

The Oxford Report

ENTREPRENEURIAL FORECASTS AND FUTURES

Volume 9, No. 6

Dear Member,

FORECASTS

Here is where we are: 4th quarter 2008 - dead zone, no man's land, nothing happening; 1st quarter 2009 - survival, "hanging on"; 2nd quarter 2009 - movement, activity; 3rd and 4th quarters 2009 - we will see make or break results for 2010 and 2011. If the economy keeps inching along and moving toward positive activity and results, we will inch upward all of 2010 and 2011. If the economy slips in the 3rd and 4th quarters of 2009, be prepared for a financial downdraft that sucks all the oxygen out of Main Street and Wall Street for all of 2010 followed by a remarkable comeback in 2011.

STOCKS

In the last 4 issues of The Oxford Report, the case was made to buy oil and platinum, then backup the truck and buy more. After a 40% run up, it is time to exit - park the truck and unload. At this point, you have a 10% upside and 30% downside. Overall, stocks are pricey and there is no fundamental support for them to go higher. Take your profits and reload later.

ECONOMICS

Here is the long view - oil prices will sky rocket once the economy recovers. Everything will be affected. Importing and exporting products from abroad will be curtailed. International travel and driving long distance will be a luxury. Our world will become smaller. All of this will be globalization in human reverse, but electronic commerce globalization will move massively ahead. In short, invest a lot of money in Amazon and eBay and no money in airlines.

99% of the economists are predicting the dollar will fall like a rock because of the rising budget and trade deficits - not necessarily true. Comparatively speaking, the U.S. economy is currently one of the strongest in the world. If that trend continues, the dollar could stay strong simply because everyone else is worse.

Return of voodoo economics? If you want to put the current administration's budget policy in a nut shell - here is what I see - spend more now to save later. Yes, a great sales job by a very effective sales team.

LIFESTYLE

Besides the beach and sun - air conditioning, insect spray, birth control (fewer kids/more houses), and no state income tax made Florida the destination state since the early 1970's. Now Florida is asking "Where have all the people gone and will they come back?" Yes, the people will come back and it is a great time to buy and only buy oceanfront property. If you do not buy oceanfront, do not buy at all in Florida. Buy all the oceanfront property you can. After one year of economic rise and one year with no or low hurricane activity, you will see prices increase and increase again on oceanfront property. It was predicted that the Florida boom would end in the early 1990's. Economists are perplexed as to why baby boomers keep going back to

Florida. It is billboard advertising - the Coppertone puppy - that is burned in our imaginations since baby boomers were preteens. Florida will continue to stroke positive and emotional childhood memories, and we will continue to buy in Florida.

RELIGION

Give me some of that "new time" religion is what the younger generation of Baptists, Methodists and Protestants are saying.

The "new time" religion is concerned about topics such as the environment endowed by our Creator, and "love thy neighbor" even if they live in a village across the world. Sign of the times - Race not abortion is playing a showstopper role in the Supreme Court nomination of Judge Sonia Sotomayor.

OIL/NATURAL RESOURCES

As Dubai is being clipped with real estate woos and New York is still suffering from a Wall Street flu that turned into walking pneumonia, there is a new city rising fast, shiny, and rich.

The new place to see and be seen is Calgary in Canada - oil sands money. They are loving life and oil.

INTERNATIONAL

The "in your face" protests against Mahmoud Ahmadinejad, President of Iran, are not at all surprising.

When I have traveled in the Middle East, it was largely pro-American. When I gave a speech at the American University of Beirut Business School, my exact remarks were "You are all Republicans." The media and Bush administration wanted to focus on the small percent causing all the trouble instead of the large percent that can be inspired. It is apparent that the cornerstone of President Obama's foreign policy is focusing on inspiration not inciting the few. The Middle East has 300 million people. Inspired people buy and create wealth on all economic levels.

SCIENCE

The next big economic thing is already here and it is not Facebook. It is called Life Sciences - \$271 billion in global sales last year. There are 3 components to Life Sciences: pharmaceutical, biotechnical and therapeutic medical devices.

There are major breakthroughs in medical disease science within Life Sciences, including diabetes, Parkinson's and Alzheimer's. Published medical studies are now saying that if you are under 50 years old and you live 25 more years, then there is a greater than 50% chance that you will live an additional 25 more years. In short, you will live past 100.

ENTREPRENEURS

Get rid of paid Boards and business coaches. Find an entrepreneurial mentor who has no hidden agenda or economic ties to your business. They can help you more in a 3 minute phone call than an all day board meeting.

SAVE TIME WITH A SMILE

As a company policy, do not ask "Who is calling?" Good salespeople get around it, bad salespeople argue about it and it is annoying to customers - just send it through. Sell the salesperson.

Best,



W. Cliff Oxford