



BETTER INVESTING™

The Leader In Investment Education

Summer/Fall 2023

Central PA Chapter of BetterInvesting
c/o Liz Rodda, Editor
PO Box 651
Dauphin, PA 17018
www.betterinvesting.org/centpenn

Central PA Chapter of BetterInvesting Director John Diercks (far left) congratulates members of the Penn York Investment Club during its 30th year anniversary dinner meeting.



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NON-PROFIT • VOLUNTEER BASED • MEMBER DRIVEN

Educational Event

<https://www.betterinvesting.org/chapters/central-pennsylvania/local-events>

Saturday, August 19, 2023 8:30 AM to 1:50 PM
Keystone Strategies Education Event and
Annual Meeting

TWO Keynote Speakers:

**John Diercks “Value Line:
A Valuable Investment Tool”**

Dennis Low “Artificial Intelligence”

Awards for Winning Portfolios
“Let’s Talk Stocks” with 4 Panelists
Continental Breakfast and Light Lunch Provided
Giant Food Store Community Room
3301 Trindle Road, Camp Hill, PA 17011
Free to attend. Details page 3.



Visit the Chapter’s Two Model Investment Clubs

Learn and Earn Model Investment Club (LEMIC)

Meets second Saturday of each month at Giant Food Store Community Room, Camp Hill, 9 AM to 11 AM

Free and open to the public.

Centre Region Model Investment Club (CRMIC)

Meets second Monday of each month at South Hills School of Business and Technology, State College, 6:30 PM to 8:30 PM.

Free and open to the public.

www.crmic.org

President's Column

By Liz Rodda

Here in Central PA, we have had an excellent year.

The national office of BetterInvesting and the BetterInvesting Advisory Board (BIVA) have recognized one of our directors, Bruce Kennedy, with a national award for 2023. Details on page 8. Also, nine investment clubs in our territory are celebrating landmark anniversaries from 10 to 55 years! Clubs listed on this page.

We welcome our newest director, Dennis Low, who is a lifetime member of BI and an active partner in one model investment club. As well, Keystone Strategies Education Event and Annual Meeting will be happening Saturday, August 19. Details on page 3.

The winners of the Keystone Strategies Portfolio Contest will be announced. Here in my household, we enjoy "top to bottom" enjoyment of that competition. My husband, Steve Wisegarver, currently leads the pack whilst I, who chose all financial and bank stocks, drag the bottom. But, a learning experience, nonetheless. Details of that contest, page 4.

Know someone who wants to see a club in action? Refer them to Visit-A-Club, page 10.

Lastly, this newsletter would not be possible without the involvement and submissions from our directors. Truly, they make the Chapter.

Read and enjoy. \$\$\$



Liz Rodda is serving a second term as CPAC president. She is president of Capital Investment Club and is the Chapter newsletter editor. She wisely married Steven Wisegarver, the real brains behind their investment success. They both live on the banks of the Susquehanna River.

This newsletter is a publication of the Central PA Chapter of BetterInvesting (CPAC), a non-profit, volunteer organization dedicated to investment education. The BetterInvesting (BI) mission is to provide a program of sound investment information, education and support that helps create successful lifetime investors. The Central PA Chapter website is: www.betterinvesting.org/centpenn

Investments mentioned in this publication are meant for educational purposes only and are not to be considered an endorsement.

Officers are:

Liz Rodda, President

president@centpenn.betterinvesting.net

Dave Moore, Vice President

John Varner, Treasurer

treasurer@centpenn.betterinvesting.net

Richard Lindsay, Secretary

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Investment Clubs Celebrating Anniversaries

<u>Years</u>	<u>Club Name</u>	<u>City</u>
10	Bread & Butter,	Albrightsville
25	Capital Investment Club,	Dauphin
25	Learn & Earn Model IC,	Camp Hill
25	Juniata 98 IC,	Lewistown
25	Derr Z,	Beaver Meadows
30	Penn York Investors,	Westfield
30	TriState Investment Club,	Milford
50	Profitable Securities,	Towanda
55	Haucksville IC,	Elizabethtown

Congratulations to All!

Keystone Strategies Education Event and Annual Meeting

Saturday, August 19, 2023
Giant Food Store Community Room
3301 Trindle Road, Camp Hill

FREE! Advanced Registration Required. Email: events@centpenn.betterinvesting.net
Agenda (subject to change)

- 8:30 AM to 9:00 AM** Registration and Continental Breakfast.
- 9:00 AM to 9:20 AM** Opening remarks and business matters.
Liz Rodda, President Central PA Chapter of BetterInvesting (CPAC).
- 9:20 AM to 9:50 AM** Keystone Strategies Portfolio Contest Awards,
and NEW 2023-2024 Contest Kickoff – Richard Lindsay
- 9:50 AM to 10:50 AM** Value Line – A Valuable Investment Tool - John Diercks
- 10:50 AM to 11:30 AM** Model Investment Club Presentations
John deGroot, Learn & Earn Model Investment Club
John Diercks, Centre Region Model Investment Club
- 11:30AM to 12:10 PM** Break and light lunch snack
- 12:10 PM to 1:10 PM** Artificial Intelligence – Dennis Low
- 1:10 PM to 1:50 PM** Let’s Talk Stocks – Ken Mobley, Donna Diercks,
Richard Lindsay, and John Varner.
- 1:50 PM** Closing Remarks and Door Prizes - Liz Rodda, CPAC President

“The Keystone Strategies Education Event is a once-a-year opportunity for the BI members of Central Pennsylvania to gather together, meet and greet, and share investing ideas and strategies. It is also a rare opportunity for BI members and their guests to expand their investing skills by learning from our experienced, professional instructors.”

--- Bruce Kennedy, Keystone Strategies Coordinator

Keystone Strategies Portfolio Contest

Winners to be Announced August 19, 2023

By Richard Lindsay

Our education day looks to be a most informative day for our members. Here is a review of our 2023 Keystone Strategies Portfolio Contest which launched November 28, 2022 and will continue until closing bell on Friday, August 11, 2023. We will celebrate winning portfolios on Saturday, August 19, 2023 during Keystone Strategies Education Event and award the winners their prizes.

Individuals and investment clubs chose over 125 stocks with an average growth rate of 10.5% and a PE ratio of 20.8. The 125 stocks have an interesting sector diversification:

29.2% Technology

18.1% Industrials

16% Consumer Discretionary

The overall financial strength is low at 74% and EPS stability is 62.

The size diversification of the 125 stocks is virtually evenly split: Large Cap (slower growers) at 33.5%; Mid Cap is 37.9% and the Small Cap is 28.7%.

As of the writing of this article at the end of June 2023, the top 3 leaders are:

(1) Steve Wisegarver with his impressive portfolio that rocketed from a \$5,000 investment to \$8,845.10. His portfolio contains only three stocks: Nvidia (NVDA), Microsoft (MSFT) and Costco (COST),

(2) Marcia Gordon also chose a portfolio of just 3 stocks (META), (IBM) and (T) that advanced from \$5,000 to \$7,812.93.

(3) John Varner is in 3rd place with a well-balanced portfolio of 5 stocks (META), (FND), (AMZN), (GOOGL) and (FOXF) that have grown from \$5,000 to \$7,538.66.

There is a separate category for investment clubs. Currently, the JDC Investment Club is in 1st place with \$7,468. Their 3 top stocks are (NVDA), (MSFT) and (AMZN).

Much can also be learned from reviewing the bottom of the list. The poorest performers are First Foundation (FFWM) and First Guaranty (FGBI) from the financial sector. These two worst performers dropped from \$1000 to \$298.9 and \$485.23, respectively.

Go to Central PA Portfolio Contest at the following link to investigate further:
<https://www.bivio.com/keystonestrategies/home/Public/Index.html>. Select 'status' to follow the portfolios. \$\$\$



Richard Lindsay is the Keystone Strategies Portfolio Contest Coordinator. He is the Secretary for the Central PA Chapter of BetterInvesting and a partner in two BI investment clubs. He writes from Carlisle, PA.

How to analyze stocks for buy/sell decisions

By Dennis Low

How does an investor analyze stocks to make informed buy and sell decisions?

The idea is to have recent information, data, and opinions on the stocks currently in the portfolio. This analysis can aid in evaluating buys or sells.

First, I like to examine the stock price 52-week range, examining high/low price, as well as 50-day moving average (MVA) and 200-day MVA.

Next, compare today's price to the price at the most recent 6-month review in LEMIC. Check the SSG analysis of the stock, especially upside/downside ratio.

Review information from the most recent Value Line report, including the recommendation narrative.

Manifest Investing is another quality source for analysis: what is the quality rating and does the Projected Annual Return (PAR) meet the BI goal of 15% annual return?

What is the Charles Schwab brokerage firm advice?

Another source I favor is Morningstar; their star rating includes price compared to the fair value. I also review the risk assessment and moat structure (wide or narrow).

I analyze information from S&P Global, especially their star rating.

The BuildMWell (BMW) Method is a **stock** market investing strategy created by Motley Fool. The BMW Method aims to buy low and sell high based on the variation of a **stock's** compound annual return rate. The Method works best with companies with a long history. The basic idea is to buy or sell when the stock price represents an outlier.

So, which of these sources do you find useful in evaluating a stock that we own and have analyzed in the past? Can we usefully employ such information when we make buy/sell decisions? \$\$\$



Dennis Low is a lifetime member of BetterInvesting, a partner in LEMIC and a Chapter Director. He is a professional geologist working for the Commonwealth.

LEMIC Portfolio

18 partners

16 holdings

99.1% invested in equities

.9% holdings in cash

Adobe Systems (ADBE)

Alphabet (GOOG)

Costco (COST)

Domino's Pizza (DPZ)

Edwards Life Science (EW)

Five Below (FIVE)

FleetCor Technologies (FLT)

Fox Factory Holding (FOXF)

Generac Holdings (GNRC)

Lam Research (LRCX)

Microsoft (MSFT)

Nvidia (NVDA)

Starbucks (SBUX)

United Health Group (UNH)

Veeva Systems (VEEV)

VISA (V)

LEMIC 2023 Officers:

John deGroot, President

Kate Grenke, Vice President

Kate Mobley, Secretary

Dave Moore, Treasurer

BetterInvesting

We are all about education.



New CRMIC officers: The officers from left to right are Ailan Cheng, secretary; Pratibha Vakharia, vice president; Donna Diercks, outgoing president; John Diercks, new president; and John Varner, treasurer.

"To learn and grow"

Meet Dennis Low

CPAC welcomes our newest elected director, Dennis Low. Dennis is a lifetime member of BI and a professional geologist working for the Commonwealth. Each month BI notifies CPAC of new BI members in our territory. In the role of New Member Greeter, Dennis contacts the new member through email, post mail or phone call. He introduces the new member to what we do in the Central PA Chapter, saying, in part, *"The Chapter's volunteer directors strive to create many opportunities for individual and investment club members to learn and grow. We provide educational workshops, model investment club meetings, and special events for stock investors of all skill levels."*

Welcome, Dennis Low. \$\$\$

Investment Club Visits Award Certificate Presentations

***55th Anniversary Certificate Award
Houcksville Investment Club,
Lancaster County, PA
Thanks to CPAC Director John deGroot for
visiting the club for the award presentation.***



Photo by John deGroot, CPAC Director

**Penn York Investment Club 30th Year Anniversary
Thanks to Directors John and Donna Diercks for
making the presentation.**



Photo by Donna Diercks, CPAC Director

Education is Primary Goal of CRMIC By John Diercks

The Centre Region Model Investment Club (CRMIC) includes members with different levels of investment knowledge, ranging from new investors to very experienced investors. A primary goal of our new members is to become experienced investors and learn from other members in the club. Thus, education is a vital part of every CRMIC meeting.

Education is accomplished in three segments of each meeting. The first segment is a review of a stock in our portfolio by a member in the club. In this segment of the meeting, a member who is responsible for monitoring the stock will cover the fundamentals in the stock, such as pre-tax profit margin, return on shareholder's equity, and the company's revenue and earnings per share growth. An updated stock selection guide (SSG) is reviewed as well for the club to make a decision to continue to hold the stock or buy more shares.

A new stock for possible purchase is presented in the second segment of each meeting. Although education is not a specific reason of this segment, new members learn how to study a stock, produce an SSG and prepare a concise presentation on the stock to the club.

The third segment of the meeting is actually called education. In this segment, a wide range of topics is covered. For example, topics have included different types of stock investments; financials, including the income statement, balance sheet, and the statements of cash flow; and individual parts of the SSG.

Education is a primary goal in the club in addition to building a diverse, profitable portfolio of stocks. \$\$\$



John Diercks is a director with BetterInvesting's Central Pennsylvania Chapter. John has taught financial classes at local, regional, and national levels. John serves as president of the Centre Region Model Investment Club. With three degrees in meteorology, John spent 26 years in the Air Force and 16 years as an instructor of meteorology at The Pennsylvania State University before retirement.

CRMIC Portfolio

12 partners
13 holdings

Alphabet Inc. (GOOGL)

Apple Inc. (AAPL)

Amazon.com Inc. (AMZN)

Berkshire Hathaway Inc.
(BRK.B)

Costco Wholesale Corp.
(COST)

CVS Health Corp. (CVS)

The Walt Disney Co. (DIS)

Generac Holdings Inc.
(GRNC)

Microsoft Corp. (MSFT)

NV5 Global Inc. (NVEE)

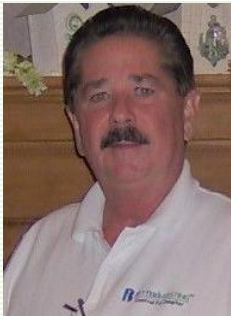
Robo Global Robotics and
Automation Index ETF
(ROBO)

Invesco S&P SmallCap 600
Pure Growth ETF (RZG)

United States Lime and
Mineral (USLM)

BetterInvesting National Award

Bruce Kennedy,
CPAC Director
2023 Award Recipient
Gretchen Hurt Leadership Skills Award



The BetterInvesting Volunteer Advisory Board (BIVA) and the NAIC/BI Board of Directors recognize outstanding contributions to BI by individuals. This year, BIVA and NAIC joined Central PA Chapter of BI in **honoring Bruce Kennedy** for his exceptional leadership skills in our Chapter.

This Leadership Skills Award was established in 2016 in honor of Gretchen Hurt, long-time BI volunteer, who believed strong leaders resulted in strong Chapters.

In accepting the award, Bruce wrote to Chapter Directors *“I want to thank each of you for the efforts that you put forth to insure the success of our chapter and our model clubs. Being a part of this great team is all the inspiration I need to continue doing the things that I do. Thanks again for your kind words. They truly mean a lot to me.”*

BIVA and NAIC Board announced Bruce as the award recipient during BetterInvesting National Convention 2023.

Congratulations, Bruce!

Penn York Investment Club Visit

On May 25, 2023, John and Donna Diercks, Central PA Chapter (CPAC) Directors, traveled to Rexville, NY, to present the partners of the Penn York



Investment Club their 30-year certificate. The club meets in a partner’s man cave (pictured at left) which is located on a beautiful steer farm. The club

was founded in 1993, when one of the partners who was in the farm insurance industry noticed that some of his clients were making more money in an investment club than they were by farming. From this he got the idea to start a club. Ten partners started the club knowing nothing about investing.

Eight of the partners remain in the club. Most of the partners are farmers plus there is a banker and a retired grocery store and gas station owner in the club.

In order to celebrate their 30th anniversary, the men enjoyed a delicious dinner provided by one of the wives. It was complete with a birthday cake, and they had black baseball hats (pictured above) made to celebrate as well. Embroidered on the hat was “Penn York Investment 1993-2023”.

The men enjoy discussing their portfolio and new stocks of interest to them. Their portfolio contains 47 stocks. At the time of the visit the total annualized return for stocks in the portfolio was 13.3%.

Our hats are off to the Penn York Investment Club. Congratulations on your anniversary. \$\$\$



Partners Teaching Partners

Model Investment Club Education Snippets

Each month, CRMIC partners present an education segment as part of the model investment club meeting. Here is a summary of that education. All graphics are stock art.

Brief Overview of the Value Line Stock Report *by John Diercks*



The Value Line stock report is crammed full of valuable information for analyzing a company. It's a condensed one-page version of a company's annual report.

Artificial Intelligence and Potential as an Investment Opportunity *by Ailan Cheng*



Artificial Intelligence (AI) offers an interesting potential for future investment opportunities. It's estimated the AI market will grow at a 38% compounded annual rate through 2030.

The Little Lion Fund Class from the State College Area High School *by Students*



Students gave an enthusiastic presentation on the history, structure, and investment strategies of the Little Lion Fund. What an opportunity for students to get involved in the world of investing.

High Yield Dividend Paying Stocks *by John Diercks*



Investors near or in retirement often search for income paying stocks. Real Estate Investment Trusts and Business Development Companies offer yields well above the 1.7% S&P 500 Index yield.

Trend Lines and Technical Analysis *by Brian Mannino*



Trend line tools are valuable in analyzing the past and future trend of stock prices. Supply-demand principles can spot stock-price reversals using trendlines

Using Members Sentiment in Your Stock Studies *by John Varner*



Member Sentiment in the stock selection guide (SSG) compares your predictions with hundreds of other SSGs for the same company.

Visit-A-Club Program

Did you know that BetterInvesting has a program that allows investors or groups of investors the opportunity to learn more about investing and investment clubs?

The BetterInvesting Visit-A-Club program lets you attend a club meeting as a guest of the host investment club.

Anyone (including people who have not joined BetterInvesting) can use the Visit-A-Club program to learn more by visiting a participating BetterInvesting club or a BetterInvesting Model Club.

These clubs welcome guests and are happy and willing to share investing knowledge. On a personal note, as a BetterInvesting director for the Central Pennsylvania Chapter, I have been able to visit many clubs and sit in on their meetings. These have always been friendly and enjoyable, with the sharing of excellent investing knowledge and advice.

Currently the Central Pennsylvania Chapter of BI has five investment clubs participating in the Visit-A-Club program. These include:

Capital Investment Club in Harrisburg
Centre Region Model Investment Club in State College
Learn and Earn Model investment Club in Camp Hill
River Oaks Investment Club in Harrisburg
MoneyMakers Investment Club in Mountville
(a women's club)

The contact information to attend any of the club's meetings can easily be found at betterinvesting.org/chapters/central-pennsylvania/visit-a-club or log onto BetterInvesting (betterinvesting.org) choose the central PA chapter, then choose the Visit-A-Club tab.

Whether you are interested in starting an investment club, joining an investment club, or simply want to learn more about investing or investment clubs, please come visit one of our participation investment clubs. We look forward to seeing you!



Dave Moore is the CPAC Director working with Visit-A-Club (VAC). He currently serves as treasurer of LEMIC. He lives and works in the Gettysburg area.

Searching for Investing Ideas?

LEMIC is on Facebook

www.facebook.com/BetterInvesting/Harrisburg

www.betterinvesting.org

Ticker Talk and StockUp

Programs recordings available on BI website.

First Cut Stock Studies

Browse stock analyses updated weekly from BI investors.

Manifest Investing
www.manifestinvesting.com

Investing made easier by Mark Robertson with Bull Sessions and Roundtable.

Bivio.com

Helps investment clubs with accounting software, partnership forums, file storage.

Q & A with Lee Lepka, LEMIC's New Partner

Editor's Note: The Q&A feature is a periodic column dedicated to getting to know our club partners.

Photo credit: Liz Rodda



Question: *What is your interest in investment clubs?*

Lee Answers: Learning to invest correctly was a big concern as I have never tackled this before. Joining an investment club that actually teaches you how to invest and gives real life scenarios is a huge help in deciding what stocks to invest in and which ones to pass on. LEMIC seems to be the best fit for me.

Question: *How did you hear about BetterInvesting?*

Lee Answers: I learned about BetterInvesting from my late father-in-law, Fred Rissinger. He was a big advocate for LEMIC.

Question: *What do you enjoy most about investing?*

Lee Answers: Analyzing a stock and coming up with the correct path forward is enjoyable.

Question: *A person needed to attend at least three LEMIC meetings before requesting membership. What were some of your observations as a LEMIC attendee?*

Lee Answers: Two things I enjoyed were the interaction of all members and secondly, the help put forward by seasoned members was incredibly helpful.

Question: *What advice would you give other individual investors?*

Lee Answers: If you are looking to start in the investment world, it would be a huge help hanging out with folks who know what they are doing.

BI Free Webinar: StockUp - The Seven Deadly Biases for Stock Investors **Thursday, August 10, 2023 – 8:30 – 9:45 p.m.**

The psychological aspects of investing creep into our portfolios through irrational assumptions or beliefs called biases. Believe it or not, we all have them and may not even recognize how they can cloud our judgment.

Following the BetterInvesting principles and being a part of an investment club does help, but what other ways can we keep these biases in check? In this session, we look at 7 of the most common investor biases. Join us and see if you can identify the biases you or fellow investors may hold and ways to help minimize them.

Use what you learn to give your personal or your club's portfolio a second look.

Instructor: Jackie Koski has been a member of BetterInvesting since 2008 and joined the Ohio/Kentucky/Indiana (OKI) Tri-state Chapter board in 2009 as a director. She was a Cincinnati Model Investment Club partner for over 12 years and served as president and vice president. Jackie currently serves as Vice-Chair of the BetterInvesting Board of Directors and sits on the Investment Committee.

Jackie has made multiple appearances on CNBC's Closing Bell to share her thoughts on the market from an individual investor's perspective. She has presented classes at the BetterInvesting National Conventions (BINC) and regional educational events for OKI and other BI chapters.

Jackie holds a master's degree in Personal Financial Planning and Financial Therapy from Kansas State University, where she studied the interplay of money and psychology.

Registration link: <https://register.gotowebinar.com/register/7390081965039206239?source=event>

2023 Schedule of Education Classes, Central Pennsylvania Chapter

Contact for registration: John Diercks, 814 234-8775

contact@centpenn.betterinvesting.net

2023				
Date of Course	Day	Time	Course Name	Course Instructor
	Second Saturday of each month	9:00 - 11:00 am	Learn and Earn Model Investment Club Giant Food Store Community Room, Camp Hill, PA, Go to Meeting link for online attendance: https://www2.gotomeeting.com/join/412656818 Open to the public, free	
	Second Monday of each month	6:30 – 8:30 pm	Centre Region Model Investment Club South Hills School of Business and Technology State College, PA, Go to Meeting link for online attendance: https://www2.gotomeeting.com/join/164983994 Open to the public, free	
Aug. 19, 2023	Saturday	8:30 am - 1:50 pm	Keystone Strategies Education Event Giant Food Store Community Room Camp Hill, PA, open to public, No charge. Registraton required.	
Oct. 17, 2023	Tuesday	7:00 - 8:15 pm	Stock Study Webinar TBA Open to the public, free	John Diercks

Please note: The Chapter maintains an **email list** to notify members of upcoming events, including workshops, webinars, education days, and other investing opportunities. Contact John Diercks at contact@centpenn.betterinvesting.net if you would like to receive timely notification of these events via email. In general, you will only receive one or two emails a month from the Chapter. Encourage other members in your investment club who are not receiving our emails to request joining the Chapter list.