**\_\_2nd\_\_\_Quarter report for \_\_\_2014\_\_\_\_\_\_\_ Date: 2/19/14**

Percentage change in Sales from year ago quarter\_\_\_-5.6%\_\_\_\_\_\_\_\_\_\_\_\_\_

Percentage change in Earnings per Share from year ago quarter\_-14.3%\_\_\_\_\_\_\_\_\_\_\_\_\_\_

 (from top left box on p. 1 of SSG)

Is company meeting our target sales & earnings estimates at bottom of p. 1 of SSG? Neither

Pre-tax Profit on sales trend? (up, even, down) Down

Return on equity trends? (up, even, down) Even

Debt? (up, even, down) Down

Current PE is \_\_14\_\_\_\_\_\_. (Section 3 SSG)

 Where does it fall in my estimated High/low range of PE's?\_\_Near middle\_\_\_\_\_\_\_

Signature PE =\_\_15.2\_\_\_\_\_\_\_

Club cost basis for this stock is \_$61\_\_\_\_\_\_\_. Current price is \_\_\_$48.13\_\_\_\_\_\_\_

 (from latest valuation)

Has stock met S&P's 12-month target price from a year ago?\_\_No $68.00\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

 (Check Google.docs from a year ago)

Current fair value: Morningstar:\_\_\_$60\_\_\_\_\_\_\_\_ S&P:\_$44.80\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

My SSG Total Return is \_\_\_19.8%\_\_\_\_\_\_ Projected Average Return is \_\_\_5.1%\_\_\_\_\_\_\_\_

What will drive future growth?\_\_I am very pessimistic about this stock. I think it is no longer the “in” brand and is suffering because of that.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Additional comments:

Recommend: Buy More \_\_\_\_, Hold\_\_\_\_\_\_\_\_\_, Challenge with a better investment\_\_\_\_\_\_, Sell\_\_XXX\_\_.