

Winch Report

Making sense of technical analysis

We've written at length about the continued global threat posed by the European Sovereign Debt Crisis and, until we see some indicators of actual movement toward a resolution, we will con-

based on momentum we identify. Of the many technical indicators we monitor, support and resistance lines are the broadest and easiest to identify. Resistance levels, also regarded as a



tinue to closely monitor the situation and its effect on the markets.

The debt crisis, combined with other stressors, has led to nearly historic levels of market volatility. This volatility tends to obscure market trends, making them both less obvious and less predictable.

We look for momentum in making our investment decisions. Our active style of money management means we are constantly monitoring the overall markets and the headlines that drive them. However, we work hard to avoid making reactionary investment decisions. Our technical analysis requires careful study of market trends and we allocate

ceiling, are price levels at which buyers become sellers and momentum stalls. Support, on the other hand, refers to prices on a chart at which traders perceive the price to be a bargain - and they jump in. That price, then, acts as a floor preventing the price of an asset from trending any lower.

When the price of a stock falls below a support level, it signals that sellers are more active than buyers and we begin to look at ways to preserve gains. Conversely, when it breaks its resistance level, we anticipate momentum on the upside and to look for buying opportunities.

Please see **Support**, page 4.



Holiday Food Drive

Winch Financial will be holding a food drive to benefit the St. Joe's Food Pantry from November 28 through December 19.

This is a great chance to make a difference in our community. St. Joseph Food Program provides food at no cost for low-income families, senior citizens and individuals in need throughout four counties of Winnebago, Outagamie, Waushara and Calumet. The program serves 1000 families every week.

Please join us by dropping off your non-perishable food items and/or donations at our office during this time.

Thanks very much and enjoy the holiday season!

Clippies and Cards make excellent stocking stuffers

Winch Financial client services specialist Beth Bauman took her family to the Farmer's Market this summer and came home with an idea for a new business.



Violet Bauman models a pink clippie.

ries is what gave her the impetus for Clippies and Cards.

"I've been giving both my mother



seem like a monumental task for someone who rises at 4:45 a.m. each day, works 30 hours a week and cares for a family including seven-year old Savanna, five-year old Devon, 10-month old Violet and husband Ron.

For Bauman, though, the bulk of this creative work acts as a stress relief.

"It's my relaxation in the evenings when everyone else is in bed and my husband is watching TV," she said.

For many years, Bauman's extended family has been encouraging her to turn the cute and customizable greeting cards she has been making for them into a business. Combining those items with the hair accesso-

and my mother in-law my home-made cards for Mother's Day for the last six or seven years. They love them," she said. "My nieces are always excited to get my birthday cards in the mail because they know I made them especially for them."

The greeting cards are priced at \$3 a piece or two for \$5, and the hair clips cost \$5.

For more information and to see more of Bauman's current inventory, please check out her Facebook page at <http://www.facebook.com/pages/Clippies-and-Cards/227775807275522>.

She launched Clippies and Cards, which sells hand-made hair accessories and greeting cards, this month.

While she has been making the hand-made cards for family and friends for years, she only recently began crafting the clippies.

"I was inspired by a few items I saw at the Farmer's Market," she said.

Launching a side business might



Make the most of your holiday donations with these tips

There are just over 30 shopping days until Christmas, which means there are just over 36 days left for you to make your charitable contributions for 2011.

You must make your contributions by December 31 in order to qualify for applicable tax deductions.

In the case of a credit card, the contribution must be charged to the card by December 31, but the card does not have to be paid off to claim the deduction.

Until just recently, you could write off any cash you put into a donation basket.

The IRS now requires some sort of substantiation of the contribution in the form of a receipt, canceled check or credit card statement.

For weekly church collections, you may want to take advantage of any direct deposit option.

Guided by the spirit of the season and a strong desire to maximize tax benefits, most people make their charitable contributions in December.

In fact, according to Charity Navigator, 22 percent of online gifts are made in the last two days of the year.

This trend means that both genuine charities and nasty con artists tend to ramp up their solicitations this time of year.

Charitynavigator.com is an excellent source for vetting charities.

The site offers a tremendous amount



of general tips and specific information about a charity you may be interested in supporting.

Below are just a few of the hundreds of tips offered by the site:

- Stay away from telemarketers. They keep 25 to 95 cents of every dollar they collect. Also never give out personal information - like credit card accounts, social security numbers - over the phone. It's best to hang up, investigate the charity on-line and send a contribution directly to the charity, thereby cutting out the middleman and ensuring 100% of their donation reaches the charity.
- Be careful of sound-alike names.
- Only support groups granted tax-exempt status under section 501 (c) (3) of the Internal Revenue Code.
- Don't diversify. If you've really taken the time to identify a well-run charity that is engaged in a

cause that you are passionate about, you should then feel confident in giving it a donation. Spreading your money among multiple organizations not only results in your mail box filling up with more appeals, it also diminishes the possibility of any of those groups bringing about substantive change as each charity is wasting a large percentage of your gift on fundraising and overhead expenses.

- Seek out charities that want partners and not merely donors by checking if the charity has a donor privacy policy, which will insure that the organization will never sell or trade your contact information.

If you have any questions regarding your 2011 charitable donations, please feel free to contact us.

Medicare Open Enrollment!

New prescription drug and health plan choices are offered every year. Now is the time to review your Medicare plans.

You have until December 7 this year to make any changes.

If you have questions, please see us and we will help.

Winch Financial

Founded in Appleton, Wisconsin by Christina Winch more than 30 years ago, Winch Financial has become a nationally recognized, full service financial planning firm.

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Technology seminar focuses on safety

A capacity crowd was on hand for Operations Director/IT Specialist Sandy Shultz's presentation on Internet safety.



The seminar, called Technology 101:

Click this, not that, focused on ways to maximize the on-line experience while maintaining safety. Shultz began with a brief history of computers and noted

that one of the first computers created for home use, the Apple IIe, cost approximately \$1,298 in 1983, but is valued today

at closer to \$9.99.

Below are a few slides from her thorough presentation. We will be offering this seminar again this spring.

WiFi


- WiFi – is a wireless connection for an *enabled* device that allows connection to a network and/or the internet.
- Many business provide free WiFi “hotspots”, connection to these is *not secure*. Avoid using personal information on these networks as other WiFi devices could intercept your personal info.

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Presented by: Sandy Shultz

Wireless Internet can be dangerous.

Phishing

- Phishing is hidden programming inside a website or an attachment that collects your personal information.
- Your information can be sold or used by the phisher to exploit your computer's resources or your personal information.
- Never reply to suspected phishing emails. All of your personal data stored on your computer could be compromised!

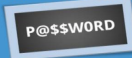


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Beware of phishing possibilities.

Create a Strong Password

- Use combinations of upper and lower case letters, numbers, and symbols.
- Examples: Packer\$1, Gr@ndkid\$, Superbow!46, M0reM0ney, l@mPretty!
- Or choose a phrase and use the first letter of each word; **Winch Financial Provides Great Customer Service 4 Me = WFPGCS4M!**




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Choose and store passwords wisely.

Verifying Links

- Un-trusted links should be verified before clicking.
 - Move your pointer to “hover” over the link but do not click
 - The target of the link will appear.
 - Make sure this is where you intend to go.
 - The target should be the same as the displayed link



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Check links before you click on them.

Resistance and support lines can clarify

Support, from page 1

In most cases, as long as the price of a stock hovers above its identified support level, we are comfortable holding onto it.

While this strategy (combined with others) has proven quite effective; it is, of course, not perfect. We recognize this and look to mitigate the risks associated with our strategies by diversifying. For instance, the extreme volatility we've recently witnessed has

led us to invest heavily in short-term corporate bonds, which have a more calculable return.

We take great pride in our investment strategies and in the mutual fund that utilizes them. For more information about our investment process, please contact the office. We enjoy hearing from you and, as always, we appreciate the confidence you place in us. That's something we'll never take for granted.