



PLANNING STRATEGIES INC.

Registered Investment Advisor



THE BABY IS HERE AND THE TIME HAS COME!

By Lori Fernandez

Many of you may know that my daughter, Melissa and her husband David had a baby boy, Landon, in August of this year. This is my first grandchild - finally! Because my parents lived in another state when Melissa was born, I didn't have the opportunity to have them involved in her daily caretaking. I knew then that it would be important to me to be involved in my grandchildren's care. And so, after much soul searching, I have made the decision to retire from Planning Strategies, Inc.

Creating Planning Strategies with Scott and Mitch back in September of 2001 was such an exciting venture. After working 24 years for one organization whose name and philosophy changed time after time due to mergers in the industry, I found that my allegiance was more in line to clients rather than to my employer. I wanted to be able to develop relationships where clients were the priority. It was with that common goal that Scott, Mitch and I, along with a lot of daring and a lot of luck, opened our doors and never looked back. I have great pride in how our firm has grown by serving our clients well .

I will be working full time until November 21st and then part time until the end of the year. During this time I hope to be able to see all of you to thank you again for your business and just how much I enjoyed

working with you. Many of you have met Kathy Kelly who will be performing much of the functions that I had, in keeping the office running smoothly. She has had many years in the industry and brings great experience and value to Planning Strategies and our clients. You will also be getting to know our newest member of the team, Erika Sackey who has replaced Jennifer. Erika has fifteen years experience as an administrative assistant, coordinating office management and client relationships. I know that both of them will serve you well.

As life changes so do priorities. I will miss my partners and all of our clients, and no doubt think of Planning Strategies every day, and all that it meant to me.

Deja'vu

By Steven Mitchell

It seems to me, that I rarely get a chance to write about the good times we've been enjoying in the markets. I long for the day when I can write to you, warning of the excessive exuberance which is a harbinger of market tops. Those of you that have read my dissertations in the past know what's coming though. For, as surely as the sun sets, and then rises the next morning, the markets will recover from the current doldrums, and the good times will follow.

Continued on Page 2

When preparing to write this, I was trying to remove the dull ache of the financial press's incessant warnings of financial crisis from my frontal lobes. If it isn't Greece, then it's unemployment, or Italy, or Portugal, or China, or consumer confidence, or the Leading Economic Indicators, or the debt ceiling, or blah, blah, blah, blah, blah. Their glass isn't half empty, it's shattered and strewn across the floor!!
Enough already.

It suddenly struck me. I needed to go back in the archives, and dig out an old article I wrote back in the days of the darkest depression of the winter of 2008 – remember, when we almost crashed and burned as a society? That's when indiscriminate selling brought firesale prices to any and every financial asset. The Government intervened by buying GM, bailed out AIG, and spent \$786 Billion on — — — ?

Please enjoy this reprint of that old article. I must admit, it was indeed brilliant, and still amazingly appropriate for today's investors.

But what is the real problem? Simple – we can't see the forest for the trees. The panic and fear that are paraded before us every evening on the nightly ghoulish news is merely a loss of perspective.

The closer we get to these profoundly perturbing events, the more horrible they seem, and the farther away the end seems. In fact, it is always the immediate nature of the crisis du jour that causes us to declare it's unique and horrifyingly distinctive nature. "It's different this time!" Viewed from the perspective of the up close and personal human interest story of the nightly news, every crisis is indeed different – but only in the particular. With every step back, we lose some of that particular, and we gain a broader perspective.

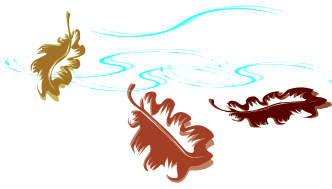
So the \$64,000 Question is this – if indeed, we are not at the edge of some societal precipice, where are we headed? Is it a repeat of the 1930s Depression and the Dust Bowl, as the press would have us believe, or is this a remarkable once in a generation opportunity?

I have shared with some of you, my deep, and profoundly earth shattering viewpoint about what is happening in our markets. Let me try to condense my thesis for public consumption. (Should any of you wish to nominate me for a Nobel Prize in Economics, I will gladly publish the unabridged version). If we look at what has happened in our markets, decade by decade, a fairly recognizable pattern emerges. As measured by the Dow Jones Industrial Average, the 1930's, the 1970's, and the present decade have all been essentially flat decades.

It doesn't take a rocket scientist, to come to the conclusion, that every 30 to 40 years we have a gut-wrenching decade of dimly boring performance (although viewed from the perspective of the nightly ghoulish news, it's apocalyptic). The point that most of my colleagues in the business of providing investment advice proffer, is that following those decades of market rest, there usually follows another 20 to 30 year period of magnificent returns. This of course takes the nightly ghoulish news by complete surprise. Of course, they just turn to the next apocalypse du jour. But that's a different Nobel Prize winning article, which I'll write at a later date.

The thing I find more interesting, is why is this pattern occurring, and what might it tell us about our future? My theorem, is that this pattern is caused by societal shifts which are a result of technological change. If you think about it, prior to the 1930s, America was basically a backwoods country, in which the mom and pop farm was the predominant industry.

Continued from Page 2



Then we hit the bump in the cycle, which was the 1970s. I would suggest that a new change was about to sweep over our society. No, I'm not talking rock and disco music, but the change from an industrial based society to an information based society. Computerization began its trek from the original room-sized behemoths to today's marvels. That change brought about a fabulous transformation of our society. Remember the steel mills closing, the rust belt, and I even recall Lee Iacocca rescuing a certain car company by getting Washington to bail them out (sound familiar?). But it ultimately brought us silicon valley, the internet, iPods, and Wii games.

So what's with the 2000s? It is my contention that we are in another major period of societal upheaval. Globalization is upon us. Gone are the days of our closed societies and economies. When our government forced our bankers to start doing stupid things, it didn't just hurt our economy, the entire world got sick. Whether we like it or not, we are no longer the mighty bastion of world economics, but just one of the key players on the team.

I can hear you nay-sayers already -So why is this good for the markets? Let me answer by saying that this country has led the world since the 1930s. We have been the bastion of freedom and individual responsibility. No other economy is as free as ours. Sure we have our issues, but ultimately the world's greatest businesses have generally sprung forth from our shores. It is my sincere opinion, that no other country has the intellectual or financial capital available, to be able to take the opportunity that confronts us today. Simply, our companies are the management and logistics systems at the heart of the global economy. As the third world begins to reap the benefits of a middle class, those billions of new consumers present a huge opportunity to our management and logistics systems.

The American mom and pop farmers, the steel mill workers, and computer programmers all denied the changes occurring in our society. But their successors have always gone forward and started innovative companies which have dominated the world markets. I have no doubt that such a seismic shift is upon us, and I look forward to riding the wave of unprecedented prosperity we are soon to experience.

Semper Fi

You're From Jersey?! What exit?

By Erika Sackey

8A. That was my exit living in New Jersey for 25 of my 33 years! And yes, I AM a Yankee Fan. I just wanted to take a quick moment to introduce myself to everyone. Some of you have had the chance to meet me and some have spoken to me a few times in the 2 months that I've been here at Planning Strategies. And what a WONDERFUL family I have joined!

I come to PSI after fifteen years as the Administrative Assistant/Office Manager with my previous employer and an educational background in Network Engineering. I spent the last 10+ years in Dallas, TX and returned to my East Coast roots in April of this year and a what a GREAT decision that was! When I'm not in the office you can find me at Wine tastings, perusing the Art Galleries or enjoying the weather with my dog, Callie, at the local park. So, the next time you're in our Lancaster office come up and say hello! I look forward to meeting you all and settling in to my new PSI home!





**FINANCIAL PEACE OF MIND
THROUGH OUTSTANDING SERVICE,
ETHICS AND EXPERIENCE.**

Lori A. Fernandez
Steven M. Mitchell
Scott Glenn Smith
Kathy Kelly
Erika R. Sackey

Planning Strategies, Inc.
Registered Investment Advisor
147 N. Shippen St.
Lancaster, PA 17602
717.207.7123
FAX 717.295.2580
www.visitpsionline.com
Securities offered through

*Have A Wonderful Fall
- Steve, Scott, Lori, Kathy &
Erika*

Little fact about wine....

Drinking wine regularly helps you stay fit and healthy. It has also been found that drinking wine reduces the risk of gum diseases, Alzheimer's disease, stroke and heart diseases. So, the next time you drink wine, remember to TOAST to your health!



Help us grow our business and continue to bring new and improved services to our client family.

Now, more so than ever, the only way to grow our business is through your referrals of friends and family. Please share our unique approach to service and communication. We appreciate our relationships and look forward to intelligent growth with friends like yourselves