.72	.86	1.9	
(23) Combined	Estimated Yield (50	22.05	17.81	19.04	15.7	*

# Estimated <u>TOTAL</u> EPS for next 5 Years (SCG line 8)

- 1999 EPS **€** \$2.06
- Projected EPS Growth Rate = 10%(Add together EPS for each future year)

	COMPARISONS ctions 3-5 of the NAIC S	SG)	5.58	4.11	6.19	3.73			
(8) Esti	imated Total EPS For Nex	t5 Year	5.66	16.45	6.75	13.81			
(9) Prio	ce Range Over l∕t 5 Yea	nh (3A) ns w (3B)	1-46	<b>48-87</b>	6-50	14-79			
(10) Pr	resent Price		31.6	31.6 41.81 51.5					
Price B Ratio Last 5	today's price	(3D) yl(3D7) (3-8) w(3E7)	5 y	What's the PE based upon 5 year Total Estimated EPS Cur. Price / Total EPS					
	(15) Lowest	(3E)	6.3	13.5	15.1	11.2			
(16) Cı	urrent Price Earnings Ratio	o (3-9)	40.0	27.6	44.4	24.1			
E	Jse the Annualiz	ed	12-3	0 49-73	23-42	40-55/			
	Return not		30-4	30-48 73-97 Notice			where the		
	Average Return		48-6	6 97-120					
(20	Average Neturi		Holo	Buy		Current P/E is			
(21) Up	oside Downside Ra	(4D)	1.73	2.84		compared to			
(22) Ci	urrent Yield	(5A)	.25	2.72	aver	averages & peers			
(23) Co	ombined Estimated Yield	(5C)	22.0	<b>5</b> 17.81	19.04	15.7	*		

OTHER COMPARISONS					
(24) Number of Common Shares Outsta	43.4	2,337	3,841	1,975	
(25) Potential Dilution from Debentures, Warrants, Options	None	None	None	None	
(26) Percent Payout (3G7)	10.0	44.7	39.0	49.8	
(27) Debt/Capital Ratio	0.0	19.0	6.0	13.0	
(28) Relative Value	131.6	109.1	125	95.2	
(29) Date of Source Material	4-28-00	4-28-00	4-28-00	4-28-00	
(30) Where Traded	NYSE	NYSE	NYSE	NYSE	
Total the columns:	JMED 9	MRK 4	PFE 2	BMY 4	
Should we buy?	<b></b>				
Why not?		Re	peat a	s need	led
Uside/Downside	Ratio	= 1.73			
Relative Value =	1.32				**



Page 1					Sold Sec	urities	•			04/	24/03
Estima Year I				Waterhouse Date Range - 01/01/1999 Thru 12/31/1999 Bob's stuff							
Security	Acquisition Date	Sale Date	Years Held	Quantity	Unit Cost	Total Cost	Unit Price	Sale Proceeds	Realized Gain/Loss	% G/L	Annl. % GL
Short Term Activity:											
Hong Kong Telecomm Hong Kong Telecomm Subtotal for 2 position	08/17/98 01/06/99	04/14/99 04/14/99	0.658 0.268	10.00000 8.00000 18.00000	19.091 18.460	190.91 147.68 338.59	20.652 20.651	206.52 165.21 371.73	15.61 17.53 33.14	8.18 11.87 9.79	12.7 51.9
Office Max	02/11/99	12/30/99	0.882	500.00000	8.837	4,418.25	5.413	2,706.65	-1,711.60	-38.74	-42.6
	Total Short	Term Activit	y:			4,756.84		3,078.38	-1,678.46	-35.29	
Long Term Activity:											
Hong Kong Telecomm	03/09/92	04/14/99	7.101	300.00000	11.242	3,372.50	20.652	6,195.49	2,822.99	83.71	8.9
Hong Kong Telecomm Hong Kong Telecomm Hong Kong Telecomm	07/31/96 01/13/97 08/01/97	04/14/99 04/14/99 04/14/99	2.704 2.249 1.701	8.00000 8.00000 7.00000	17.000 18.000 21.689	136.00 144.00 151.82	20.651 20.651 20.651	165.21 165.21 144.56	29.21 21.21 -7.26	21.48 14.73 -4.78	7.5 6.3 -2.8
Subtotal for 4 position	15			323.00000		3,804.32	•	6,670.47	2,866.15	75.34	
BE Aerospace	12/28/98	12/30/99	1.005	200.00000	20.185	4,037.00	8.643	1,728.57	-2,308.43	-57.18	-57.0
New Plan Realty Tr	12/16/93	12/30/99	6.041	100.00000	22.475	2,247.50	15.629	1,562.94	-684.56	-30.46	-5.8
Office Depot	01/04/05	10/24/00	4.989	150.00000	15.650	2,347.50	10.607	1,591.07	-756.43	-32.22	-7.5
	Total Long	Term Activity	7			12,436.32		11,553.05	-883.27	-7.10	
	Total Net A	etivity				17,193.16		14,631.43	-2,561.73	-14.90	