



GALLOWAY GAZETTE



Giving Back

by Christopher Hoerchler

The 2010 Annual Phoenix Firefighters Ball

is being hosted by the United Phoenix Fire Fighters Association Charities on Saturday, Sept. 18, 2010 at the Mountain Preserve Reception Center, 1431 E. Dunlap Ave, Phoenix, AZ 85020. This event raises money for "Help Us Help Them", a community drowning awareness campaign, and [SaveRKids](#), a program that helps grade school children create safe behavior habits. We are proud to support this event. For more information, please call 602.277.1500 or visit www.phoenixfirefightersball.com.

Galloway Asset Management, LLC is proud to support the **100 Club of Arizona's 4th Annual Jason Schechterle Scholarship Ball** which helps raise money to fund the 100 Club of Arizona Scholarship Program, providing scholarships to the children of po-

lice and firefighters who are seriously injured or lost their lives in the line of duty. The event is being held Saturday, Sept. 25, 2010 at the Arizona Grand Resort, 8000 S. Arizona Grand Pkwy, Phoenix, AZ 85044. The social hour and silent auction begin at 5:30 p.m. followed by dinner and program at 7:00 pm. Please visit www.100club.org or call 602.485.0100 for information.

Mesa Police Department 17th Annual Awards Banquet will be held Friday, Oct. 1, 2010, at the Phoenix Marriott honoring Mesa Police Officers whose actions were above and beyond the call of duty. Proceeds from the event support the Mesa Citizen Police Academy Alumni Association which provides for special needs in the local community and the Mesa Police Department. For information, please call Sergeant Ed Wessing at 480.644.3994.

POLICE

FIRE

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DROP Rollovers Signed with Galloway Asset Management, LLC

Remembering Officer Travis Murphy

Galloway Asset Management, LLC sponsored the "Father's Day Travis Murphy Memorial Golf Tournament", held at The Legends Golf Course.

Mike McGillis, an 18-year veteran of the Phoenix Police Department, pulled the event together in just 3 weeks. His efforts were well received by everyone. Mike said he felt an amazing sense of unity as so many people came together to assist. There were over 250 golfers and scores of volunteers. More than \$8,500 was raised for Travis' family. Mike's wish was for the golf participants to "Learn about Travis the man" so he equipped every hole with a memorial or game to tell Travis' story. Mike wanted to give Travis' family a gift of love, remembrance and appreciation on Father's Day. McGillis says, "Travis loved his family and loved being a police officer." We thank and remember Travis Murphy. We also thank Mike



John Fitzgerald, Ofc. Travis Murphy, Ofc. Mike McGillis





Investing Psychology

by Mike Galloway

Investment decisions are dominated by two basic emotions: greed and fear. When the stock market is racing higher, we want in to make money (greed). When the stock market is falling, we want out to avoid losing money (fear). We need to be careful and not let our emotions drive us into a hasty decision.

Buying investments can be compared to everyday shopping. For example, this is how I shop for “Cheerios” cereal. If it is \$4 a box, I buy one a week. If I see it marked up to \$6 a box, I skip buying any that week. If it is on sale for \$2 a box, I get two. That is how you should consider buying investments.

On the contrary, imagine if you bought stock (i.e., “Cheerios”) like this: When it is \$4 a box, you buy

one and at \$6 a box, you stock up. When the price drops to \$2 a box, you return to the store for a \$2 refund on a box you bought for \$6, thus losing \$4. You then save your \$2 and wait for prices to climb back to \$6 a box before getting back into the “Cheerios” market. This is an example of investment decisions driven by emotions (fear and greed).

Our role as investment advisors is to remove the emotions from the decision making process. Our decisions are not based on greed or fear but rather opportunities for bargains when the market is falling, and capturing gains when the market is rising.

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

NO INVESTMENT STRATEGY CAN GUARANTEE A PROFIT OR PROTECT AGAINST LOSS

Upcoming Events



The Arizona Association of Chiefs of Police (AACOP) is holding their Annual Conference September 15th – 17th, 2010, at the Avi Resort and Casino, 10000 Aha Macav Parkway, Laughlin, NV 89029. This event is the largest gathering of law enforcement officials for the State of Arizona with approximately 200 Chiefs and law enforcement administrators from Arizona, California and Nevada as well as 73 vendors. Galloway Asset Management, LLC is proud to be sponsoring a booth at this event.

For more information, please visit www.azchiefs of police.org.

2010 UPCOMING DROP SEMINAR SCHEDULE

11:30 am—1:00 pm Lunch Provided (*unless otherwise noted)

Call 480-325-8668 to reserve your seat

Spouses Encouraged to Attend

September

Thursday, Sept 9 -Phoenix Police Sergeants & Lieutenants Assoc. (8821 N. 7th St., Phoenix)

*Thursday, Sept 23 -Tucson Fire Central (300 S. Fire Central Pl, Tucson) 1:30 pm –3:00 pm

October

Tuesday, Oct 5 -Phoenix Law Enforcement Association (1102 W. Adams St., Phoenix)

November

Tuesday, Nov 9 -Phoenix Police Sergeants & Lieutenants Assoc. (8821 N. 7th St., Phoenix)

Thursday, Nov 4 -Tucson Fire Central Bldg (300 S. Fire Central Pl., Tucson)

December

Tuesday, Dec 7 -Phoenix Law Enforcement Association (1102 W. Adams St., Phoenix)

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