

MONEYWATCH

ADVISORS

S p e c i a l E d i t i o n

If you don't make a total commitment to whatever you're doing, then you start looking to bail out the first time the boat starts leaking. It's tough enough getting that boat to shore with everybody rowing, let alone when a guy stands up and starts putting his life jacket on.

-Lou Holtz



Fund of the
Month
Highlights

**American Century
Heritage Fund**

- Symbol: TWHIX
- Objective: Growth
- Fund Type: Stock
- Risk: Aggressive

What You Own & Why

Over the next several months we will include this 'special edition' along with our usual monthly newsletter. Our goal is to make you more informed investors; detailing the assets you own, their investment objectives and why we have chosen them for your portfolio. We invite you to offer feedback and ask any additional questions you may have.

American Century Heritage Fund

This fund has two portfolio managers who look for stocks of medium-sized and smaller companies they believe will increase in value. They primarily base their analysis on individual companies and not broad economic forecasts because their underlying belief is that, over the long term, stocks will increase in value based on a combination of growth in earnings and revenues. Focusing on the companies whose earnings and revenues are growing at an accelerated pace becomes their primary analytical technique. If a stock they have chosen no longer meets their criteria it is sold.

Although the managers are looking at companies that are mid-sized or small, the stock prices may be more volatile and subject to greater risk in the short term but offer the opportunity for greater capital growth in the long term. Approximately 90% of the stocks held by the fund are companies located in the United States, the fund does have the opportunity to buy international companies they believe meet the investment objectives. The top five industries are: specialty retail, semiconductors & semiconductor equipment, health care providers & services, oil/gas & consumable fuels and computers & peripherals. The fund returned a little over 10% for the 12 months which ended October 31, 2009. The semiconductor company Marvell Technology Group and computer and peripheral company, Apple Inc., both benefited the portfolio of stocks held by the fund. Consumer discretionary companies detracted from overall performance.

American Century Investments, and the Heritage Fund in particular, have proven track records and we currently remain confident in their long term performance and suitability within your portfolio. Moneywatch looks at each client's portfolio individually and determines how much risk is appropriate, we then allocate a specific percentage to the Heritage Fund, if it is in your portfolio.