



Stock Market Challenge 2010 News

Published by the Greater Jacksonville Optimist Club, Inc.

P. O. Box 442 Phoenix, MD 21131

Chartered September 19, 1984 — Proud to be an Honor Club for Nine Consecutive Years, 2000-2008, & Distinguished in 2006-2007

www.jacksonvilleoptimists.org



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March 5, 2010

Optimist International Mission Statement—By providing hope and positive vision, Optimists bring out the best in kids.

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CLUB/BOARD MEETINGS

First Wed. of Each Month 7:30 PM at FUTURE HOME 12900 Jarrettsville Pike
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Stock Market Challenge 2010 is Underway!

SMC 2010, our 15th Stock Market Challenge, kicked-off on March 1, 2010, and runs through the close of the U.S. markets on Friday, April 30, 2010. A calendar for SMC 2010 is included at the right of this article.

We welcome back 256 previous SMC participants and welcome 64 SMC first timers. SMC 2010's 320 entries represent participants in 17 states—California, Colorado, Connecticut, Florida, Maryland, Minnesota, Missouri, New Jersey, New York, North Carolina, Oklahoma, Pennsylvania, South Carolina, Tennessee, Texas, Virginia, and Washington.

Your individual portfolio shows the beginning price for each of your stocks and the number of shares of each stock in your portfolio based on the allotted \$2,000. The combined total of your five stocks gives you a \$10,000 beginning portfolio. You will receive an updated portfolio at the midpoint and at the end of SMC 2010 along with the ranking of the 320 individual portfolios.

The Greater Jacksonville Optimists enjoy providing the opportunity for everyone to participate in SMC 2010 and appreciate the support it provides for our club's youth and community projects. For information about our Club and our activities please visit our Club's web site a www.jacksonvilleoptimists.org.

Thank you very much for participating in SMC 2010!

SMC 2010 Prizes!

The following prizes will be awarded:

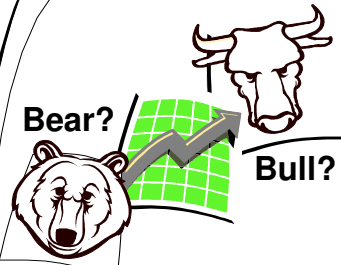
Mid Point (March 31, 2010)

1st Place	\$ 100.00
2nd Place	\$ 50.00
3rd Place	\$ 25.00
4th-10th Place	\$ 10.00
Last Place	\$ 20.00

Final (April 30, 2010)

1st Place	\$1,000.00
2nd Place	\$ 400.00
3rd Place	\$ 200.00
4th-5th Place	\$ 50.00
6th-10th Place	\$ 25.00
Last Place	\$ 20.00

"What are they saying on Wall Street?"



Read, learn, watch, listen, study the market, and have fun following your stock portfolio during the next two months!

We know one thing for sure, it will be an interesting experience for all of us!

CALENDAR

FEBRUARY 27, 2010

Postmark deadline for entries.

MARCH 1 - 5, 2010

Feb. 26 closing stock prices entered into the SMC 2010 program.

Data entered into SMC 2010 program as final entries are received; individual portfolios compiled and mailed to participants.

APRIL 1, 2010

March 31 closing stock prices entered into the SMC 2010 Program.

SMC 2010 portfolios calculated and ranked according to value using the March 31 closing stock prices. SMC 2010 mid-point winners are determined.

APRIL 2 - APRIL 6, 2010

Mid-Point rankings and portfolios mailed to participants. Checks mailed to winners.

May 1, 2010

April 30 closing stock prices entered into the SMC 2010 Program.

SMC 2010 portfolios calculated and ranked using the April 30 closing stock prices. Final winners determined.

MAY 1 - 5, 2010

SMC 2010 Winners announced. Final rankings and updated portfolios mailed to participants. Checks mailed to winners.

THANK YOU FOR PARTICIPATING!

The Greater Jacksonville Optimist Club, Inc.
Stock Market Challenge 2010

Stocks Chosen - Descending Count Order

Sym	Exchange	Company Name	Times Chosen
AAPL	NASDAQ	Apple, Inc.	88
WMT	NYSE	Wal Mart Stores	76
GOOG	NASDAQ	Google	69
DLTR	NASDAQ	Dollar Tree Stores, Inc.	61
MCD	NYSE	McDonald's Corporation	61
UA	NYSE	Under Armour, Inc.	56
AMZN	NASDAQ	Amazon.com Inc.	49
WFMI	NASDAQ	Whole Foods Market, Inc.	47
NFLX	NASDAQ	Netflix, Inc.	46
BIG	NYSE	Big Lots, Inc.	43
LUV	NYSE	Southwest Airlines	42
CSCO	NASDAQ	Cisco Systems	41
WFC	NYSE	Wells Fargo & Co.	38
PFE	NYSE	Pfizer	33
MHS	NYSE	Medco Health Solutions	32
DO	NYSE	Diamond Offshore Drilling	30
IRM	NYSE	Iron Mountain, Inc.	30
JNJ	NYSE	Johnson & Johnson	30
PEP	NYSE	PepsiCo., Inc.	30
PG	NYSE	Procter & Gamble Co.	30
CAT	NYSE	Caterpillar	29
ABT	NYSE	Abbott Laboratories	28
CEG	NYSE	Constellation Energy	28
FDX	NYSE	FedEx Corp.	28
WAG	NYSE	Walgreens	28
ESRX	NASDAQ	Express Scripts	26
JOSB	NASDAQ	Jos. A. Bank Clothiers	26
MON	NYSE	Monsanto Co.	25
DELL	NASDAQ	Dell Computer Corporation	23
WLP	NYSE	WellPoint, Inc.	23
GMCR	NASDAQ	Green Mountain Coffee Ro	22
KMX	NYSE	CarMax, Inc.	21
JEC	NYSE	Jacobs Engineering Group	21
DGX	NYSE	Quest Diagnostics, Inc.	21
CTSH	NASDAQ	Cognizant Tech. Solutions,	20

Sym	Exchange	Company Name	Times Chosen
DV	NYSE	DeVry, Inc.	20
EXC	NYSE	Exelon Corp.	20
NVS	NYSE	Novartis AG	20
BDX	NYSE	Becton, Dickinson & Co.	19
CAKE	NASDAQ	Cheesecake Factory, Inc.	19
PAG	NYSE	Penske Automotive Group	19
TXRH	NASDAQ	Texas Roadhouse, Inc.	18
AIRM	NASDAQ	Air Methods Corp.	17
GE	NYSE	General Electric	17
K	NYSE	Kellogg Company	17
BA	NYSE	Boeing Co., Inc.	16
TAP	NYSE	Molson Coors Brewing Co.	16
SYX	NYSE	Sysco Corp.	16
TM	NYSE	Toyota Motor	16
BRK-B	NYSE	Berkshire Hathaway B	14
JCG	NYSE	J. Crew Group, Inc.	13
DKS	NYSE	Dick's Sporting Goods, Inc.	12
DECK	NASDAQ	Deckers Outdoor Corp.	10

Stock Note

Burlington Northern Santa Fe Railroad, one of the 53 companies in SMC 2010, was recently purchased by Berkshire Hathaway and as of February 12, 2010, it is no longer traded as an individual stock.

Since Burlington Northern Santa Fe Railroad is now owned by Berkshire Hathaway, those participants who selected the railroad as one of the five stocks in their portfolio were given shares of Berkshire Hathaway B—, BRK-B, because it is the current owner of the railroad.