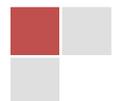


# 2014 Annual Report

Southwestern University  
Financial Analyst Program

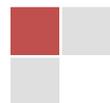


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## Letter to the Shareholders

Dear Fellow Shareholders:

Thank you for being a part of the Southwestern University's Financial Analyst Program (FAP)!

2014 was a disappointing year for our portfolio. The portfolio only beat our benchmark (the S&P 500) 4 months out of the year. Consequently the portfolio grew over 7% less than our benchmark. However the portfolio finished with over \$470,000 and reached a new high of over \$476,000 in November. Despite not surpassing our benchmark, the portfolio outperformed the risk free market rate by .15% per month.

After large cap stocks realized gains in excess of 34% last year the market's growth stabilized to a more normal 12%. This stabilization in conjunction with the end of the Federal Reserve's Quantitative Easing program helped quell some fear of a correction occurring in the market. This fear of the end of the bull market affected our portfolio gains to some extent. Throughout the year the portfolio remained relatively liquid with an average of over \$80,000 in cash every month. With this cash not in the market we missed out on gains either through dividends or increased market value of un-purchased equities.

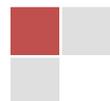
In addition to the portfolio performance the academic merit of the program remains important. The selected students have gained much from the program's rigorous nature and furthered their knowledge in the field of finance.

We hope you find this report helpful and that it inspires your continued support of the Financial Analyst Program.

Sincerely,

Southwestern University Financial Analyst Program

February 26, 2015



## About the Financial Analyst Program

The Financial Analyst Program (FAP) is an undergraduate business curriculum that provides an opportunity for a small group of outstanding Southwestern University (SU) students to work closely with business faculty and industry professionals to develop their skills and experiences as financial analysts. Students are offered intensive, hands-on experiences in applying the concepts of financial analysis and common stock selection and valuation in decision contexts similar to those found in the investments world.

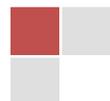
Professor A.J. Senchack, holder of the Lucy King Brown Chair in International Business, designed, developed, and introduced this business curriculum during the 1998-99 academic year. He also initiated a request to create a student-run investment fund, subject to its approval by the SU Board of Trustees. In March 1999, the Fiscal Affairs Committee and Board of Trustees approved this request and authorized the creation of the “Southwestern University Student Investment Fund.” In addition, the Board also authorized the transfer of \$200,000 in SU endowment monies to the FAP as its initial investable funds. The first investment of the Financial Analyst Program was made on March 1, 2000, in Lowe’s Companies, Inc.

This year was marked with a big transition in the program’s history, as Dr. Hazel Nguyen took leadership of the program mid-year for the now retired Professor A.J. Senchack. Since his retirement, Professor Senchack has been kind enough to continue his engagement with the program in order to ensure a smooth transition for the program.

During the academic year, student analysts enroll as a cohort in two business courses—Investments in the fall semester and then Financial Statement Analysis in the spring semester. Students learn how to assess the operating, financial, and investment performance of companies as well as make financial projections using a company’s recent operating history relative to its peer group of competitors. Both fundamental and technical analyses are used by the student analysts.

In addition, throughout the entire academic year, the student analysts are responsible for managing the now \$470,000 investment portfolio that is part of SU’s endowment. This part of the Program benefits from dedicated, state-of-the-art computer equipment and facilities, telecommunications infrastructure, and electronic and hard copy financial databases for evaluating and selecting common stocks for the FAP portfolio. The objective is to earn a risk adjusted return greater than the FAP Portfolio’s benchmarks—the S&P 500 Composite Index and the average large-cap growth mutual fund manager.

This program represents a serious, one-year commitment that requires significant time outside the classroom. Therefore, the Program seeks highly-motivated and committed students to carry out all its investment needs.



## Portfolio Manager and Officers



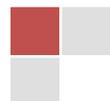
Top row left to right: Andrew Klonower, Elliot Foreman, and Nicholas Sivon  
 Middle row left to right: Matthew Chaltain, Dax Collison, and Ryan Doane  
 Bottom row left to right: Ryan Jones, Emmy Gradisar, Dr. Hazel Nguyen, Chase Eastland, and Nicholas Moore

### **Officer Positions**

**Accountant, Matthew Chaltain:** The accountant monitors the FAP portfolio's performance and on a monthly basis he reports on the portfolio and its benchmarks. As well, he calculates the returns realized with each transaction and prepares the financial statements for the program.

**Economist, Nicholas Sivon:** The economist follows all of the news relating to the market and on a monthly basis issues a report covering the prior month's major events. He is charged with following only the most important indicators and identifying major trends occurring in the market.

**Editor of the Annual Report, Ryan Jones:** The editor of the annual report oversees the creation of all its individual sections and orchestrates the report's formulation. After reviewing each member's contribution, he compiles the pieces into the report you see before you.



**Market Technician, Ryan Doane:** The market technician carefully monitors our primarily technical database, published by Dorsey-Wright, and interprets this information for the group as developments occur and on a monthly basis. He identifies the major technical trends developing and suggests the best manner to leverage those trends and achieve optimal returns.

**Office Manager, Dax Collison:** The office manager keeps records of all the information regarding our activities and ensures easy access to those materials. He monitors all members' duties, including monthly reports, earnings releases and other investment-related information.

**Portfolio Manager, Andrew Klonower:** The portfolio manager does not only set the agenda for each meeting and conduct them, but he led the members and motivate all constituents to stay on top of their jobs and as analysts. As well, he must monitor the portfolio as a whole, as no other member does, looking at the individual securities and their correlations to identify the best direction in which to go.

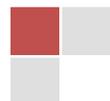
**Public Relations, Elliot Foreman:** The public relations individual heads FAP recruitment, primarily in the spring, developing a brochure, contacting faculty members to speak in their classes, and conversing with and interviewing potential recruits. Finally, he also monitors the technical attributes of our investments in the Dorsey-Wright database.

**Secretary, Nicholas Moore:** The secretary enables communication between FAP members and with outside entities, such as Southwestern faculty, staff and other stakeholders. He also presents an overview of each meeting to the members on a weekly basis.

**Statistician, Emmy Gradisar:** The statistician works with our Morningstar database, amining the breakdown of the FAP portfolio. She analyzes the portfolio based on market capitalization, sector exposure and asset type to identify it relation to our benchmarks. She also uses these insights to identify key current performance drivers and potential trends that could outperform in the future.

**Trader, Ryan Jones:** The trader handles all of our security transactions. He drafts each of the orders that the FAP decides upon and executes them through the business office and Regions bank. He also calculates position sizes and determines the appropriate quantities for each transaction.

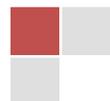
**Webmaster, Chase Eastland:** The webmaster handles the FAP online presence, updating our public information enhancing the value and aesthetics of the FAP website



## Portfolio Objectives

The Student Fund Managers seek the highest level of return, while assuming risks similar to the Standard & Poor's (S&P) 500 Composite Index. Managers also recommend a targeted portfolio of stocks from a broad set of industries. Recommendations are done generally through a top-down approach, selecting an attractive industry first, and then the best stock in that industry.

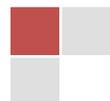
- ✚ The fund purchases common stock issues of domestic and international corporations with large market capitalizations. The fund also purchases shares of exchange traded and mutual funds.
- ✚ The most critical strategy is the fundamental analysis of potential stocks. The managers examine the financial health of the company, looking for companies with growth potential, strong current liquidity, and undervaluation. Through these examinations, the managers find innovative business models that indicate exceptional growth potential.
- ✚ The investment strategy requires detailed economic analysis to identify investment opportunities based on the overall economy.
- ✚ Technical analysis plays an important role in the selection of equities. Fund managers study historical price patterns of stocks to determine buy points, sell points, relative strength, and overall timeliness of securities.
- ✚ The managers monitor currently held stocks and industries to avoid excessive losses and to identify opportunities to accumulate gains from positively performing industries. The managers set sell points, which adjust to market conditions to help capture profits on successful securities.



## Portfolio Strategy

The Fund follows the investment guidelines of the equity funds in Southwestern University's Endowment Funds: to preserve and expand the purchasing power relative to inflation for the future of Southwestern University.

- ✚ The Fund attempts to assume risks similar to those of the Standard and Poor's 500 Index (S&P 500). This means the Fund strives for a high return correlation with its benchmark, the S&P 500. Thus, the Fund attempts to maintain a beta near 1.00 relative to the S&P 500.
- ✚ The Fund looks to realize the highest level of return, consistent with its benchmark's risk level.
- ✚ The Fund seeks a turnover rate of less than 100%. The Fund needs a healthy rate of turnover to achieve its goal of capital growth, but excessive turnover violates the Fund's long-term appreciation strategy and diminishes returns through transaction costs.
- ✚ The Fund also attempts to achieve above average risk-adjusted returns based on the Sharpe and Treynor performance ratios. Positive risk-adjusted returns in both of these measures reflect superior results; therefore, the risk-adjusted returns of each measure should be higher than the S&P 500's risk-adjusted return.
- ✚ The Fund helps the managers gain valuable experience in creating and maintaining a portfolio and developing financial analysis skills in a real world situation.
- ✚ The Fund managers establish buy and sell points to help cut losses by automatically selling portions of a position, or buying additional shares as the stocks cross certain price thresholds.



## 2014 Economic Report and Stock Market Analysis

2014 proved to be another dynamic year for the economy and financial markets. The US equities markets returned to relative normalcy during 2014 in terms of growth. Driven by strong macroeconomic indicators, the Dow, S&P, and NASDAQ all finished with over 10% gains for the year (10.4%, 13.69%, and 13.40% respectively). Volatility for equities also returned to historically normal levels, after having been reduced during the Federal Reserve's Quantitative Easing Program. Ultimately, the investors were willing to ride out the market fluctuations, best capitalized on the continuation of the long-running bull market.

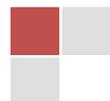
Even though 2014 saw the end of the Federal Reserve's Quantitative Easing program, this era of low interest rates does not appear to be ending anytime in the near future. Yields on 10-Year Treasuries fell throughout the year, and the Fed has indicated that investors should expect the trend to continue.

The US job market recovery could be heralded as one bright spot for the domestic economy. The unemployment rate has fallen below 6%, net monthly job growth has been consistently above 200,000, and wages ended up 2.1% year over year. Long term unemployment figures remain above historical averages, but substantial progress was made in 2014 towards getting the US job market back on track.

The housing market continued to make strides in 2014 as well. Home builder's confidence soared, maintaining levels close to the nine-year high. The year was capped off with the month of December having the highest number of single family housing starts in seven years. Combined with the expectations of sustained low interest rates into the near future, these factors suggest the positive housing trend may spill over into 2015.

While growth remained sluggish for international economies, the US dollar rose in value to an almost 10 year high against the Euro. The US dollar's strength can be expected to continue as long as foreign economies continue to struggle, and the Federal Reserve maintains its commitment to keeping interest rates low.

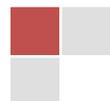
Perhaps the biggest loser of the year was Russia. Devastated by international sanctions and falling oil prices, the Ruble and the Russian economy limped out of 2014, and there does not appear to be an end in sight. Troubles in Russia spilled over into the Eurozone as well.



For the Eurozone as a whole, the weakened Euro and sluggish economic performance continued to take their toll on member nations. Greece's continued political and economic turmoil coupled with Italy dipping back into recession are just some examples of shortcomings for a region which continues to lag behind the United States' economic recovery, despite aggressive efforts from the European Central Bank to stimulate the region.

The latter half of 2014 has witnessed a historical drop in the price of crude oil. Traditional oil giants such as Saudi Arabia continue their high rate of production in an effort to undercut profits from North American shale producers. The increase in consumers' disposable income from savings at the pump should begin to pay dividends for the economy in the coming year.

Looking forward to 2015, key themes to watch are how international economies handle their own recoveries, and whether or not the current US bull market can continue its trend.



## Short Term Strategy and Sector Allocation

### Quarter One

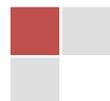
During the first quarter we invested about 40% large growth stocks, and 30% mid growth stocks. Early part of the quarter these heavily weighted stock had performances in the top three. In the end of the quarter the performance was much worse in these stock groups, some of the worst performances. We are very heavily weighted in the US and Canada which were ranked in the top three performers. Our overweight sectors (Consumer Cyclical, Industrial and Healthcare) over performed compared to the S&P, and none of our underweight sectors (Energy, Consumer Defensive, Communication Services, and Financial Services) over performed.

### Quarter Two

In the second quarter we invested 32% in large growth stocks, which had performance averaging at 3.74%. The second largest invested stocks were large core, at 19.5% with an average performance of 3.045%. The best performing category was large value with 4.233%, and we had 13.5% of our portfolio invested there. We remain heavily weighted in US and Canada, which had varying performance throughout the quarter, although even when it ranked lower relatively the return was positive. Our overweight sectors, Consumer Cyclical and Industrial, both outperformed the S&P. Our underweight sectors, Energy, Consumer Defensive and Technology, had only the latter two outperforming the S&P.

### Quarter Three

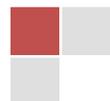
In the third quarter we invested 37.67% in large growth, which had continuous top performance at 2.768%. The second biggest investment was in large core stocks at 15.33%, and for the quarter they had average relative performance at 1.41%. Our Heaviest weight is the US and Canada as usual, but we added a large portion to Asia and Australia, about 10.02% (from purchase of Chinese stocks). The US and Canada region had frequent top performance and Asia and Australia had worse performances staying below the average. Our overweight sectors, Consumer Cyclical, Real Estate and Industrials, underperformed the S&P for the majority of the quarter. Our underweight sectors, Energy, Technology and Healthcare, all under performed.



**Quarter Four**

In the fourth quarter we held 41.67% on average in large growth stocks with an average return of 3.437%. We held 17.33% of large core stocks, which had an average return of 5.298%. During this quarter small cap stocks did perform very well occasionally out performing large cap stocks. We became even more heavily weighted in the US and Canada averaging 91.02% with top overall performance. The rest of the world had poor performance for the majority of the quarter.

In the beginning of this quarter we were weighted similarly to the third quarter in Asia and Australia, but they had poor performance and were sold by the end of the quarter. Our overweight sectors, Consumer Cyclical, Real Estate, Industrials, Technology and Sensitive, outperformed the S&P for the majority of the quarter (one or two varied). Our underweight sectors, Financial Services, Defensive and Technology, frequently underperformed relative to the S&P.

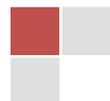


## Best and Worst Investment Ideas

Each week the Financial Analyst program meets to digest the changes in the market and economic environment from the previous week. We seek to make educated decisions so as to improve our portfolio in both bull and bear markets. Many of our decisions are based upon both present and future predictions.

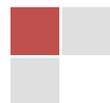
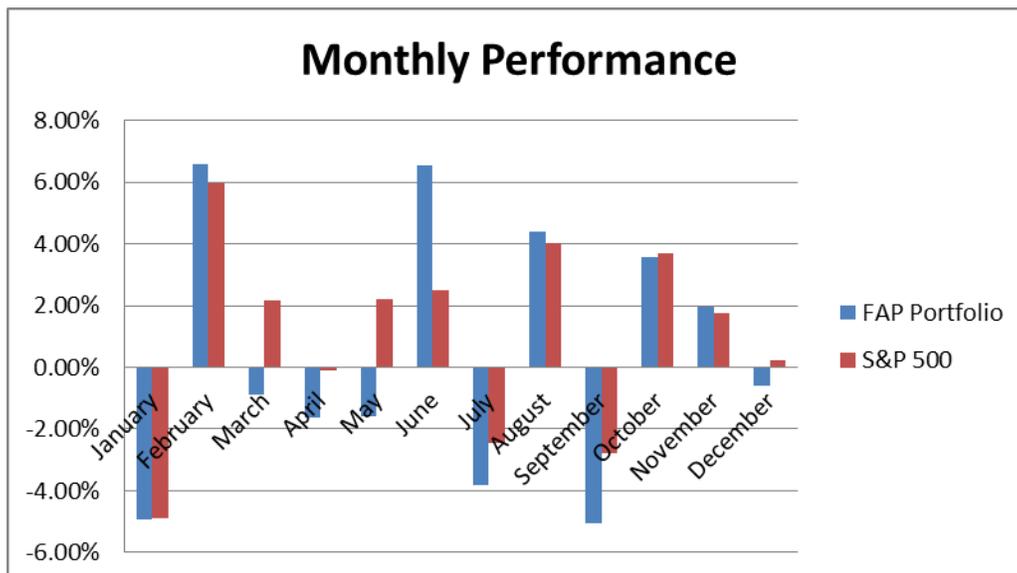
The program's best investment for the year was Union Pacific Corporation (UNP). The rail road company increased in value by 96.26% for the year. The next best investment was in the Walt Disney Company (DIS). We purchased DIS at \$71.09 and the stock reached a year end value of \$94.29.

The worst investment idea for the year was really our inability to get back to stay fully invested throughout the year. We had heavy cash balances over \$100,000 from June to September due in part to the summer break hindering the ability to act efficiently as a group, and our fear of market correction. This heavy cash balance left us unprepared to take advantage of the strong gains by the market this year. Several stocks we sold prematurely realized strong gains after our sell. The top performing of these was Alaska Air Group Inc. (ALK). After our sell of the airline company gas prices began to plummet thus causing the airline industry to benefit. We were unable to benefit from this industry until we purchased Southwest Airlines (LUV) in November.



## 2014 Portfolio Monthly Return

Month Ending	Portfolio Cash Value	Portfolio Equities Value	Total Portfolio Value	S&P 500 Value	Portfolio Monthly Change	S&P Monthly Change
December (2013)	5,624	450,536	456,160	1,831.37		
January	43,424	390,256	433,680	1,741.89	-4.93%	-4.89%
February	22,329	439,843	462,172	1,845.73	6.57%	5.96%
March	88,239	369,897	458,136	1,885.52	-0.87%	2.16%
April	80,395	370,316	450,711	1,883.68	-1.62%	-0.10%
May	80,446	363,136	443,582	1,924.97	-1.58%	2.19%
June	105,203	367,457	472,661	1,973.32	6.56%	2.51%
July	128,588	326,024	454,611	1,925.15	-3.82%	-2.44%
August	180,726	293,921	474,647	2,002.28	4.41%	4.01%
September	138,744	311,023	450,667	1,946.16	-5.05%	-2.80%
October	15,513	451,308	466,821	2,017.81	3.58%	3.68%
November	7,419	468,607	476,026	2,053.44	1.97%	1.77%
December	107,262	366,227	473,262	2,058.20	-0.58%	0.23%
Average Return					0.39%	1.02%
Annual Return					4.63%	12.28%



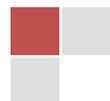
## Sharpe and Treynor Risk-Adjusted Performance

The following table contains the Sharpe and Treynor risk-adjusted performance measures for the Financial Analyst Program Portfolio and the S&P 500 for 2014.

	Risk-Free Rate	FAP Portfolio	S&P 500
Average Monthly Return	0.27%	0.42%	1.02%
Standard Deviation		4.17%	3.15%
Market Beta		1.16713	1
Sharpe Ratio		0.0776	0.3049
Treynor Ratio		0.0028	0.0096

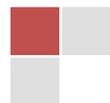
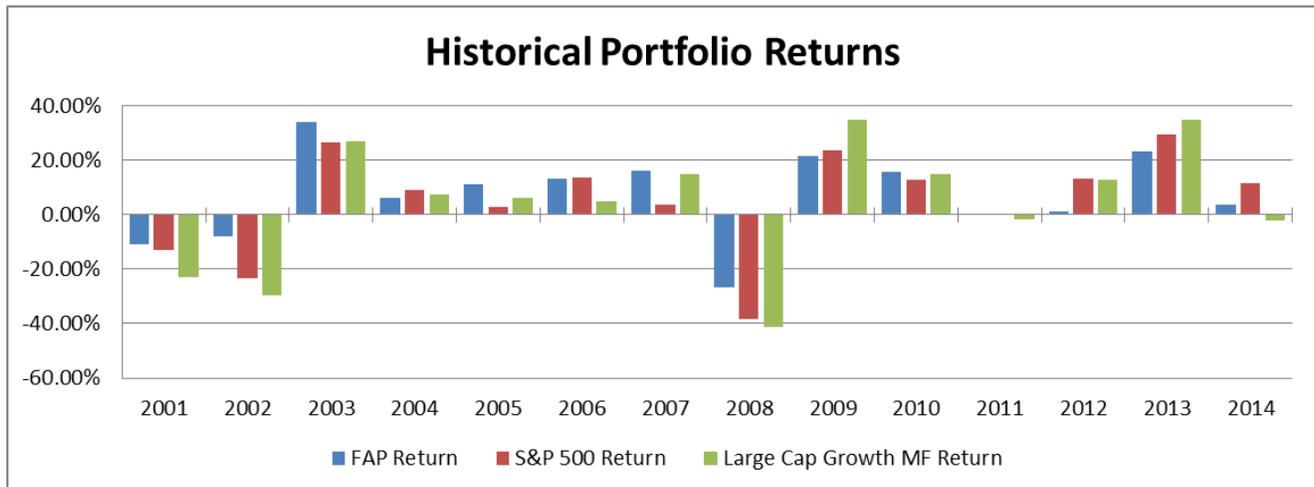
The Sharpe measure starts with the average risk premium, which is found by taking the portfolio return minus the average risk-free rate, or .27%, calculated by averaging the 3 month Treasury bill rate for the year. This risk premium is then divided by the portfolio standard deviation of monthly returns, 0.42%. The resulting Sharpe risk-adjusted performance value of 0.0776 for our portfolio compared to the 0.3049 value for the S&P indicates that our portfolio produced a lower risk-adjusted return (earned a lower return per unit of risk) than our benchmark, the S&P 500 Index, did.

The Treynor measure also begins with the same average risk premium as found with the Sharpe measure. This average risk premium is then divided by the portfolio's systematic, or beta, risk of 1.17. The resulting portfolio value of 0.0028 compared to the S&P's 0.0096 indicates that our portfolio underperformed our benchmark on a risk-adjusted return basis.



## Historical Performance Comparison

Year	FAP Return	S&P 500 Return	Large Cap Growth MF Return
2001	-11.10%	-13.04%	-22.90%
2002	-8.10%	-23.37%	-29.60%
2003	34.10%	26.38%	27.00%
2004	6.30%	8.99%	7.20%
2005	11.20%	3.00%	6.20%
2006	13.10%	13.62%	4.70%
2007	16.00%	3.55%	14.80%
2008	-26.60%	-38.47%	-41.40%
2009	21.40%	23.49%	34.90%
2010	15.60%	12.64%	14.80%
2011	0.03%	0.00%	-1.90%
2012	0.95%	13.29%	12.73%
2013	22.99%	29.60%	34.66%
2014	3.75%	11.39%	-2.14%

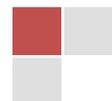


## 2014 Portfolio Financial Statements

### Quarter One

	Ticker	Shares	Cost/Share	Cost Basis	Price/Share	Market Value
Cash and Cash Equivalents				88,239.00		88,239.00
Equities:						
SPDR S&P 500 ETF	SPY	270	165.97	44,811.90	188.86	50,992.20
Fidelity Nasdaq Composite Tr Stk ETF	ONEQ	290	158.185	45,873.65	157.55	45,689.50
ProShares Ultra Russell2000	UWM	320	79.185	25,339.20	89.27	28,566.40
Union Pacific Corporation	UNP	90	121.53	10,937.70	189.08	17,017.20
Magna International Inc.	MGA	275	80.13	22,035.75	99.29	27,304.75
Schwab US Dividend Equity ETF	SCHD	390	28.38974359	11,072.00	37.07	14,457.30
SPDR S&P Regional Banking ETF	KRE	800	27.38	21,904.00	42.11	33,688.00
Vanguard Dividend Appreciation ETF	VIG	180	59.29	10,672.20	75.85	13,653.00
On Assignment Inc.	ASGN	400	26.74	10,696.00	38.78	15,512.00
BorgWarner Inc.	BWA	400	53.18	21,272.00	63.6	25,440.00
Michael Kors Holdings Limited	KORS	280	78.94	22,103.20	95.03	26,608.40
The Walt Disney Company	DIS	320	70.58	22,585.60	81.57	26,102.40
Tata Motors Limited	TATA	700	34.61	24,227.00	36.8	25,760.00
TransDigm Group Incorporated	TDG	125	174.88	21,860.00	185.62	23,202.50
Total Common Stock				315,390.20		373,993.65
Total Assets				403,629.20		462,232.65

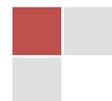
Beginning Portfolio Value (1/1/14)	456,160
Ending Portfolio Value (3/31/14)	462,233
% Change for 1st Quarter 2014	1.33%



**Quarter Two**

	Ticker	Shares	Cost/Share	Cost Basis	Price/Share	Market Value
Cash and Cash Equivalents				105,203		105,203
Equities:						
SPDR S&P 500 ETF	SPY	270	165.97	44,811.90	193.74	52309.8
Fidelity Nasdaq Composite Tr Stk ETF	ONEQ	130	158.19	20,564.09	172.11	22374.3
ProShares Ultra Russell2000	UWM	180	77.78	14,000.40	89.04	16027.2
Union Pacific Corporation	UNP	90	195.49	17,594.10	98.87	8898.3
Magna International Inc.	MGA	275	101.15	27,816.25	107	29425
Schwab US Dividend Equity ETF	SCHD	390	37.48	14,618.40	37.76	14726.4
SPDR S&P Regional Banking ETF	KRE	800	37.96	30,368.00	39.96	31968
Vanguard Dividend Appreciation ETF	VIG	180	76.17	13,710.30	77.56	13960.8
On Assignment Inc.	ASGN	400	35.57	14,228.00	35.57	14228
BorgWarner Inc.	BWA	400	61.01	24,404.00	64.91	25964
Michael Kors Holdings Limited	KORS	280	94.02	26,325.60	88.65	24822
The Walt Disney Company	DIS	320	82.61	26,435.60	84.66	27091.2
Tata Motors Limited	TTM	700	39.51	27,657.00	39.89	27923
TransDigm Group Incorporated	TDG	125	187.59	23,448.75	167.27	20908.75
Alaska Air Group, Inc.	ALK	230	97.23	22,362.90	47.29	10876.7
Eastman Chemical Co.	EMN	250	85.23	21,307.50	86.53	21632.5
Total Common Stock				369,652.79		363,135.95
Total Assets				474,855.79		468,338.95

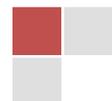
Beginning Portfolio Value (3/31/14)	462,233
Ending Portfolio Value (6/30/14)	468,339
% Change for 2nd Quarter 2014	1.32%



## Quarter Three

	Ticker	Shares	Cost/Share	Cost Basis	Price/Share	Market Value
Cash and Cash Equivalents				138,744.00		138,744.00
Equities:						
SPDR S&P 500 ETF	SPY	270	165.97	44,811.90	193	52,204.50
Fidelity Nasdaq Composite Tr Stk ETF	ONEQ	260	158.19	41,128.10	172	44,746.00
ProShares Ultra Russell2000	UWM	180	79.19	14,253.30	74	13,240.80
Union Pacific Corporation	UNP	180	60.77	10,937.70	106	19,009.80
Schwab US Dividend Equity ETF	SCHD	390	28.39	11,072.00	38	14,781.00
SPDR S&P Regional Banking ETF	KRE	800	27.38	21,904.00	37	29,960.00
Vanguard Dividend Appreciation ETF	VIG	480	59.29	28,459.20	76	36,412.80
Imperial Oil Ltd.	IMO	230	51.86	11,927.80	46	10,664.40
EOG Resources, Inc.	EOG	115	104.88	12,061.20	95	10,938.80
CBRE Group, Inc.	CBG	760	31.19	23,704.40	29	22,040.00
The Walt Disney Company	DIS	320	70.58	22,585.60	86	27,452.80
Tata Motors Limited	TTM	700	34.61	24,227.00	44	30,492.00
				267,072.20		311,942.90
Total Assets				405,816.20		450,686.90

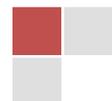
Beginning Portfolio Value (6/30/14)	477,661
Ending Portfolio Value (9/30/14)	450,687
% Change for 3rd Quarter 2014	-5.65%



## **Quarter Four**

	Ticker	Shares	Cost/Share	Cost Basis	Price/Share	Market Value
Cash and Cash Equivalents				107,034.64		107,034.64
Equities:						
Advance Auto Parts Inc.	AAP	170	153.31	26,062.70	159.55	27,123.50
CBRE Group, Inc.	CBG	760	31.19	23,704.40	34.29	26,060.40
ProShares Ultra Russell2000	DIS	320	70.58	22,585.60	94.29	30,172.80
Facebook, Inc.	FB	300	80.60	24,180.00	78.04	23,412.00
Southwest Airlines Co.	LUV	680	38.00	25,840.00	42.31	28,770.80
Fidelity Nasdaq Composite Tr Stk ETF	ONEQ	260	158.19	41,128.10	187.58	48,770.80
PowerShares QQQ Trust, Series 1	QQQ	250	101.23	25,306.25	103.27	25,817.50
Roper Industries Inc.	ROP	160	157.98	25,276.80	156.42	25,027.20
Schwab US Dividend Equity ETF	SCHD	1040	34.38	35,752.50	39.31	41,506.40
Skyworks Solutions Inc.	SWKS	400	59.35	23,740.00	72.76	29,104.00
Union Pacific Corporation	UNP	180	60.77	10,937.70	119.26	21,466.80
Vanguard Dividend Appreciation ETF	VIG	480	59.29	28,459.20	81.24	38,995.20
Total Common Stock				312,973.25		366,227.40
Total Assets				420,007.89		473,262.04

Beginning Portfolio Value (9/30/14)	450,687
Ending Portfolio Value (12/31/14)	473,262
% Change for 4th Quarter 2014	5.01%



## Portfolio Activity – Purchases

### Quarter One

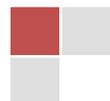
Company Name	Ticke	Posting Date	Shares	Price per Share	Outlay
JB Hunt Transportation Services	JBHT	1/29/2014	300	\$ 76.95	\$ 23,103.00
Transdigm Group Inc.	TDG	2/19/2014	125	\$ 174.88	\$ 21,867.75
Tripadvisor Inc.	TRIP	2/25/2014	127	\$ 96.47	\$ 12,259.58
SPDR S&P 500 ETF	SPY	2/25/2014	120	\$ 184.49	\$ 22,146.00
Ultra Russell 2000 Proshares	UWM	2/25/2014	140	\$ 84.90	\$ 11,894.40
Fidelity NASDAQ Composite Index Tracking	ONEQ	2/25/2014	130	\$ 168.47	\$ 21,908.90
Tata Motors Ltd.	TTM	3/4/2014	700	\$ 34.61	\$ 24,269.00
TOTAL					\$ 137,448.63

### Quarter Two

Company Name	Ticke	Posting Date	Shares	Price per Share	Outlay
Alaska Air Group Inc.	ALK	4/29/2014	230	\$ 94.60	\$ 21,771.80
Eastman Chemical Co.	EMN	4/29/2014	250	\$ 87.37	\$ 21,855.00
TOTAL					\$ 43,626.80

### Quarter Three

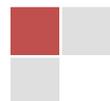
Company Name	Ticke	Posting Date	Shares	Price per Share	Outlay
Fidelity NASDAQ Composite Index Tracking	ONEQ	9/4/2014	130	\$ 179.38	\$ 23,326.90
Vanguard Dividend Appreciation Index Fd ETF	VIG	9/4/2014	300	\$ 77.86	\$ 23,376.00
CBRE Group Inc.	CBG	9/9/2014	760	\$ 31.19	\$ 23,748.71
EOG Resources Inc.	EOG	9/9/2014	115	\$ 104.88	\$ 12,068.10
Imperial Oil Ltd.	IMO	9/9/2014	230	\$ 51.86	\$ 11,941.60
TOTAL					\$ 94,461.31



**Quarter Four**

Company Name	Ticke	Posting Date	Shares	Price per Share	Outlay
Facebook Inc.	FB	10/28/2014	300	\$ 80.60	\$ 24,198.00
Schwab US Dividend Equity	SCHD	10/28/2014	650	\$ 37.97	\$ 24,719.50
Gilead Sciences Inc.	GILD	10/30/2014	220	\$ 112.86	\$ 24,842.20
Landstar Systems Inc.	LSTR	11/3/2014	350	\$ 74.75	\$ 26,183.50
Roper Industries Inc.	ROP	11/5/2014	160	\$ 157.98	\$ 25,286.40
Skyworks Solutions Inc.	SWKS	11/5/2014	200	\$ 58.03	\$ 11,618.00
Baidu Inc.	BIDU	11/5/2014	110	\$ 241.82	\$ 26,606.80
PowerShares QQQ Trust, Series 1	QQQ	11/5/2014	250	\$ 101.23	\$ 25,321.25
Skyworks Solutions Inc.	SWKS	11/10/2104	200	\$ 60.66	\$ 12,144.00
Southwest Airlines Co.	LUV	11/12/2014	680	\$ 38.00	\$ 25,880.80
Discover Financial Services	DFS	11/18/2014	360	\$ 64.90	\$ 23,384.59
Advance Auto Parts Inc.	AAP	12/9/2014	170	\$ 153.31	\$ 26,073.60
TOTAL					\$ 276,258.64

TOTAL 2014					\$ 551,795.38
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## Portfolio Activity – Sales

### Quarter One

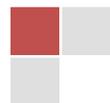
Company Names	Ticke	Posting Date	Shares	Price per Share	Outlay
Discovery Communications	DISCA	1/29/2014	300	\$ 79.50	\$ 23,831.58
Ocwen Financial Corp.	OCN	1/29/2014	400	\$ 47.11	\$ 18,819.67
SPDR Oil & Gas Equipment Services ETF	XES	2/3/2014	450	\$ 40.52	\$ 18,207.00
On Assignment Inc.	ASGN	2/4/2014	400	\$ 30.40	\$ 12,135.78
Tripadvisor Inc.	TRIP	2/4/2014	122	\$ 78.00	\$ 9,508.51
Las Vegas Sands Corporation	LVS	2/20/2014	300	\$ 78.96	\$ 23,669.58
Celgen Corporation	CELG	6/13/1900	155	\$ 165.72	\$ 25,676.85
JB Hunt Transportation Services	JBHT	2/13/2014	300	\$ 73.49	\$ 22,028.61
Soufun Holdings Ltd.	SFUN	3/11/2014	100	\$ 97.32	\$ 9,725.83
TOTAL					\$ 163,603.41

### Quarter Two

Company Names	Ticke	Posting Date	Shares	Price per Share	Outlay
Facebook Inc.	FB	4/2/2014	300	\$ 61.34	\$ 18,384.58
Tripadvisor Inc.	TRIP	4/2/2014	250	\$ 89.91	\$ 22,462.00
iShares NASDAQ BioTechnology ETF	IBB	4/2/2014	80	\$ 236.16	\$ 18,888.00
Soufun Holdings LTD.	SFUN	4/2/2014	250	\$ 67.85	\$ 16,946.62
Fidelity NASDAQ Composite Index Tracking	ONEQ	4/21/2014	160	\$ 155.78	\$ 24,914.40
Ultra Russell 2000 Proshares	UWM	4/21/2014	140	\$ 76.10	\$ 10,645.60
Eastman Chemical Co.	EMN	5/22/2014	250	\$ 84.18	\$ 21,029.53
TOTAL					\$ 133,270.73

### Quarter Three

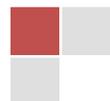
Company Names	Ticke	Posting Date	Shares	Price per Share	Outlay
Michael Kors Holdings Ltd.	KORS	7/22/2014	280	\$ 82.67	\$ 23,130.28
Transdigm Group Inc.	TDG	8/6/2014	125	\$ 168.12	\$ 21,007.03
On Assignment Inc.	ASGN	8/8/2014	400	\$ 27.62	\$ 11,022.75
Alaska Air Group Inc.	ALK	8/13/2014	460	\$ 43.02	\$ 19,761.16
Borg Warner Inc.	BWA	9/23/2014	400	\$ 58.38	\$ 23,327.48
Magna International Inc.	MGA	9/29/2014	275	\$ 104.26	\$ 28,654.36
TOTAL					\$ 126,903.06



**Quarter Four**

Company Names	Ticke	Posting Date	Shares	Price per Share	Outlay
Ultra Russell 2000 Proshares	UWM	10/2/2014	180	\$ 77.90	\$ 14,011.20
EOG Resources Inc.	EOG	10/2/2014	115	\$ 97.35	\$ 11,187.53
Imperial Oil Ltd.	IMO	10/7/2014	230	\$ 46.82	\$ 10,754.56
SPDR S&P Regional Banking ETF	KRE	10/22/2014	800	\$ 36.73	\$ 29,336.48
SPDR S&P 500 ETF	SPY	11/12/2014	125	\$ 202.91	\$ 25,356.25
Gilead ScienceS Inc.	GILD	11/18/2014	220	\$ 104.03	\$ 22,872.89
SPDR S&P 500 ETF	SPY	11/18/2014	25	\$ 203.53	\$ 5,086.75
SPDR S&P 500 ETF	SPY	12/9/2014	120	\$ 207.66	\$ 24,912.00
Discover Financial Services	DFS	12/22/2014	360	\$ 61.29	\$ 22,042.31
Tata Motors Company Ltd.	TTM	12/22/2014	700	\$ 40.50	\$ 28,307.37
Baidu Inc.	BIDU	12/22/2014	110	\$ 221.89	\$ 24,400.66
Landstar Systems Inc.	LSTR	12/23/2104	350	\$ 72.32	\$ 25,290.44
TOTAL					\$ 243,558.44

TOTAL 2014					\$ 667,335.64
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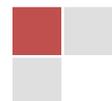
## Portfolio Activity – Cash Dividends

### Quarter One

Company Name	Ticker	Posting Date	Shares	Dividend per Shar	Cash Received
Union Pacific Corporation	UNP	1/2/2014	90	\$ 0.79	\$ 71.10
Walt Disney Company	DIS	1/16/2014	320	\$ 0.86	\$ 275.20
SPDR S&P 500 ETF	SPY	1/31/2014	150	\$ 0.98	\$ 147.04
Borg Warner Inc.	BWA	2/18/2014	400	\$ 0.13	\$ 50.00
JB Hunt Transportation Services	JBHT	2/27/2014	300	\$ 0.20	\$ 60.00
Fidelity NASDAQ Composite Index Tracking	ONEQ	3/28/2014	290	\$ 0.79	\$ 229.10
Vanguard Dividend Appreciation Index Fd ETF	VIG	3/28/2014	180	\$ 0.33	\$ 59.22
Schwab US Dividend Equity	SCHD	3/28/2014	390	\$ 0.25	\$ 96.64
Magna International Inc.	MGA	3/28/2014	275	\$ 0.38	\$ 104.50
SPDR S&P Regional Banking ETF	KRE	3/31/2014	800	\$ 0.12	\$ 94.86
TOTAL					\$ 1,187.66

### Quarter Two

Company Name	Ticker	Posting Date	Shares	Dividend per Shar	Cash Received
Union Pacific Corporation	UNP	4/1/2014	90	\$ 0.91	\$ 81.90
SPDR S&P 500 ETF	SPY	4/30/2014	270	\$ 0.82	\$ 222.64
Borg Warner Inc.	BWA	5/16/2014	400	\$ 0.13	\$ 50.00
Alaska Air Group Inc.	ALK	6/10/2014	230	\$ 0.25	\$ 57.50
Magna International Inc.	MGA	6/13/2014	275	\$ 0.38	\$ 104.50
Transdigm Group Inc.	TDG	6/26/2014	125	\$ 25.00	\$ 3,125.00
Fidelity NASDAQ Composite Index Tracking	ONEQ	6/27/2014	130	\$ 0.47	\$ 61.10
Vanguard Dividend Appreciation Index Fd ETF	VIG	6/27/2014	130	\$ 0.41	\$ 73.44
Schwab US Dividend Equity	SCHD	6/27/2014	390	\$ 0.27	\$ 105.03
SPDR S&P Regional Banking ETF	KRE	6/30/2014	800	\$ 0.17	\$ 133.67
TOTAL					\$ 4,014.78



### Quarter Three

Quarter Three	Column1	Column2	Column3	Column4	Column5
Company Name	Ticker	Posting Date	Shares	Dividend per Share	Cash Received
Union Pacific Corporation	UNP	7/1/2014	180	\$ 0.46	\$ 81.90
SPDR S&P 500 ETF	SPY	7/31/2014	270	\$ 0.94	\$ 252.91
Tata Motors Ltd.	TATA	8/14/2014	700	\$ 0.16	\$ 112.47
Magna International Inc.	MGA	9/12/2014	275	\$ 0.38	\$ 104.50
Borg Warner Inc.	BWA	9/16/2014	400	\$ 0.13	\$ 52.00
Fidelity NASDAQ Composite Index Tracking	ONEQ	9/26/2014	260	\$ 0.36	\$ 93.60
Vanguard Dividend Appreciation Index Fd ETF	VIG	9/26/2014	480	\$ 0.39	\$ 187.20
Schwab US Dividend Equity	SCHD	9/26/2014	390	\$ 0.25	\$ 99.22
SPDR S&P Regional Banking ETF	KRE	9/29/2014	800	\$ 0.17	\$ 132.92
TOTAL					\$ 1,116.72

### Quarter Four

Company Name	Ticker	Posting Date	Shares	Dividend per Share	Cash Received
Union Pacific Corporation	UNP	10/1/2014	180	\$ 0.50	\$ 90.00
SPDR S&P 500 ETF	SPY	10/31/2014	270	\$ 0.94	\$ 253.58
Landstar Systems Inc.	LSTR	12/5/2014	350	\$ 0.07	\$ 24.50
Skyworks Solutions Inc.	SWKS	12/11/2014	400	\$ 0.13	\$ 52.00
Vanguard Dividend Appreciation Index Fd ETF	VIG	12/24/2014	480	\$ 0.46	\$ 219.84
Fidelity NASDAQ Composite Index Tracking	ONEQ	12/26/2014	260	\$ 0.59	\$ 153.40
Schwab US Dividend Equity	SCHD	12/29/2014	1040	\$ 0.28	\$ 286.42
PowerShares QQQ Trust, Series 1	QQQ	12/31/2014	250	\$ 0.39	\$ 96.70
TOTAL					\$ 1,176.44

TOTAL 2014					\$ 7,495.60
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