

Merchant Of Hope & Prosperity (Feb 1,2001)

"Where Client Goals Become Our Goals"

Timothy L Ross

Your Independent Financial Advisor

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www.timothyross.com Public Speaking Link

1. THE NUMBERS

DOW JONES: 10983.22 / +95.86 pts or +0.88% / YTD: +1.82%

S&P 500: 1373.45 / +7.44 pts or +0.54% / YTD: +4.03%

NASDAQ: 2782.66 / +9.93 pts or +0.63% / YTD: +12.63%

TSE 300: 9287.70 / -34.20 pts or -0.37% / YTD: +3.96%

FTSE100: 6251.80 / -45.70 pts or -0.73% / YTD: +0.47%

DAX: 6704.68 / -90.46 pts or -1.33% / YTD: +4.21%

CAC: 5899.72 / -98.77 pts or -1.65% / YTD: -0.45%

Crude Oil Futr Mar01: \$29.82 US / +1.16 or +4.5%

Canadian Dollar Close: \$1.4939 Cdn or \$0.6693 US

2. THE MARKETS

U.S. STOCKS CLIMB ON GROWTH OPTIMISM: The Dow Jones Industrial Average posted its fourth straight positive session today as investors bet that lower interest rates will lead to stronger corporate profits. However, the major U.S. indexes wavered in and out of positive territory, despite yesterday's 50-basis-point rate cut by the Fed. SBC Communication, Walt Disney and Alcoa were all higher Thursday. The NASDAQ ended the day slightly in the black, although its gains were a modest nine points.

TSE POSTS SLIGHT LOSS IN HEAVY TRADING: It was an indecisive Thursday on the Toronto Stock Exchange with investors apparently unable to agree on what impact yesterday's Fed rate cut will have on the markets. The TSE closed down 34 points at 9,287, largely due to Nortel, which lost \$1.81 to \$56.80. Analysts are worried the slowing global economy will eventually catch up with Canadian companies. On the positive side, Celestica shares

gained more than 10% after the electronics company reported better-than-expected year-end profits. C-MAC Industries also moved forward after an upbeat profit report.

3. An Interview With Timothy L Ross

Webmaster: I am often asked just what I do in a client review?

General Areas To Be Updated in a Client Review

1. review financial plan, update or prepare one if not in place
2. update Know My Client forms, industry regulations
3. market concerns, opportunity's that are currently available
4. prepare for the correction, and volatility that this market is presenting daily
5. review risk concepts
6. rebalance portfolio's
7. preserve free units
8. discuss estate planning, wills, POA's, pre-arrangements,
9. discuss tax strategy's, tax planning opportunity's
10. discuss goals and make sure our plans are on track with your goals

Referral Tip: People in life transition's are often very open to receiving a Referral from a friend or family member. We are here to help them.

4. E-Commerce

E-Business Reality Check

We have argued for some time now that e-business infrastructure spending was likely to stay healthy and strong for the foreseeable future. Now that it appears the U.S. economy is in the midst of a (pronounced?) slowdown, many analysts are questioning whether this view holds water any longer. Well, if a recent survey of 250 Information Technology and e-business executives taken by the folks at InternetWeek is any indication, it does.

The main results of the survey showed that the majority of companies polled are plowing ahead with Internet technology investments despite the economic slowdown. Among those factors contributing to robust spending on e-business infrastructure are (surprise, surprise) cost and competitive pressures as well as longer-term strategic positions. The survey showed that the average hike in e-business infrastructure spending this year is 40 percent. That's nothing to sneeze at-especially during a time when many analysts are talking about flat to declining sales growth in their industries. Just over 80 percent of the companies surveyed said that concerns about a slowing economy are not causing their company to at least consider scaling back spending on Internet initiatives. Two-thirds of the 250 companies polled said that they expect their e-businesses to improve this year.

No need to recount votes here, folks. Some analysts have taken the view that the carnage in the dotcom (B2C) sector will lessen the competitive pressures on traditional businesses and therefore slow e-business spending in coming months. In our opinion, nothing could be further from the truth. As former Pepsi CIO Steve Schukenbrock notes, a lot of managers got scared by the dotcoms and realized their companies were vulnerable on fronts they didn't even realize existed before. Now all of a sudden, they're seeing a window of opportunity to make thoughtful, strategic investments. These companies are determined not to miss out on the Internet twice, even if it means investing in the Internet during tough economic times. According to a Gartner Group study, e-business will constitute a growing portion of total IT budgets-from 12.7 percent in 2000 to 15.5 percent this

year and to between 30 and 50 percent in 2005. As Gartner analyst Kurt Potter points out, warnings about an economic downturn have been hyped. Potter believes that companies should look at the current environment as an

opportunity to increase spending and leap ahead of their competitors. This makes a great deal of sense to us. Many of the companies we follow have intensified their e-business efforts in an attempt to jump ahead of their competitors. In sum, the picture that emerges from the InternetWeek survey is one of continued vibrant secular growth in the e-business space-a picture that is consistent with our view. Truth be told, we are only in the second inning of a ballgame that is likely to go into extra innings. The e-business revolution has only just begun. Indeed, according to a recent study put out by the University of Texas titled "Measuring the Internet Economy," the Internet is increasingly becoming part of the basic business model for many companies, laying the foundation for even more impressive growth during strong economic conditions. As the authors note, the Internet is rapidly becoming an integral part of the traditional (or what some called the "Old") economy. It will not be long before all successful businesses are e-businesses.

5. Quotes

"We all know a variety of ways to make a living. What's even more fascinating is figuring out ways to make a fortune."

Jim Rohn

REPUTATION

Each of us must be committed to maintaining the reputation of all of us. And all of us must be committed to maintaining the reputation of each of us.

Accuracy builds credibility.

The Bible gives us a list of human stories on both sides of the ledger. One list of human stories is used as examples - do what these people did. Another list of human stories is used as warnings - don't do what these people did. So if your story ever gets in one of these books, make sure they use it as an example, not a warning.

It only takes one lie to taint your entire testimony in a court of law. Honesty is a vital part of having a good reputation.

"To receive your own weekly e-zine from Jim Rohn, go to our link in Recommended Books and see me with Jim Rohn in Chicago " - Timothy Ross "Merchant Of Hope & Prosperity"

6. Thought Tip of The Day

"In times like these, it is helpful to remember that there have always been times like these."- Paul Harvey

An ounce of practice is worth a pound of theory.

The most aggravating thing about the younger generation is that I no longer belong to it. Albert Einstein
American physicist

"An economic forecaster is like a cross-eyed javelin thrower: they don't win many accuracy contests, but they keep the crowd's attention." --

Anonymous

6. Investment/Savings Tip of The Day

Helpful Hint To reduce impulse buying (which can wreck a budget), use a delayed-purchase plan. Buy nothing that is outside your budget unless you wait for 30 days. During those 30 days, determine to find at least two items similar to the one you want to purchase to compare prices. Allow only one new purchase at a time that is not part of your planned budget. Never use credit cards for impulse purchases.

Currently Available on www.timothyross.com

Pre- Paid Legal Service, check out the page, **get yourself the best peace of mind** available on the market, for only a cup of coffee a day, you'll have a top notch national law firm in your back pocket. I personally have had coverage since it was available in Canada, July of 1999, wouldn't be without it. It has saved me lots of money, just on day to day normal legal requirements that have required attending too. You too can have coverage, you can join on-line today. Watch the video and get a membership. I highly recommend it.

7. Personal Investment Thoughts For The Day

Be honest with yourself

"Surely you desire truth in the inner parts" (v.6) -- For reading & meditation: Psalm 51:1-9

Even the most casual reader of Psalm 73 cannot help but be struck by the openness and honesty of the psalmist. He says: "My feet had almost slipped ' for I envied the arrogant" (vv. 2-3). This again is one of the great values of the book of Psalms - it brings home to us the importance of acknowledging what is going on in our hearts when we are caught up in the midst of conflict. I cannot stress enough how spiritually damaging it is to ignore or deny our true feelings. There is a form of teaching going around in some Christian circles today which holds that one should never admit or acknowledge a negative thought or feeling - not even for a single second. Life must be lived positively, it is said, and that means refusing to consider or even glance at anything negative. What nonsense! The people who advocate this approach to life can never have read the book of Psalms. I am

all for a positive approach to life, but positivism first involves facing things realistically no matter how negative they may be. How can you know what you need to be positive about until you have clearly seen what is troubling you? Once an issue is faced, and faced realistically, then the matter can and must be dealt with in a positive way. But to try and be positive without bringing into clear focus what is wrong is like building a house on sand. No matter how much cement is poured into the foundations, and no matter how well the walls are reinforced, when a storm comes it will sink without trace.

PRAYER:

Father, drive this truth deeply into my spirit, for I see that it is not enough to be honest with You and others, I must also be honest with myself. Help me get there and stay there. In Jesus' Name I ask it Amen.

FURTHER STUDY:

Prov. 12:15-22; Lev. 19:11; Mal. 2:6

1. What word does the Bible use for denial?
2. What delights the Lord?

8. Closing Thoughts

It is good to be back writing again. I hope to provide you with good information, thought provoking ideas and reflections that add value to your personal and business life. As the writer of the "Merchant of Hope & Prosperity" I wish you well, I hope I not only entertain you, but bring you Hope, and inspire, educate and direct you to the paths of prosperity. And my prayer is that prosperity is not only financial but total mind, body and soul.

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"Timothy L. Ross, is an Independent Financial Advisor. He provides a full service financial plan for all his valued clients. If you have any questions about your family's goals he can be reached at 613-498-2207, 1-800-667-4662 or by email timross@recorder.ca or advisor@timothyross.com . Most of Mr. Ross's new clients are by referral, so ask your friends and find out why so many family's choose Timothy L Ross as their family's primary financial advisor."

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