

ROSS WEALTH ADVISORS

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THE ROSS REPORT

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Greetings!

Greetings!

Welcome to "The Ross Report", a monthly newsletter designed to provide you with tips and updates so that you can "Live Well" during your retirement years.



Please feel free to forward this FREE newsletter to any of your friends and relatives who you believe might find the information within helpful.

And if for some reason, you would no longer like to receive this newsletter, it's really easy to take your name off the list at the bottom.

Enjoy reading!

Don Ross

Opening Thoughts

Summer is winding down and school has begun and my daughter Judith has started Middle School! Here we are outside of Middle School at St. Agatha School in Upper Arlington. One can't tell...but Judith was actually nervous. I'm a proud father and very impressed with how well she has done in school so far. Her peers and teacher all enjoy her and she earns all A's.



In This Issue

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"Great job Judith, Daddy loves you!" **First Day of Middle School for Judith.**

Good News



Everywhere you look, you see nothing but doom and gloom in the headlines. So let's see if we can find any good news out there...

Here's a few bits that I found reported on Yahoo! Finance over the past week:

- Agricultural Bank of China's initial public offering hit a record \$22.1 billion on Friday.
- IBM will buy the marketing services company Unica Corp. for \$480 million.
- Businesses are sitting on a record \$1.84 trillion pile of cash according to the Federal Reserve.
- Dell will buy 3PAR, a data storage company, for \$1.15 billion to extend its storage product offering for cloud computing and cut data management costs.
- China topped Japan as the world's second largest economy in the second quarter.
- Pactiv, the maker of Hefty trash and sandwich bags, agreed to be acquired by Rank Group for \$4.5 billion.
- Wal-Mart reported that second quarter net profit rose 3.6% to \$3.59 billion.
- U.S. industrial output rose a strong 1.0% in July.
- Deere & Co.'s third quarter profit jumped 47% to \$617 million due to American and Canadian farmers buying up equipment.
- Windstream will buy Q-Comm for \$782 million to expand its high-speed fiber-optic services for government and business computers.

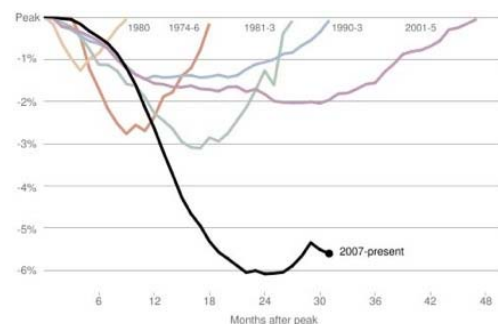
Planning Tips

Five "New Normals" For The Economy

Things are changing, and you need to be in the know...

The graph you see represents how our job picture is doing compared to other recent recessions. As you can tell, the picture is extreme enough to force our economy into some new habits.

"Fortune" magazine recently came out with an article regarding five new "normals" that we can expect to see in our economy going forward. These new habits will impact our markets, and in turn, your portfolios.



The entire article can be read by clicking http://money.cnn.com/2010/08/20/news/economy/New_normal_economy.fortune/index.htm.

Here are the five new normals listed by Fortune:

1. Long-term unemployment
2. Renting over owning
3. Saving over spending
4. Staycations vs. vacations
5. Higher taxes for the rich

Notice the impact that every one of these new normals will have on the economy. ***They are all anchors.***

The toughest part about our current recession is that every new habit leads to making recovery more difficult. This is the downward spiral that plagues our Government right now.

Reagan beat this spiral when he came into office with massive tax cuts and deregulation. He believed that getting Government out of the way was the right answer. And to a large degree, that worked.

Our current administration believes that the opposite action is the way to go - more taxes and more Government involvement. Time will tell if that will work or not.

The impact on you

Regardless of our current Government being right or wrong, you need to be aware that if the economy is mired, the markets won't go anywhere fast. The big question you need to answer is whether or not your retirement will succeed no matter what.

If you would like to talk to me about anything discussed above, please feel free to call our office at (614) 545-0277 . Linda will be happy to schedule either a phone call or in-office visit!

Upcoming Events - Dinner

Please bring a friend and join us.....

September 14th, Tuesday, and September 16th, Thursday, 5:30

PM

@

J Liu Worthington



September 28th, Tuesday, and September 30th, Thursday,

5:30 PM

@

The 94th Aero Squadron

Please call Linda with questions or to RSVP 614.545.0277 or 877-545.0278.

Recipe



www.andreasrecipes.com

Buckeyes

For the First Buckeye Tailgate!

2 1/2 lb Powdered Sugar
 1 - 28 oz Creamy Peanut Butter
 1 lb. Whipped Margarine or Butter
 2 lb. Chocolate Chips
 1/4 bar of Paraffin

Mix the first 3 ingredients. Roll into 1 inch balls. Place on a cookie sheet and refrigerate or freeze.

In double boiler, melt chocolate chips and paraffin. Using a toothpick to secure one buckeye ball, dip into chocolate. Place on wax paper. refrigerate or freeze (cover)

Enjoy!

About Don Ross

Don Ross is an experienced financial advisor, assisting clients with retirement and estate planning needs since 1987. An Upper Arlington, Ohio native, Don is a devoted father and active member of his church and community. He recently retired from the military after many years of service as a pilot in the Ohio National Guard.

You can reach Mr. Ross at his office in Upper Arlington at (614) 545-0277 or by e-mail at don@rosswealthadvisors.com. We have recently added an 877 line which can be used nationwide, 877-545-0278.

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 an SEC Registered Investment Adviser**

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