



**International Association of Fire Fighters’  
IAFF Foundation Inaugural Charity Gala**

*by Chris Hoerchler*

On August 16, 2011, I was honored to attend the IAFF Foundation Inaugural Charity Gala in New York City on behalf of Galloway Asset Management, LLC. Throughout its history, the IAFF has made charitable efforts a cornerstone of its mission. To accomplish that goal, the IAFF developed several distinct and worthy charities—the Burn Foundation, the Disaster Relief Fund, the Fallen Fire Fighters Memorial Fund, the W.H. “Howie” McClennan Scholarship Fund, and the John P. Redmond Symposium. Now, all of these worthy charities are part of a single organization, the IAFF Foundation, registered as a 501(c)(3) so the IAFF can more efficiently assist fire fighters and their families in their time of need. The Inaugural Charity Gala marked the official kickoff of the reorganized IAFF Foundation. During the course of my week in New York City, I had the privilege to meet and speak with fire fighters from all over our nation, including

firefighters from FDNY and officers from NYPD. Being a retired public safety employee myself, it is always a wonderful experience to speak with, and swap stories with, our brothers and sisters from across this great nation.

While attending the Gala, I learned of an effort underway to assist our brother and sister fire fighters and police officers in need through music. BLEVE Entertainment Group is an independent record label founded by retired Metro Nashville Police Officer, Mickey Milam. BLEVE’s mission is to raise money for the IAFF and Fraternal Order of Police Foundation Funds through music product sales. The song, “In Honor of Those Serving Us,” by Alabama lead singer, Randy Owen, is included in the “Friends” CD, sales of which will help raise money to assist fire fighters and police officers in their time of need. The web site to visit to learn more about this important project is [www.helpthegoodguys.com](http://www.helpthegoodguys.com).

POLICE
FIRE

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DROP Rollovers Signed with  
Galloway Asset Management, LLC

### Good Time to Refinance?

Ten Year Treasury rates are as low as they have been since World War II. A no cost refinance on a 30 year mortgage loan can be as low as 4.5%.

We received many requests for mortgage referrals in response to our recent 411 Alert mentioning good refinancing opportunities. This is great to hear as it indicates to us that you may be in a good position to take advantage of declining interest rates.

You might try talking to your current lender or bank, or you can call Nate Robinson, a mortgage consultant some of our clients have used, to see if there are opportunities for you. Nate can be reached at 602-799-7566 or via email at:

NateRobinson@Primeres.com.





## Roller Coaster Market

by Michael Galloway

What a roller coaster the market has been! Since July 22nd, we have experienced major market volatility. If you are one of our managed account clients, you probably have noticed a lot of trading activity in your account. Way more than usual.

Our strategy basically works like this: If you go to the store and Cheerios cereal is \$4 per box, then you might buy one box. When it is \$8 per box, you most likely skip buying any Cheerios. Then, when it goes on sale for \$2 per box, you buy extra. This is a simplified analogy of how we consider buying investments. Our decisions as investment advisors are not influenced by emotions such as fear and greed that control much of the

decision making process. Instead, we focus on opportunities for bargains when the market is falling, and opportunities to capture gains when the market is rising.

If you are already sitting on a lot of cash without a long term game plan you are NOT RISK FREE. As fixed investment rates are so low, your biggest risk is getting clobbered by inflation. Also, remember over time the changes to the pension system will make future cost of living adjustments more difficult.

If you have any questions feel free to contact us at 480-325-8668.

*Mike Galloway is CEO of Galloway Asset Management, LLC. He retired as a Lieutenant from the Mesa Police Department, and served in the United States Marine Corps.*

## Employee Spotlight

### Lindsay Frazier



Lindsay Frazier joined Galloway Asset Management in June as a Client Coordinator with a Series 65 Investment Advisor license. She grew up in a small town in Pennsylvania prior to moving to Ohio where she attended college and graduated with a Business Administration Degree.

Lindsay has lived in Arizona for 5 years now and is happy to be away from the unpredictable weather of the north! She is currently taking classes to sit for (and pass) the Certified Financial Planner exam. Prior to joining the financial services industry, she worked in IT as a Business Analyst for 8 years.

In her free time, she enjoys volunteering, exercise, trying new restaurants, traveling absolutely anywhere, and spending time with the wonderful people in her life.

Andrea Smith (Operations)	480.325.8668
August Schmidt (Investment Advisor)	480.325.8668
Bob Baker (Investment Advisor)	480.328.8668
Chris Hoerchler (Investment Advisor)	480.325.8668 x 171
Cindy Lance (Business Manager)	480.325.8668
Dave Bridges (Project Manager)	480.325.8668
Diane Sellier (Investment Advisor)	480.325.8668 x 167
John Fitzgerald (Investment Advisor)	480.947.5300
Kimberley Nickel (Operations)	480.325.8668 x 173
Lindsay Frazier (Client Coordinator)	480.325.8668 x 143
Mark McPherson (Investment Advisor)	480.325.8668 x 317
Mary Clark (Client Coordinator for John Fitzgerald)	480.947.5300
Mike Galloway (CEO/President)	480.325.8668 x 174
Murry Frias (Scheduling)	480.325.8668
Nanette Eberhardt (Operations Manager)	480.325.9978



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