

Cerro Aconcagua Climb

Success in Africa leads to bigger challenges in South America. After successfully summiting Kilimanjaro in May, 2007, Madison's Co-Founder and Chief Investment Officer, Cern Basher, will travel to South America this February to climb its highest mountain, Cerro Aconcagua.

At 22,841 feet (6,962m) Aconcagua is the highest peak in the world outside of the Himalayas and is the highest mountain in the Americas. It is 3,500 feet higher than Kilimanjaro. And it will be a lot more challenging.

The climb will take Cern, his friend Dan Fisk and their team 18 days and require 14,000 feet of elevation gain to reach the summit. Add vertical ice spikes and unpredictable weather – Aconcagua is known for its 100 mile per hour winds – and getting to the summit is not guaranteed, even for well-prepared climbers.

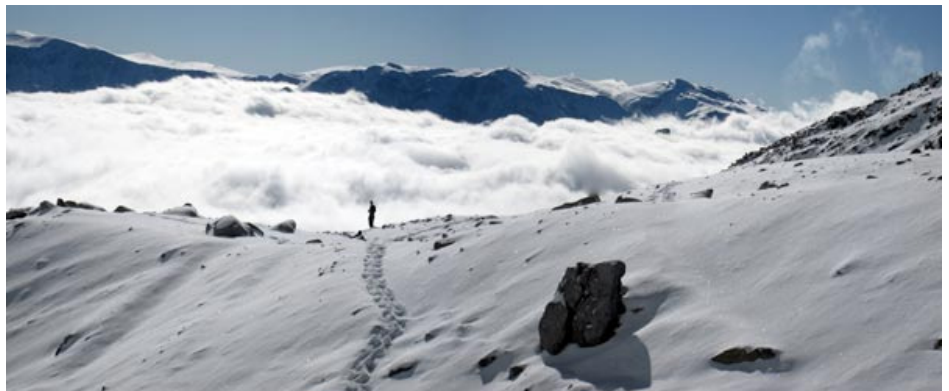


Cern explains why he's doing this climb: "Since our Kilimanjaro climb, the Basher-Dulaney Family has faced numerous challenges. My father battled and is winning his fight with leukemia, my wife's father lost his struggle with renal cancer and my wife Cindy successfully fought breast cancer. My son continues to face the challenges of his life-long disability. For us climbers, the discomfort and challenges are short-term. For Dane and others with the 22q13 deletion and Phelan-McDermid Syndrome, and those that care for them, the challenges are life-long. I am climbing Aconcagua to honor my father, Cindy's father, Cindy, our son Dane and all those affected by the 22q13 deletion and Phelan-McDermid Syndrome."

The goal of Cern's climb is to raise awareness of 22q13 deletion and the Phelan-McDermid Syndrome and to raise money to help fund the work of the 22q13 Deletion Foundation. Information about Dane's condition and supporting the foundation's work can be found online at www.22q13climb.com. Credit card donations are also being accepted at www.firstgiving.com/climbaconcagua.

Madison Wealth Management is a proud sponsor of the climbing team and wishes Cern and his team a successful climb and safe return.

"Today is your day! Your mountain is waiting. So... get on your way."
Dr. Seuss



Madison Update – Three New Principals

We are pleased to announce that Madison Wealth Management has added three new principals to the firm. **Joseph Hack**, **Mark Hogan** and **Edward Kuresman** join Cern Basher, Alan Henning and James McDermott as owners of the firm. Now in our tenth year of providing wealth management advice to our clients, Madison's strong professional team, ownership structure and independence will ensure continuity for many years to come.

Fourth Quarter 2009 – Market Review

The financial markets closed out 2009 with strength, in great contrast to the same period just one year ago. In 2009 most U.S. stock indexes rose 25% to 45%. Stocks in foreign markets performed even better, as international developed markets rose 32% and emerging markets gained 75%. While these returns seem very high, high returns were necessary to make up for the very low returns experienced in 2008. Interestingly, when viewed over the last two years, most equity indexes are still down about 20% to 25%, leaving plenty of potential upside as the global economic recovery continues to take hold.

Bonds, with the exception of U.S. Treasuries, posted solid returns in 2009. U.S. Corporate bonds rose 16%, while municipal bonds advanced 13%, and riskier High Yield bonds gained over 58%. On the other hand, long-term U.S. Treasury bonds fell nearly 13% in 2009, as investors sold these "safe" securities to purchase beaten down Corporate and High Yield bonds.

Returns on cash in 2009 were almost nil. In fact, last year the return of 0.2% did not make up for inflation. While safe in the short-term and an important component of a diversified portfolio, cash should not be relied upon to generate competitive long-term investment returns.

Asset Class Returns - Before the Impact of Inflation						
	Investment Type (Index)	4th Qtr	1 Yr	3 Yr	5 Yr	10 Yr
Equity	Large Cap (S&P 500)	6.0%	26.5%	-5.6%	0.4%	-0.9%
	Broad-Market (Russell 3000)	5.9%	28.3%	-5.4%	0.8%	-0.2%
	Large Cap Growth (Russell 1000 Growth)	7.9%	37.2%	-1.9%	1.6%	-4.0%
	Large Cap Value (Russell 1000 Value)	4.2%	19.7%	-9.0%	-0.3%	2.5%
	Mid Cap (Russell Mid-Cap)	6.7%	46.3%	-3.2%	2.4%	-0.5%
	Small Cap (Russell 2000)	3.9%	27.2%	-6.1%	0.5%	3.5%
	International Equities (MSCI EAFE)	2.2%	31.8%	-6.0%	3.5%	1.2%
	International Emerging Markets (MSCI EMF)	8.3%	74.5%	2.7%	12.8%	7.3%
	Commodities (Dow Jones AIG)	9.0%	18.9%	-3.8%	2.0%	7.1%
	Real Estate Investment Trusts (NAREIT)	8.3%	38.8%	-15.2%	-1.2%	9.8%
Bonds	Gov't & Corporate Bonds (Barclays Gov/Credit)	-0.2%	4.5%	5.8%	4.7%	6.3%
Cash	Cash (T-Bills)	0.0%	0.2%	2.4%	3.0%	3.0%
	Inflation (CPI) - <i>estimate</i>	0.3%	1.8%	2.4%	2.5%	2.5%
Asset Class Returns - After Inflation						
	Investment Type (Index)	4th Qtr	1 Yr	3 Yr	5 Yr	10 Yr
Equity	Large Cap (S&P 500)	5.7%	24.6%	-8.0%	-2.1%	-3.5%
Bonds	Gov't & Corporate Bonds (Barclays Gov/Credit)	-0.5%	2.7%	3.4%	2.2%	3.8%
Cash	Cash (T-Bills)	-0.3%	-1.6%	0.0%	0.5%	0.4%

Important Note: Past performance is no guarantee of future results. Please do not assume that any information contained in this Insight serves as the receipt of, or as a substitute for, personalized investment advice from Madison Wealth Management.

"Problems cannot be solved by the same level of thinking that created them." Albert Einstein