Stagecoach Drivers Of The Month

Directors Profiles: Joe & Wilton Armstrong

Meet two stars from the West Texas Chapter – Joe and Wilton Armstrong.

Wilton can coordinate any meeting, workshop or party with professional aplomb. For our chapter, this is a major function, and a difficult challenge.

She credits her skill to working closely with her three sisters once a week from April through October; when they fashion their annual Christmas celebrations. (Sadly, one of Wilton’s sisters passed away recently.)

Joe, instead, concentrates on teaching chapter classes and analyzing Mutual Funds and individual stocks. He freely shares his mastery of computer programs on market analysis.

He is the past president of the Lubbock Chapter of Mensa Society, which admits only those in the top two-percent of I.Q. tested persons. Also, he’s been active in the International Society of Philosophical Inquiry, which admits only the top one-percent of the population.

Wilton’s professional background is varied, for instance; accounting work in the feed lot industry. To expand her horizons, she’s now enrolled in on-line stock option courses.

Joe’s occupational experience encompasses agriculture, teaching, and stock brokerage. Regarding the latter, he frankly believes that the Better Investing Principles utilized by the Chapter are often superior to the tools employed by stock brokers.

On a personal note, Joe and Wilton met at a church singles gathering. Joe pridefully says that from their marriage he acquired a threefold blessing: first, a wonderful and loving wife; second, four step children; and third, multiple grandchildren.

Wilton, not to be outdone, describes endlessly, how caring and fun-to-be-around Joe is; saying, “I got a great husband.” She raves about Joe’s help during her recent serious injury; “I couldn’t have made it without him.”
It’s very exciting and frustrating to be any officer in an investment organization at this particular juncture. So many unpredictable future events are out there.

The market’s volatility, the state of the national economy, next year’s presidential election, computer programs replacing human roles: these are only a few. But let’s focus our attention on the new opportunities awaiting the knowledgeable investor.

For example, the “experts” have predicted, ever since the 1970s, that the U.S. was in a crisis situation concerning oil and gas. Wrong, wrong, wrong! The energy companies are booming. Also, what about the “experts” and global warming? They, too, are on the ropes. And again, new companies will emerge for us to invest in, and make money.

On a local note, the October class on “Why Invest” was a most rewarding. The chapter members who organized it deserve congratulations. The participants learned a great deal about the basic principles of investing. The BI conference in Kentucky went off as scheduled. Kaye Short represented our chapter and her report is included in this issue.

Again, I want to extend a warm welcome to our area clubs and individual members to join us at our monthly meetings. Chapter Meetings are held on the first Saturday of each month, except July and December, 9:30 a.m. followed by the Model Investment Club meeting at 12:00 p.m. We meet at the SGS Engineering Building, 401 50th Street, in Lubbock, Texas. You are invited and encouraged to attend either or both of these meetings.

Watch For Smoke Signals—Reviews of Financial Media

It’s normal to be mesmerized, and overwhelmed, by the sheer volume of data available through the media: print and electronic (including the web). We certainly are. With this issue we are inaugurating a series of short articles that point a media-direction for the average investor.

Our criteria for choosing which publications, TV channels, or web sites to discuss stresses (1) local availability, (2) understandability, and (3) usefulness to the average investor. The opinions expressed are solely the editors’ and are admittedly arbitrary.

“The Wall Street Journal” is the media’s financial giant. Its analysis is both extensive and intensive. Published Monday through Saturday, copies are available from Market Street stores and Barnes and Noble. Home delivery is also available in some areas of Lubbock; mail delivery available elsewhere. Cost, by subscription, approximates the A.J. The on-line edition comes with a home subscription. Easy to use, it’s an archive and an invaluable research tool. Both feature articles and editorials typically include a “log line,” which is a One-Sentence Description of the article’s theme. This is a great time-saver for readers who only have time to skim the paper. Comparing publications is tempting, and we’ll just say that it resembles USA Today (but is only more-so in the area of financial reporting).

## Learnin’ The Ropes
### 2012 Educational Opportunities

<table>
<thead>
<tr>
<th>Class Title</th>
<th>Date</th>
<th>Format</th>
<th>Cost</th>
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<tbody>
<tr>
<td>Mutual Funds-Part 1: Learn the Lingo</td>
<td><strong>Feb 2, 2012</strong></td>
<td>Online Go-To-Meeting (GTM)</td>
<td>$30 for all three Mutual Fund Classes</td>
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<td>Prepared for the beginning investor, this class will define mutual funds, and explain the pros and cons of investing in them. It will introduce the terms used with mutual funds.</td>
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<tr>
<td>Mutual Funds-Part 2: Learn the Lingo (cont.)</td>
<td><strong>Feb 16, 2012</strong></td>
<td>GTM</td>
<td>As above</td>
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<td>This class continues the study with an overview of types of funds. It also discusses risk versus reward among the various types, and explains how to diversity your mutual funds.</td>
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<td>Mutual Funds-Part 3: BI’s Online Mutual Fund Tools</td>
<td><strong>Mar 1, 2012</strong></td>
<td>GTM</td>
<td>Same</td>
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<td>This class introduces BI’s online tools and show how they can be used to find, analyze, and compare quality mutual funds.</td>
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<td>No Classes</td>
<td>May</td>
<td></td>
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<td>Exchange Traded Funds</td>
<td><strong>June 16, 2012</strong></td>
<td>TBD</td>
<td>$12</td>
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<td>No Classes</td>
<td>Jul &amp; Aug</td>
<td></td>
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<tr>
<td>Better Investing National Convention-Houston, TX</td>
<td><strong>Sep 13--16</strong></td>
<td>Multiple</td>
<td>See the BI website</td>
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<td>The SSG Using Toolkit</td>
<td><strong>Oct 20, 2012</strong></td>
<td>Classroom</td>
<td>TBD</td>
</tr>
<tr>
<td>The SSG Using the Online Tool</td>
<td><strong>Nov 17, 2012</strong></td>
<td>GTM or Classroom</td>
<td>TBD</td>
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The Better Investing National Convention (BINC) was held September 15th through the 18th in Covington, Kentucky. Covington is just across the river from Cincinnati, Ohio, and it was a beautiful and interesting site. However, the real “treasure” was inside the convention center, which was connected to the hotel via an enclosed walkway—very convenient! Beginning with Director Training on Thursday afternoon, the three days were jam-packed with classes, corporate presentations, and networking. (I was “adopted” by ladies from the Oklahoma Chapter, and they were such fun!). The computer lab was open a part of each day, and the rest of the schedule it was devoted to a complete Beginner’s Track with hands-on SSG completion.

The instructors were all the folks we’ve taken classes with via the web—Ken Kavula, Mark Robertson, Hugh McManus, Ann Cuneaz, Gretchen Hurt, Carol Theine, just to name a few. The topics ranged from portfolio management to prospecting for companies to bonds, annual reports, the Federal Reserve, and managing your 401K.

CEO Kami Zaracki opened the session on Thursday by reviewing where BI has been and where we are going. BI remains committed to it’s volunteers, Chapters, clubs, and investor members. Kami believes that Empowering Individual Investors remains our goal, and that in today’s world the more that people are electronically engaged, the more likely they are to stay with the organization. To that end, BI will become more visible on social networking sites, putting our educational efforts where people need them and on the devices they use, including I-Phone, Kindle, GTM, YouTube, and I-Tunes. All members of the VIBA Board were very excited about the changes coming in delivery of education efforts.

Kami also stated that the Mutual Fund Handbook is being revised to more closely match the online Mutual Fund Tool. This is a big area for investor education, as 76 million people participate in a 401K, and most are not happy or don’t understand it. Also, BIVA Board will be presenting a series of classes on stock selection for the intermediate investor.

Corporate presentations were very informative. They included well known names like GE, Pepsi, National Retail Properties, Proctor & Gamble, and Spectra Energy, and some companies that were new to me, like Petrobras, HealthWarehouse, Senesco, and RPM. The food? It was great! The 2012 BINC will be held in Houston, Texas.

Dates will be September 13—16, 2012.

Photo: The Southwest was represented at BINC by Directors from our regional BI Chapters.

Back Row: Joe Parks (Assistant RM- SouthCentral Region - Houston Chapter Director - BIVAB Director & BINC Chair) and Arlene Skaggs (Region Manager- SouthCentral Region - Houston Chapter Director).

Front Row Left to right: Ruth Dishman (Heart of Oklahoma) - Carolyn Fox (Heart of Oklahoma) - Dianne Seaman (Houston Chapter) - Christi Powell (Heart of Oklahoma and Associate Director BIVAB) - Beverly Wooley (Heart of Oklahoma)- Kaye Short (West Texas Chapter).

They urge all Chapters to plan ahead for next year’s fun bash in Houston.
Wranglers Of The Month: Local Club Profile

South Lubbock Investment Club (SLIC)

By Brenda Parker and Gerry Reilly

Twenty members formed South Lubbock Investment Club on its inception May 18, 1995. Membership was capped at 20, with a new member added for every exiting one. All financial records were kept by journal entries until September 22, 1995 when the club entered the digital era. The computer program “Club Accounting Three” was selected for maintaining club financial records.

Peggy Richards was the original treasurer and served in that post until her death on October 17, 2009, when Assistant Treasurer, Gerry Reilly assumed the role. Record keeping was changed once again in July 2010 to Bivio, an online method of accounting. This latest change has made it much easier to keep track of club finances.

Club investments totaled a little over $100 thousand in May of 2007. At this time some members wished to close the club and withdraw their money. Instead, it was voted to resign the ones that wanted out, sell enough stock to pay them off and keep the club going. Ten members remained after the buyout.

The club meets the third Monday of each month at 7:00 p.m., with the exception of December. There is a Christmas Chinese gift exchange with plenty of food and fellowship, followed with a portfolio report; however, no business is conducted in December.

WEB access is not available where the club meets; therefore each member is responsible for following their assigned stocks with recommendations for actions to be considered. Members use Toolkit 6 and BI guidelines to study and select stocks.

The club continues to maintain a membership of 10. While interested in additional members, the club seeks only new members that plan to remain long term. South Lubbock Investment Club has remained stable over the last 2 years and its investments are doing well for these uncertain and turbulent times.

Photo: This picture includes only the members who managed to get out in the dust and wind tonight. Pictured from left to right: Lisa Carmickle, Secretary; Brenda Parker, V-Pres.; Gerry Reilly, Treasurer; Gloria Clawson, Parliamentarian. Not pictured: Karla Alexander, President; Jackie Balch, Joyce Davis, Ellene Osburn, Sandra River of Plainview, Aggie Rampy.