

## The President's Message - In The World Of Investing

**C**an two opposing things be true at the same time? The Greeks called it Dialetheism.

In the past 10-20 years, the new and average investor has shifted from actively managing their own portfolio to choosing to “set it and forget it” inside of passive index funds. In fact, the S&P Dow Jones Indices’ SPIVA U.S. Scorecard shows that actively managed funds are still grossly underperforming passive index funds. This is causing the new and average investor to shift away from actively managed funds towards index funds.

But, at the same time, there is a lot of buzz around the “Magnificent Seven” and its impact on the overall market. Year-to-date charts are showing that these top seven stocks are what’s keeping the entire S&P 500 in the black, instead of the red.

With this information, some investors may feel encouraged to only hold these top seven

performers and let the other 493 companies go. The new term they are using is “Direct Investing,” something BetterInvesting members have been doing for decades.

And although there is an increase in the general population to learn more about their personal finances and investing, we also see that it is indirectly correlated with their confidence level in making financial decisions.

This is an interesting time in the world, not just in our economy or the stock market. We are living in a time when both opposing things can be true.

Do with this as you will and make peace with it.

*Ionnie McNeill, President, BetterInvesting South Florida Chapter and National Board Director*



**BINC**  
**SAVE  
THE  
DATE**

**2024 BetterInvesting National Convention**  
**Marriott Chicago O’Hare Hotel**  
**Chicago, Illinois - May 16-19, 2024**  
Educational Sessions, Beginner to Advanced  
Let’s Talk Stocks Panel / Guest Speakers  
Industry Experts / Learn by Doing Interactive Classes  
**MUCH MORE!!!!**





NATIONAL ASSOCIATION OF INVESTORS

**BETTER INVESTING**™

Educating Investors Since 1951

**South Florida Chapter (SFLC) Newsletter / Online Edition**

**Winter/Spring 2024**

**Volume 37 Number 1**

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<https://www.betterinvesting.org/chapters/south-florida>

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Phillip "Phil" Keating, CFA (Founding Director, 1987)

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## **Florida Chapters Virtual Education Fair**

Saturday, March 23, 2024 / 10 a.m. – 12 p.m. (ET)

Online / Cost: FREE

**REGISTER:**

<https://www.betterinvesting.org/chapters/south-florida/local-events>

**"Optimize Your Stock Picking and Portfolio Management"**

**FEATURING - North Florida Chapter: Dan Harter and Robin Ware**  
"Dissecting Section 4 of the SSG to Understand  
Low and High Prices Selections"

**South Florida Chapter: Sofia Bitela**  
"Stock Watch List Management with Google Sheets and Excel for Stocks"



# Why BetterInvesting Remains Indispensable to Me?

I have been a BetterInvesting member for a little over three years, and I now serve as Director with the South Florida Chapter. I've been involved with a number of investor education presentations for the Georgia Chapter Investor Education Day, and the North Florida and South Florida Chapters. Although I hold a Master's degree in Finance, the BetterInvesting tools remain a core part of my investment methodology. Here's some of the BetterInvesting tools I find useful:



- **Stock Check List** - This check list identifies the company revenue and EPS growth over the last five years. If a stock does not have meaningful growth in the last five years, it is unlikely that the next five years would be any different. I weed out possible "value traps" so I can focus on potential winners.
- **SSGPlus** - I have the SSGPlus membership and with it is the Preferred Procedure. I begin my quantitative analysis with my supplementary Discounted Cash Flow spreadsheet to collect

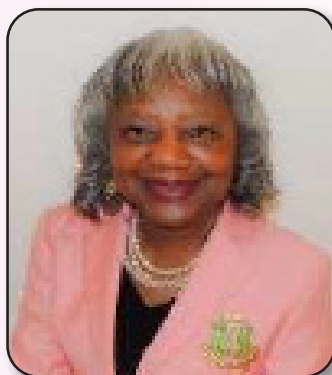
data for the Preferred Procedure, and make my judgments. I compare the expected return to the cost of capital for the stock. If the expected return is roughly the same as the cost of capital, then it's a potential buy for me. I have one more tool before making my final decision!

- **Stock Comparison Guide** - This tool allows me to select a stock plus up to four competitors for comparison along with industry metrics. By focusing on the absolute best of the bunch helps me make sure I select only the highest quality stocks for my portfolio.

The BetterInvesting methodology provides the most efficient investor tools. These tools are the most indispensable to my stock study. I encourage everyone to explore BetterInvesting tools to build your personal investing toolkit! **Sofia Bitela**, *Director and teacher, South Florida Chapter*



# Sisters Investing Seriously Investment Club



First Row: Diane Bryant, Mildred Bryant, Carol Curry and Barbara Freeman.  
Second Row: Darlene Satterwhite Hargrove, Kim Harrell, Earlene Striggles Horne, and Barbara Lumpkins.

With financial growth and the future in mind, a local group of Fort Lauderdale, FL, women set out to capture and support the vision of Delores McKinley and Mildred Bryant. They are all members of Alpha Kappa Alpha Sorority, Incorporated®, the first African American Greek letter organization for college women founded at Howard University, Washington, D.C. in 1908. The vision included chartering an Investment Club as a means of enhancing financial knowledge of investing, increasing financial growth options, and assisting in potential financial security. With these goals and objectives in mind, it was determined to proceed with what is now known as Sisters Investing Seriously Investment Club or SIS. During the inaugural meeting, Mildred Bryant was elected as the first Senior Partner. Continuing the challenge of leadership, Delores McKinley currently holds the office of Senior Partner. Both are still trusted, knowledgeable, and guiding resources within the group.

Formed in 1998, Sisters Investing Seriously Investment Club has been in existence for 25 years. During this time, the club has grown to as many as 28 members. The study tool used to gain financial knowledge and establish a foundation to build upon was “Starting and Running a Profitable Investment Club,” by Thomas E. Ohara and Kenneth S. Janke, Sr. This was the Official Guide from The National Association of Investment Clubs. Currently the membership consists of 16 partners of which 15 are original members. As noted, SIS members are extremely excited to have reached a twenty-five-year milestone!

Additionally, we proudly boast of our 25 years of successful and negotiable decision making. SIS meets on the second Tuesday of each month with a determined agenda to include officers’ reports, an educational component, portfolio analysis, valuation, update of new and old stock reviews, as well as stock purchases and sales. Better Investing





First Row: Pearl Maloney, Delores McKinley, Claudia Morgan, and Vickie Pearcey.

Second Row: Veronica Phillips, Zarlina Scott, Lenora Smoot, and Rosa Taylor.

magazine is one of the major informational and educational tools used during meeting sessions. Each partner is assessed a monthly fee of \$35. There are no meeting sessions during the months of July and December, however monthly assessments are still due. Annually in the month of November, the club hosts an all-expense paid holiday dinner outing for each partner who wishes to attend.

To manage the operational functions of the club, the following offices and appointments are utilized; Senior Partner, Junior Partner, Recording Partner, Financial Partner, Assistant Financial Partner, Chaplain, and Hospitality Partner. Partner responsibilities for each member include managing at least one or two portfolio stocks, as well as introducing a new stock annually, for review and possible purchase.

The current portfolio shares for the club consists of a

combination of small, medium, and large cap stocks. These stocks are diversified to include shares from a variety of industries, such as medical, retail, technology, food, fuel, and biotechnology.

The club has had external portfolio reviews and conducts annual verification of operational procedures. In addition to these practices, to ensure the continued success of meeting the club demands and member business matters, the Operational Procedures are currently under review and being updated.

Plans for the club “Silver Anniversary” celebration are currently underway. Members are exploring ideas of a dinner theater outing, home dinner party with entertainment, or a day cruise, and a cash BONUS for each partner. *(Editor’s Note - reprinted with permission: Westside Gazette Newspaper / The National Association of Investment Club, A.K.A. BetterInvesting)*

## CONGRATULATIONS!!!!

### BetterInvesting South Florida Chapter 2023 Anniversary Clubs

Female Investment Club (FIG) – 25 years

Sisters Investing Seriously (SIS) Investment Club – 25 years

293rd Investment Club – 30 years

Sisters In the Name of Love (SITNOL) Investment Club – 30 years

MS Investment Club – 40 years



# My CLIMB 2023 Stock Market Experience



## Communities Learning to Invest and Mobilize for Business (CLIMB)

Imagine, you have \$100,000 for a stock portfolio. Excited? Then, you might be interested in participating in the *2024 CLIMB Stock Market Experience*.

Last summer, I had the incredible opportunity to participate in the CLIMB program as a member of an adult group, *The A Team*. Our team explored different investment strategies and analyzed market trends to make informed decisions about buying and selling stocks. This immersion provided us with hands-on experiences. The Summer Stock Market Experience not only helped us to improve our understanding of the stock market; but, also allowed us to build essential skills. That is, such skills as critical thinking, teamwork, and strategic decision-making. By participating in this simulation, I tested my investment strategies and learned from my successes and failures. I highly recommend the program for

anyone interested in the stock market.

CLIMB is a non-profit organization dedicated to providing financial education to teens and young adults through various programs and events. One of their successful programs is *The Summer Stock Market Experience*, an 8-week investment game for all ages. This program is a virtual stock market game that provides essential market skills. Participants engage in weekly activities and lessons, and learn from guest speakers.

To learn more about the upcoming program, go to [www.climbusa.org](http://www.climbusa.org). The Informational Open Houses are scheduled for February 27, March 26, and April 23, 2024 via Zoom. Select one Open House to attend. **Patricia Daniel**, Director, South Florida Chapter

**Money Smart Week Is Retiring**  
**After two decades of working to increase financial capability in local communities**



# You're invited. . .



2024

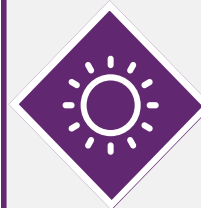
## STOCK MARKET EXPERIENCE **OPEN HOUSES**

Join us for an exclusive  
**INFORMATIONAL OPEN HOUSE**

where we'll be providing an overview of our Stock Market Experience program!



- Learn about our immersive summer program that offers hands-on experience managing a fictional \$100k stock portfolio. Designed for youth AND adults!
- Explore the exciting curriculum designed to teach stock analysis and investing fundamentals.
- Meet our knowledgeable team and get answers to all your questions about the program.



2024 SME Session  
**June 18-August 6**



**INFORMATIONAL  
OPEN HOUSES**

- Tuesday, February 27  
12pm CST | 1pm EST
- Tuesday, March 26  
5pm CST | 6pm EST
- Tuesday, April 23  
6pm CST | 7pm EST  
(virtual meeting via Zoom)

**Join us!**

**REGISTER  
HERE!**





# Sponsor BINC2024 Youth

Sponsor a youth to attend the  
2024 BetterInvesting Convention  
May 16-19, 2024 / Chicago, IL

Youth attendees shall learn  
investing the BetterInvesting way

The South Florida Chapter is a  
501(c)(3) nonprofit organization  
All contributions are tax-deductible

Contact for details or donations:  
Ionnie McNeill, South Florida Chapter President  
[ionnie@southflorida.betterinvesting.net](mailto:ionnie@southflorida.betterinvesting.net)  
561-352-4967

**CONTACT: South Florida Chapter**  
[contact@southflorida.betterinvesting.net](mailto:contact@southflorida.betterinvesting.net)

**Volunteers are ready to support you**

**SSG? Portfolio Management? New Club?  
YOU Name It!!!**

**South Florida Chapter Can Help**

## **Barbed-Wire SSG Test**

Revenue growth is upward and steady.

Earnings Per Share (EPS) is upward and steady.

Pre-Tax Profit (PTP) is upward and steady.

Management Return on Equity (ROE) is at 15% or better.

Management handling of debt is at 33% or less.

**Clear the fence this way!!!!**



## Upcoming South Florida Education: Credit Market Series

**O**n January 8, 2024, the South Florida Chapter commenced an education series on the Credit Markets to offer another set of tools to refine stock analysis. Investors of all levels can understand fixed income as an asset class, and understand the interplay between credit and stock markets. Late registrants shall have access to the entire series. **COST: FREE**

- **Understanding Fixed Income Markets (Jan. 8, 2024)** - Learn the structure of fixed income markets, and commonly used terms. Fixed income markets are three times the size of equity markets. Expand your knowledge and how to balance your portfolio between fixed income and equity.
- **Reading Credit Analysis Reports (Feb. 12, 2024)** - Learn how to find and read a company

credit analysis report. Discover the role of company credit rating in setting its interest rate, assess the impact of investment grade vs. non-investment grade debt, and how credit analysis can guide stock analysis.

- **Credit Market Signals: How to Find and Use Credit Data in Your Stock Analysis (March 11, 2024)** Learn how to find and use key credit market metrics and data to refine your stock analysis. Will review analysis and interpretation of credit data impacting equity performance.
- **The Bankruptcy Process: What Happens When a Company Goes Broke (April 8, 2024)** - A company declares bankruptcy. What's next? Learn the key terms, players, and how a bankruptcy unfolds. We will also review key metrics and warning signs for possible bankruptcy.

### Learn to Earn

2nd Saturday September 2023-April 2024  
9:30 a.m. – 11:45 a.m. (ET) / **FREE**

SSG Practice with BetterInvesting Magazine  
Monthly "Stock to Study"

April 2024 Annual Assessment  
of the Mock Portfolio

**Nick Nikiforos, Teacher**

### Model Investment Club (MIC)

3rd Saturday January–December  
10 a.m. – 12 p.m. (ET) / **FREE**

Learn or Review

- Investing the BetterInvesting Way
- How to Conduct an Investment Club

**President** – Randall Buss  
**Vice President** – Carmen Dudley  
**Secretary** – Anitra Pope  
**Treasurer** – Yvonne McNaughton





# BETTER INVESTING™

## South Florida Chapter

### SAVE THESE 2024 DATES

*(All times are ET, online, and FREE)*

#### March 9

Learn to Earn – 9:30 a.m. – 11:45 a.m.  
Chapter Board Meeting – 12 p.m. – 1 p.m.

#### March 11

Credit Market Series, Part 3 – 7:30 p.m. – 8:30 p.m.

#### March 16

Model Investment Club  
Monthly Meeting – 10 a.m. – 12 p.m.

#### March 21

Mentor/Mentee Program Group  
Meeting – 7:30 p.m. – 9 p.m.

#### March 23

Florida Chapters Virtual  
Education Fair – 10 a.m. – 12 p.m.

#### April 8

Credit Market Series Part 4 – 7:30 p.m. – 8:30 p.m.

#### April 13

Learn to Earn – 9:30 a.m. – 11:45 a.m.  
Annual Chapter Elections  
Meeting – 9:30 a.m. – 10 a.m.

#### April 20

Model Investment Club Monthly  
Meeting – 10 a.m. – 12 p.m.

#### April TBD

Mentor/Mentee Program Group  
Meeting – 7:30 p.m. – 9 p.m.

#### May 11

Chapter Planning  
Meeting – 10 a.m. – 12 p.m.

#### May TBD

Mentor/Mentee Program Group  
Meeting – 7:30 p.m. – 9 p.m.

#### June TBD

Mentor/Mentee Program Group  
Meeting – 7:30 p.m. – 9 p.m.

**June to August – Model Investment Club  
Meetings – 3rd Saturdays – 10 a.m. – 12 p.m.**

#### Sept. 14

Learn to Earn – 9:30 a.m. – 11:45 a.m.  
Chapter Board Meeting – 12 p.m. – 1 p.m.

#### Sept. 21

Model Investment Club Monthly  
Meeting – 10 a.m. – 12 p.m.

#### Sept. TBD

Mentor/Mentee Program Group  
Meeting – 7:30 p.m. – 9 p.m.

**Expect USPS Delivery of the 2024-2025  
Events Schedule by Aug. 31, 2024**