* Public companies announce their profits once per quarter, this is referred to as an earnings announcement.
* In addition to profits, they give guidance on the near future.
* Who Cares, how can we use this information?
* These result in big moves in the stock price at a time we know in advance. Traders get excited by this since other large moves happen randomly. In this case, they can prepare weeks in advance
* This can be sold! 60 units and the bootcamp is paid for!
* Seasonality
  + Examine NKE and look for trends
  + Examine TIF
  + Discuss holiday effect
* Trend
  + Examine IBM
  + Examine AAL
* Next Steps
  + Compare Delta and American Airlines
  + Look at volatility levels in the options markets