



MIDWEST VALUES, WORK ETHIC SHAPED AUTHOR, STOCK/COMMODITY TRADER

Phil Storer's Book Chalk Talks for Traders Reveals Tips used by Pros

DALLAS (February 5, 2010)...Author and stock/commodity trader Phil Storer is a long-time Dallas, Texas resident. But his roots and values spring from his early years in Middle America.

"I was born into an Iowa farm family, but we moved to a farm in South Dakota shortly after that," he says. "My dad was a good farmer and manager -- he paid for the farm in two years. But he had a missionary spirit and a servant's heart, so he turned the farming over to a tenant and moved us to the small South Dakota town of Harrold, right in the middle of the state."

Harrold's population was about 150, "but only if you counted family pets," Storer recalls.

Many farm and ranch families had to travel 50 miles or more over dirt or gravel roads to the nearest town with a church. "Dad thought he could help the parents provide religious training for their kids by helping them organize and by providing materials," Storer says

His father set up Sunday schools in one-room schoolhouses all over western South Dakota. "That whole experience lasted nine years," Storer recalls. "I loved the adventure, but we were so poor that my two brothers and I hated to go to school in the clothes we had to wear."

The Storer family moved back to the farm when Phil was 12 and built a dairy business. "With a lot of hard work we got to live much more normal lives," Storer said. "I loved working cattle and the dairy, but hated field work and the bitterly cold winters."

There were no team sports for him in high school -- "milk cows don't give you time off"-- but he did find time to run track and cross-country. He left for college at Greenville College in Greenville, Illinois right after high school. Soccer became his favorite sport.

After graduation, he taught in a local public school "and then my old college soccer coach asked me to be his assistant," Storer says. "I did that for a year and then took over as head coach. That was an excellent experience for me but I needed more."

A friend had moved to Dallas and become a commodity broker. "He invited me to come see what it was all about -- and I stayed for over 36 years."

His friend, Steve Miller, is now owner and CEO of Dillon Gage, a full service brokerage firm based in Dallas. Storer is currently director of trading for the commodity division of Dillon Gage Inc.

Storer is the author of the new book *Chalk Talks for Traders – Easy Xs and Os from a Proven Market Pro*. It features easy-to-understand explanations of all key principles, concepts and technical trading techniques to help an investor master the disciplines used by successful trading professionals.

Chalk Talks for Traders – Easy Xs and Os from a Proven Market Pro is based on Storer's nearly 40 years of accumulated experience as a professional trader and trading coach. His basic approach to trading uses

technical indicators with a watchful eye trained on the fundamentals that drive the markets.

An expert at predicting the direction and duration in time and distance that markets travel, Storer's trading methods are consistently simple and contain a high degree of reliability because they are designed to fit a working environment.

Storer is the director of trading for the commodity division of Dillon Gage Inc., a full service brokerage firm based in Dallas, Texas.

MEDIA ADVISORY:

For a review copy of *Chalk Talks for Traders – Easy Xs and Os from a Proven Market Pro*, or to arrange an interview with Storer, please contact: Jo Trizila, TrizCom, at (972) 247-1369 or (214) 232-0078. To pre-order *Chalk Talks for Traders – Easy Xs and Os from a Proven Market Pro* go to:

<http://www.chalktalksfortraders.com/> .

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