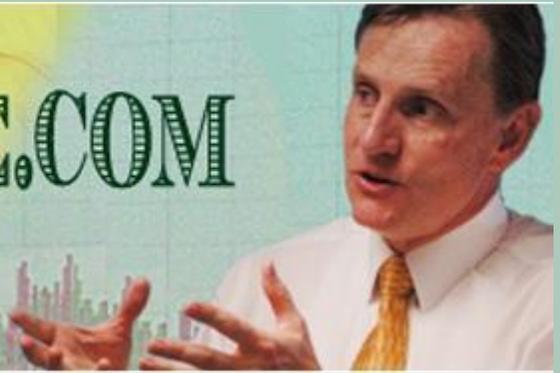


# THE TRADERSEYE.COM

with David England



David England is an active trader and investor, stock market analyst, columnist and speaker. He is the publisher of the regular "Eye on the Market" daily and weekly reports and the very popular monthly, "Executive Summary" white paper for the dividend/share building investor.

He can be seen weekly on his "Heartland Investor" segments every Sunday morning during the Breakfast Show on KFVS-TV12, in addition to his weekly "Eye on the Market" segments with Jennifer Fuller, Thursday at 8:30 Am and also at 6:00 PM on WSIU Radio 91.9 FM.

As an Associate Professor of Finance at John A. Logan College in Carterville, Ill., David developed his very popular "Financial Entrepreneurship" stock market classes and his "Financial Friday" one-day seminars. Over the years, he has taught hundreds of people how to build financial wealth in the market.

During his TV segments in late 2007, David began warning people that it was time to take some profits, and in 2008, he warned that there was a major financial storm brewing, and it was time to put profits in a safe haven. Many of his students, viewers and listeners followed his advice and are happy that they did so.

Known for his humor and common-sense approach, David brings a refreshing blend of academia and trading experiences into his seminars, classes and columns.

**David will be the first to admit that there are lots of honest, hard-working and well-meaning full-service brokers...he's not out to denigrate anyone or the financial services industry.**

- David makes distinctions between "what is wealth" and "what is financial wealth"...he also touches on the importance of faith, love and health
- David is a teacher/educator...who has placed JAL college in the forefront of stock/trading education...he is not a securities salesperson and has no vested interest in promoting certain/proprietary securities products
- Given state/local administrations over spending and then over-promising on retirement benefits...we'll continue to see pull-back at the state and local levels....creating the need for more self-reliant financial wealth building strategies...certainly brings into play the college age demo clear through to post-retirement demos
- Necessary changes in entitlement programs will lead to greater individual wealth-building independence
- As the financial crunch continues...more information about extra fees/how brokers appropriate income via managing money...will encourage intelligent, system-oriented self-reliant online investing (see David's 8 fair questions to ask your broker)...David wants people to learn what their broker does not want them to know
- The broker network is going to decrease and we'll see full-service broker companies laying off or re-purposing agents/advisors
- The potential for online wealth-building tools and products will dwarf what we now see today
- Through analysis of stock and trading data...David has the ability to tell radio listeners/interviewers "what the stock market/traders said happened today"...then tell listeners/interviewer "what really DID happen in the market that day/week...why...and how traders/investors are affected"

**"PEOPLE NEED TO HAVE RESPECT FOR THEIR FINANCIAL DECISIONS, AND THEY NEED TO DO THAT THROUGH EDUCATION."**