

Building A Better Investment Club

Noreen Carpenter, Carol Crosta, Avi Horwitz

BetterInvesting National Convention

Building A Better Investment Club



Noreen Carpenter - BIVA Board Associate Director
Carol Crosta - BIVA Board Associate Director
Avi Horwitz - BIVA Board Director

BETTERINVESTING
The Leader In Investment Education

Seminar Number 286

BETTERINVESTING NATIONAL CONVENTION

Disclaimer

The information in this presentation is for educational purposes only and is not intended to be a recommendation to purchase or sell any of the stocks, mutual funds, or other securities that may be referenced. The securities of companies referenced or featured in the seminar materials are for illustrative purposes only and are not to be considered endorsed or recommended for purchase or sale by BetterInvesting™ National Association of Investors Corporation ("BI") or the BetterInvesting Volunteer Advisory Board, its volunteer advisory board ("BIVAB"). The views expressed are those of the instructors, commentators, guests and participants, as the case may be, and do not necessarily represent those of BetterInvesting™ or BIVAB. Investors should conduct their own review and analysis of any company of interest before making an investment decision.

Securities discussed may be held by the instructors in their own personal portfolios or in those of their clients. BI presenters and volunteers are held to a strict code of conduct that precludes benefiting financially from educational presentations or public activities via any BetterInvesting programs, events and/or educational sessions in which they participate. Any violation is strictly prohibited and should be reported to the President of BetterInvesting or the Manager of Volunteer Relations.

BETTERINVESTING NATIONAL CONVENTION

Agenda

- Introduction
- One Thing that Makes All the Difference
- Finding Members
- Tools to Expand Your Horizon
- Know Thyself
- Social Events
- Questions & Discussion

BETTERINVESTING NATIONAL CONVENTION

Introduction

- **Avi Horwitz**
 - “The Club Killer”
- **Noreen Carpenter**
 - *BIGWIGS* – *Bolton Investment Group, Women in Great Success*
- **Carol Crosta**
 - Sacramento Area Chapter Model Investment Club
 - Millennium Money Makers

BETTERINVESTING NATIONAL CONVENTION

One Thing that Makes All The Difference Education

- Keep members interested with education
- Set goals and frequency
- Consider a VP of Education
- Keep a calendar of topics and leaders
 - Helps keep club on track

BETTERINVESTING NATIONAL CONVENTION

One Thing that Makes All The Difference Education

- Annual Reports
- Value Line – the other sections
- Print media for study
- Investing Software
- Portfolio Management
 - % of holdings
 - Diversification
 - Sectors
 - Portfolio software
- Internet sites
 - BetterInvesting
 - Manifest
 - Yahoo
 - MSN
 - Motley Fools
 - bivio
 - Iclub / Stock Central

BETTERINVESTING NATIONAL CONVENTION

One Thing that Makes All The Difference Education

- Reading Broker Statements
- Sell / Hold Checklist
- Financial Vocabulary
- Mutual Funds
- BetterInvesting
 - Book Series
 - Classes to Go
 - Discussion lists
 - Online Stock Study
 - First Cut

BETTERINVESTING NATIONAL CONVENTION

One Thing that Makes All The Difference Education

- Learning more:
 - Chapter classes and events
 - Regional events
 - National Convention

BETTERINVESTING NATIONAL CONVENTION

One Thing that Makes All The Difference Stock / PERT Assignments

- Most important responsibility
 - Verify you want to continue to own stocks already in your portfolio
 - NOT to find new companies

BETTERINVESTING NATIONAL CONVENTION

One Thing that Makes All The Difference Stock / PERT Assignments

- Member binder
 - SSG on every company
 - Value Line on every company
 - PERT A on every company
- Review fundamentals Quarterly
 - Sales Growth
 - EPS Growth
 - Pre-tax profits

BETTERINVESTING NATIONAL CONVENTION

One Thing that Makes All The Difference Stock / PERT Assignments

FACTSET RESEARCH SYSTEMS, INC. (powered by)

MAIC **PERT Worksheet-A**
Company: FACTSET RESEARCH SYSTEMS, INC. (FRTS)

PERIOD	QUARTERLY DATA				LAST 12 MONTHS DATA				% CHANGE	
	EPS	% CHANGE	SALES	PRE-TAX PROFIT	EPS	% CHANGE	SALES	PRE-TAX PROFIT	EPS	SALES
81/03										
82/04										
82/04	9.27	22.85	34.7	63.40	30.2					
83/04	8.33	24.28	35.7	67.08	34.4					
83/04	8.20	24.55	35.3	74.88	37.0					
84/03	8.34	27.25	35.5	74.47	37.0					
85/03	8.30	28.2	37.48	74.9	35.5	79.34	24.8	38.4	1.25	89.56
86/03	8.27	18.2	39.23	75.3	35.9	81.71	22.3	38.2	1.28	105.14
87/03	8.35	7.8	37.74	75.8	4.7	89.45	21.1	34.9	1.43	131.55
87/06	8.20	15.8	38.25	72.2	32.9	93.47	22.5	34.3	1.45	124.87
87/06	8.40	14.3	32.81	72.4	33.4	98.42	24.5	34.4	1.50	125.20
88/06	8.43	14.2	34.75	73.8	18.8	105.22	27.1	37.0	1.56	124.43
88/06	8.47	24.3	36.75	72.9	32.9	108.88	23.4	35.0	1.48	123.88
89/07	8.52	34.8	38.58	74.8	35.0	114.35	24.2	35.6	1.82	142.25
89/07	8.52	38.8	41.34	74.2	29.2	121.89	22.5	35.4	1.84	152.54
90/07	8.40	44.2	42.43	74.4	28.7	128.20	23.1	29.2	2.12	165.48
91/07	8.58	23.4	44.94	72.2	28.7	134.18	23.2	34.3	2.24	170.51
92/08	8.50	13.5	44.47	71.9	32.9	140.24	26.4	32.8	2.31	173.46
93/08	8.40	29.8	48.77	73.3	31.9	147.46	21.7	33.4	2.44	181.40
94/08	8.47	8.1	51.87	73.2	33.4	155.71	18.7	34.0	2.49	189.40
95/08	8.70	28.9	55.88	73.4	33.4	158.83	14.8	33.8	2.48	194.48
96/09	8.71	29.3	52.23	71.4	34.9	156.54	11.4	34.3	2.74	204.43
97/09										
98/09										

BETTERINVESTING NATIONAL CONVENTION

One Thing that Makes All The Difference Stock / PERT Assignments

% CHANGE		
EPS	PRE-TAX PROFIT	SALES
15.7	15.4	22.6
12.8	13.4	22.6
12.5	13.2	23.9
19.1	19.6	23.9
25.5	24.7	24.3
29.3	28.0	23.7
36.5	30.6	22.8
33.3	27.4	23.2
26.9	22.6	22.3
25.8	20.0	22.1
16.9	16.1	21.0
17.9	15.2	19.1
19.5	16.2	16.8

BETTERINVESTING NATIONAL CONVENTION

One Thing that Makes All The Difference Stock / PERT Assignments

PERT A REPORTS - 2007															
STOCK	Yr End	NAME	Qtr End	EPS	Report	Qtr End	EPS	Report	Qtr End	EPS	Report	Qtr End	EPS	Report	
5	AMGEN (4AS)	12/31	Betty	12/31	3/25	4/4AU	3/31	4/25	5/2	6/30	7/25	8/1	9/30	10/25	11/1
6	AMSO	12/31	Lisa	12/31	3/25	4/4AU	3/31	4/25	5/2	6/30	7/25	8/1	9/30	10/25	11/1
7	BAC	12/31	Mary Ann	12/31	3/25	4/4AU	3/31	4/25	5/2	6/30	7/25	8/1	9/30	10/25	11/1
8	BBBY (9AS)	2/28	Debby	11/30	12/25	1/4	2/28	5/25	6/8AU	5/31	6/25	7/4	8/31	9/25	10/3
9	CAKE	12/31	June	12/31	3/25	4/4AU	3/31	4/25	5/2	6/30	7/25	8/1	9/30	10/25	11/1
10	CHS	1/31	Debby	1/31	4/25	5/2AU	4/30	5/25	6/6	7/31	8/25	9/5	10/31	11/25	12/5
11	CMX (9AS)	12/31	JoAnn	12/31	3/25	4/4AU	3/31	4/25	5/2	6/30	7/25	8/1	9/30	10/25	11/1
12	DHR (9AS)	12/31	Vernelle	12/31	3/25	4/4AU	3/31	4/25	5/2	6/30	7/25	8/1	9/30	10/25	11/1
13	ERTS	3/31	JoAnn	12/31	1/25	2/7	3/31	6/25	7/4AU	6/30	9/25	10/3	9/30	10/25	11/1
14															
15	FEV (9AS)	12/31	Anne	12/31	3/25	4/4AU	3/31	4/25	5/2	6/30	7/25	8/1	9/30	10/25	11/1
16	HDI	12/31	Anne	12/31	3/25	4/4AU	3/31	4/25	5/2	6/30	7/25	8/1	9/30	10/25	11/1
17	JNU (9AS)	12/31	Carol	12/31	3/25	4/4AU	3/31	4/25	5/2	6/30	7/25	8/1	9/30	10/25	11/1
18	KXK	12/31	Diane	12/31	3/25	4/4AU	3/31	4/25	5/2	6/30	7/25	8/1	9/30	10/25	11/1
19	LLL (9AS)	12/31	Carrie	12/31	3/25	4/4AU	3/31	4/25	5/2	6/30	7/25	8/1	9/30	10/25	11/1

- BETTERINVESTING NATIONAL CONVENTION
- ### One Thing that Makes All The Difference Stock / PERT Assignments
- Assign company to member who didn't present the company
 - Keep report to less than three minutes
 - Do not rehash old information
 - Review numbers on PERT A
 - Do not let this function get boring

- BETTERINVESTING NATIONAL CONVENTION
- ### One Thing that Makes All The Difference Have a Meeting Agenda
1. Roll call and call to order
 2. Approve prior minutes
 3. Treasurer's report
 4. Economic report
 5. Old business
 6. New business
 7. Stock committee reports
 8. Portfolio update
 9. Discussion of buy/sell decisions
 10. Assign industry and economic report
 11. Education
 12. Next month meeting
 13. Adjourn

- BETTERINVESTING NATIONAL CONVENTION
- ### Finding Members Find-A-Club
- New program in seven chapters
 - Listed on chapter web page
 - Minimal information required
 - Meet in public place
 - Club president signs that club meets requirements

BETTERINVESTING NATIONAL CONVENTION

Finding Members Find-A-Club

Find-A-Club

If you are interested in visiting an operating active investment club that invests according to BetterInvesting principles, check clubs that welcome visitors in your area. Read our [FAQs](#) and ["What Makes a Good Club"](#) before visiting a club.

[Participating clubs from this Chapter \(x1s\)](#)

Are you an investment club looking for more members? Please consider joining our Find-A-Club program. Check out our [FAQs](#) and [Application](#) to learn more about the program.

Consider starting a club of your own. BetterInvesting and your local BetterInvesting chapter can provide additional support.


[Start a Club](#)

If you cannot find a club near your home or office, contact your local chapter or visit a chapter meeting or model club to learn more about investing the BetterInvesting way.

Chapter Contact Information:

BETTERINVESTING NATIONAL CONVENTION

Finding Members Find-A-Club

	A	B	C	D	E	F	G
1							
2	Orange County Chapter Investment Clubs in the Find-A-Club Program						
3							
4	Meeting Location	Composition	Club Name	Contact Name	Contact Email	Alternate Contact	Alternate Email
5							
6	Huntington Beach	Women	HGM Investment Club	Sylvia Van Houten	mmmerca@cox.net		
7	Newport Beach	Women	Dashboard Div's Investment Club	Nancy Mitchell	nimitchel@att.net	Cathie Murphy	nimitchel@att.net
8	Santa Ana	Mixed	Model Investment Club of Orange County	Linda Blay	Linda.Blay@Gmail.com		
9	Yorba Linda	Mixed	On-Target Investment Club	Linda Blay	Linda.Blay@Gmail.com		

BETTERINVESTING NATIONAL CONVENTION

Finding Members Club Membership Incentives

A "Club Renewal Promotion" You Won't Want To Miss!
Add Club Members...Add Learning Power...Add up the Savings

Enroll 3 or more new members not on your current club roster and BetterInvesting will waive your 2009 Club Dues. *That's a \$40 value!*

OR

Enroll 5 or more new members...and not only will we waive the \$40 Club Dues, but all club members can take advantage of the **Special Offer - Membership Package*** for just \$55 per person. *That's a 30% savings!*

Start your recruiting efforts now... Be ready to take advantage of this great offer when your club renewal date rolls around.

***Special Offer - The \$55 Membership Package includes:**
Club Membership (\$25 value)
Online Tools (\$54 value)

- Online Stock Selection Guide and Stock Comparison Guide
- Online Mutual Fund Tools
- Getting Started curriculum
- Plus S&P Stock and Upper Mutual Fund Data Services

BETTERINVESTING
The Leader In Investment Education

Club Renewal Promotion Valid thru January 2010 Club Renewals

BETTERINVESTING NATIONAL CONVENTION

Tools to Expand Your Horizons Online SSG

- Available to all members for \$6.95/month
- Can use from anywhere
- No software to load
- Self-explanatory – follow the prompts
- Can be printed
- Automatically shows competitors

BETTERINVESTING NATIONAL CONVENTION

Tools to Expand Your Horizons Online SSG

Online Tools

Company Research (S&P Data)
 GO ▶

Find Ticker

Stock Selection Guide
Launch ▶ **Demo** ▶

Stock Comparison Guide
Launch ▶ **Demo** ▶

Mutual Fund Tools
Launch ▶ **Demo** ▶

Getting Started Curriculum
Stocks ▶ **Funds** ▶

UPGRADE NOW ▶

BETTERINVESTING NATIONAL CONVENTION

Tools to Expand Your Horizons Online SSG

BETTERINVESTING
ONLINE TOOLS

Company Data Files Print Notes Preferences Help Close

Step 1: Historical Sales Step 2: Historical Earnings Per Share(EPS) Step 3: Historical Stock Price/Revenue

* Company: Home Depot Inc. (The HD) Sector: Retail - Auto/Home Electronics/Building Study Name: (Not Saved)

Historical sales growth is the first of four indicators BetterInvesting uses to identify well managed growth companies.

It is desirable to invest in companies whose sales growth is strong and consistent and generally growing faster than the overall economy and inflation combined *

- ✓ Is the company's historical sales growth rate acceptable for a company its size?
- ✓ Check growth rate % - have sales grown faster than the competition and the economy?
- ✓ Check growth rate trend - have sales figures changed direction recently? If sales are up or down do

BETTERINVESTING NATIONAL CONVENTION

Tools to Expand Your Horizons First Cut

▶ **First Cut**

Every week, members from across the country contribute new stock studies. Visit the First Cut collection of completed Stock Selection Guides (SSG) to look for new investment ideas.

BETTERINVESTING NATIONAL CONVENTION

Tools to Expand Your Horizons Most Active Stocks

▶ **Most Active Stocks**


Here's a look at the companies attracting the interest of BetterInvesting members, according to their recent buy and sell decisions, as reported by a small, informal sampling -- 170 transactions -- for the trailing 4-week period ended Saturday, June 13, 2009.

Company	Buy/Sell
1. GENERAL ELECTRIC CO (1)	5-0
2. MICROSOFT CORP (7)	4-1
3. PEPSICO INC (83)	3-1
4. VARIAN MEDICAL SYSTEMS INC (39)	4-0
5. TEVA PHARMACEUTICALS (43)	3-0
6. BANK OF AMERICA CORP (15)	2-1
7. STRYKER CORP (4)	3-0
8. FORD MOTOR CO (5)	3-0
9. ABBOTT LABORATORIES (2)	3-0
10. CATERPILLAR INC (3)	2-1

BETTERINVESTING NATIONAL CONVENTION

Tools to Expand Your Horizons Online Stock Study Series

► **Online Stock Study Series**

 Join our BetterInvesting community at the next Online Stock Study. This valuable member benefit is open to all club and individual members at **no additional cost.**

Upcoming Live Stock Study
Click for registration and class materials.
[ONEOK, Inc. Online Stock Study \(8/5/2009\)](#)

► [Recorded Stock Studies](#)

BETTERINVESTING NATIONAL CONVENTION

Know Thyself Investment Club Self-Assessment Survey

- BetterInvesting Magazine 2002
- Edited from thirteen pages to six
- Each club members completes it, then score the club
- Easier to show members what needs to be done, rather than “preaching”

BETTERINVESTING NATIONAL CONVENTION

Know Thyself Investment Club Self-Assessment Survey

- **Areas covered**
 - General Information
 - Club Accounting
 - Club Business Practices
 - Club Investing Techniques
 - Club Education

BETTERINVESTING NATIONAL CONVENTION

Social Events

- Anniversary Dinner
- \$ Milestone Celebration
- Holiday Party
 - Inexpensive gift exchange
- Summer Picnic / Barbeque with spouse
- Annual Shareholder meeting

BETTERINVESTING NATIONAL CONVENTION

Social Events

- Member milestones
- Field trip
 - Federal Reserve / NYSE
 - Local publicly traded company
 - Local library finance section
- Door prizes
- Stock picking contest using play money

BETTERINVESTING NATIONAL CONVENTION

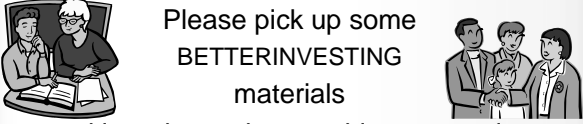
Handouts

1. Stock / PERT Assignment spreadsheet
2. The Club Meeting Agenda article
3. Investment Club Self-Assessment Survey

BETTERINVESTING NATIONAL CONVENTION

**Make A Difference In
Someone's Life**

If you have benefited from
BETTERINVESTING,
Please pick up some
BETTERINVESTING
materials
and introduce others to this opportunity.



BETTERINVESTING NATIONAL CONVENTION

Questions?

If you have comments for the
instructor, please see the
classroom assistant for a
comment card.

Seminar ID: 286