



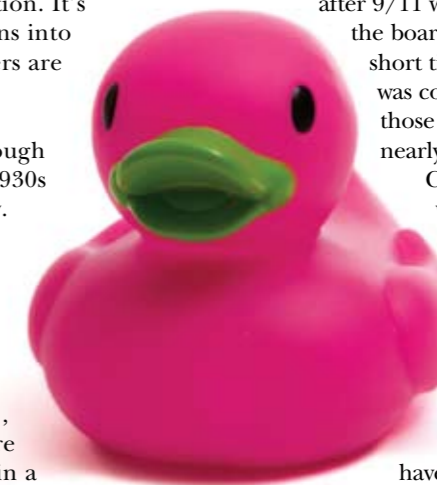
“At forks in the road like these we have two choices: participate in the fear or rise above it.”

# Au *Contraire*

**H**ave you ever noticed that some people seem to succeed amidst despair? While many may be loosing their shirts, others are buying new suits. Why is that? Perhaps it's because they understand the power of *opposite*, or the contrarian investment style as it's called.

Contrarians watch what the masses do and then go in the opposite direction. It's similar to the fireman who runs into a burning building while others are running out.

It has been said that more millionaires were created through the Great Depression of the 1930s than any other time in history. Why? Because as others were dropping their portfolios quicker than a bad habit, a select few were buying them up at bargain basement deals. Once the market shifted and self-adjusted (as all things do), those who held the lion's share of stock became very wealthy in a relatively short amount of time.



Imagine if you purchased airline holdings the day after 9/11 when airline stocks tumbled across the board because of the tragedy. Only a short time later, they rebounded to what was considered normal trading values; those same stocks had become worth nearly twice what they had been.

Can you see where we are going with this? Today's economy is very reminiscent of days gone past. Many people are pulling out and running through the streets sounding the alarm. In other words, they are fleeing from that burning building. Are you going to join them?

At forks in the road like these we have two choices: participate in the fear or rise above it.