

# THE STAPPAS PERSPECTIVE

Paul G STAPPAS/ 908-369-6843

## DID YOU HEAR THE GOOD NEWS

It seems that the information provided through the media continues to be negative. It seems that there is absolutely no GOOD news available. Unfortunately that is the media – GOOD NEWS DON'T SELL.

Contrary to what the media promotes there is GOOD NEWS. Here is a partial list of GOOD NEWS that most people probably were not aware of:

3/6/09 The AP stated in a recent article "The Federal Reserve said Friday that the borrowing increased at an annual rate of \$1.76 billion in the first month of the year. Economists expected borrowing to decline at a rate of \$5 billion." (NOTE this is only off by \$6.5 billion, which is an error of 233.33%)

3/8/09 Per star ledger - since 1932 the S&P 500 has gained an average of 46 % in the year after stocks have hit bottom. This recession is in its 15th month and is now the longest than all but two.

3/10/09 As reported on CNNMoney.com "AT&T to add 3,000 jobs- The telecommunications company plans to invest \$17 to \$18 billion in 2009 capital spending." (I would think this deserved greater notice by the media, it shows jobs are available)

3/12/09 As reported by the AP "The Commerce Department said retail sales fell by 0.1 percent in February -- less than the 0.5 percent drop economists predicted, but the seventh decline in eight months." (NOTE this is only 80% off the expert's estimates. I think that is pretty good, it shows a slowing of a down trend. But just notice the negative last 7 words). Retail sales posted a surprising 0.7 percent gain, excluding automobiles, in February. (Notice the word 'surprising').

Also on this date, as reported in the STAR LEDGER, "Kohl's to open 19 new stores across the country including stores in Sussex and Ocean counties NJ that will add 300 new jobs just in NJ."

3/14/09 As reported in the STAR LEDGER "Stimulus funds starting to show results. As noted in the recent article "Plumbing, electrical and other upgrades to Amtrak facilities nationwide, including

## PG STAPPAS

760 Vanessa Lane  
Neshanic Station,  
NJ 08853  
USA

PHONE:  
908-369-6843

FAX:  
908-364-9449

E-MAIL:  
pgstappas@  
comcast.net

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Newark and Penn Station" will be funded."

3/17/09 As reported by the AP  
"Housing starts surge; wholesale prices edge up  
Tuesday March 17, 2:40 pm ET By Martin Crutsinger, AP Economics  
Writer. Housing construction posts unexpected surge, while  
wholesale prices moderate  
WASHINGTON (AP) -- Housing construction posted a surprisingly  
large increase in February, bolstered by strength in all parts of the  
country except the West.  
The Commerce Department reported Tuesday that construction of  
new homes and apartments jumped 22.2 percent in February"

3/18/09 Another 80% error by the experts. The AP reports this:  
"The New York-based Conference Board's monthly forecast of  
economic activity fell 0.4 percent last month. Economists surveyed  
by Thomson Reuters expected a 0.6 percent decline." The article;  
however, continues to emphasize the declines over the past 19  
months and has a negative tone.

The following article also from the AP indicates another positive step  
but has not really been emphasized by the media: "General Electric  
Co. expects its struggling finance unit to be profitable in the first  
quarter of 2009 and for the full year."

3/23/09 Here is another "unexpected" improvement as reported by  
the AP. This one is in home sales and it is also important to note  
that this was the largest increase since 2003.  
WASHINGTON (AP) -- Sales of existing homes rose from January to  
February in an unexpected boost for the slumping U.S housing  
market as buyers took advantage of deep discounts on  
foreclosures.

The National Association of Realtors said Monday that sales of  
existing homes grew 5.1 percent to an annual rate of 4.72 million  
last month, from 4.49 million units in January. It was the largest  
sales jump since July 2003.  
Sales had been expected to fall to an annual pace of 4.45 million  
units, according to Thomson Reuters.

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We provide complete and total STRATEGIC PLANNING consulting services to  
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