

2019 BINC Class Descriptions
(As of 4/1/19)

Day	Course Title	Teacher(s)	Description
Friday	4 Keys to a Great Portfolio	Allen Holdsworth	This class is based on over 80 portfolio reviews that Allen has done for clubs. He will explain the 4 key elements that make a successful portfolio and highlight many of the mistakes that he sees clubs and individuals make. Following these 4 Keys will improve your portfolio management.
Friday	A Guide for When to Sell	Jim Crabill	For stock investors, the decision to sell often appears difficult. As BI members, we commonly use guides/tools – SSG, PERT, First Cut are examples. This class explores a checklist or guide about selling. Part one of the class will review the guide. Part two will look at companies and apply the guide.
Sunday	Adding Judgement	Allen Holdsworth	Knowing how and why to use judgment on the stock selection guide is key to being a successful investor. We will discuss the areas where judgment is needed. There are various methods for arriving at good judgment, and we will review those also. This class would be best for new to intermediate investors.
Friday	Analyzing Quality Using Profit Margins	Doug Gerlach	There are many ways to analyze the quality of a company and its management, none are likely more useful than a review of its profit margins. Profit margins show how much of a company's revenues are converted into profits, but also demonstrate how efficiently management is utilizing its resources. Learn how to review the strength and trend of a company's margins, compare those margins to peers and industry averages, and spot potential problems with margins before the company's fundamentals degrade significantly.
Friday	Beginner Class Series I through V	Carol Theine, Jim Hurt, Ken Kavula	Better investing methodology and the Stock Selection Guide (SSG) are at the heart of what we do as long-term investors. This series of classes will aid those just starting and those who need to continue their learning. Using the SSG online tool, each session focuses on key BI concepts, research resources, and practice in making judgments. Participants are encouraged to bring a laptop computer or tablet device. Open only to those who pre-register for the series.
Saturday & Sunday	Beginner Class Series Lab	Carol Theine, Jim Hurt, Ken Kavula	This part of the Beginner's Series will focus on actually creating some Stock Selection Guides. We encourage you to bring your computers and join us in creating an actual SSG. We'll take the time to answer questions, debate judgments and come up with a finished product that you can use as a model for future SSGs. The session will be hands-on and very informal. Join us for a walk-through of all the steps on the way to completing a great Stock Selection Guide.
Friday	BI Gals Talk Stocks	Kim Butcher, Mary Enright, Mary Ann Rentsch	Come and talk with the BI Gals about which stocks they are choosing and why. It's known that men and women look at things differently, as the book "Men are from Mars and Women are from Venus" discusses. The panel will discuss those stocks that seem to be of interest to these investing Gals who like making money!
	BINC TickerTalk	Ann Cuneaz and Ken Kavula	Join Ann Cuneaz and Ken Kavula as they present a classic Ticker Talk show. They'll use the same format as the popular monthly webinar with two or three segments devoted to investment topics and they will conclude with a "Five in Five" segment which identifies five interesting stock ideas for further study.
Friday	Building A Retirement Paycheck Part II	Christi Powell	We will explore some of the advantages and disadvantages of using a Home Equity Conversion Mortgage (HECM) and annuities in retirement. Do they have a role and how might you use these products? From a fee-only adviser (no insurance license) you might get a different perspective on these intriguing tools.

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Saturday	Building a Stronger Financial Future	Dennis Genord, Kamie Zaracki	This introductory class discusses the rationale for stock investing and how BetterInvesting's fundamental stock selection approach can be applied to becoming a successful stock investor. Whether you are a new investor or just need a refresher, you are sure to learn valuable tips to help you become a better investor. Join us on a tour of BetterInvesting's approach to investing. For more than 60 years we have showed individuals and investment clubs how to successfully invest in stocks to build wealth and provide security for themselves and their families. This presentation provides you with an inside look at how BetterInvesting's common sense, long-term approach to stock selection works and why investors from any experience level will benefit.
Friday	Building Cash Flow Streams Part I	Christi Powell	If you think learning to invest is a challenge, just wait until you start spending down your portfolio. Where are you going to get the income you need? What pitfalls do you need to avoid and where can you count on a smoother ride? There are a lot of tools in the retirement toolbox that you can use to retire comfortably and then stay comfortably retired.
Sunday	Company Debt	Cy Lynch	Our BetterInvesting stock evaluation and portfolio management tools are based almost entirely on a company's income and expenses as reflected on its Income Statement. This class will help you take the next step in company evaluation by looking at ways to examine what a company owes (its debt) and how company debt impacts a company's quality and could impact future profitability and earnings. Cy will define various types of debt and "debt-like" obligations and then examine ways to evaluate debt using financial ratios and things like "interest coverage."
Friday	Do ETF's Belong in a "BI" Portfolio	Dave Swierenga	This class will give examples of how Exchange-Traded Funds ETFs can meet the BI principles to invest in growth stocks and diversify. Dave will show you how to identify where ETFs can enhance a portfolio. He will also identify sites to screen for and compare ETFs that meet objectives
Saturday	Do You Really Want to Buy Bank Stocks?	Joe Farrell	We will talk briefly about recent banking history and the structure of banking, then spend a few minutes getting the jargon and unusual terminology out of the way. Finally, we will explore the Stock Selection Guide (SSG) and its enhancements pertaining to banking and how to effectively use them to find well-managed banks selling at reasonable prices. A checklist handout will be included.
Friday	Estimating Growth	Cy Lynch	Growth impacts both the quality of a company and the value of its stock. The first question we'll explore briefly "What is growth exactly?" After seeing how sales growth is the basis for increasing a company's EPS and ultimately its stock return, we'll explore specific techniques to improve your projections of future sales and EPS for a company. Then we will use case studies to show how these techniques work in helping you evaluate stocks and manage your stock portfolio.
Sunday	Evaluating Mutual Funds	Allen Holdsworth	Most people have mutual funds as their main investment or perhaps in a 401k or retirement plan. We will look at the features of mutual funds and discuss why they are important. The class will learn the key features to watch for and how to compare funds.
Saturday	FINRA- Smart Investing in Today's Environment	Christine Kieffer	

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Saturday	Generating Income with Covered Calls	Ed Modula	Options serve many investment purposes, especially as a risk-management tool and a potential income stream. During this session, the second in a series of three options talks, Ed Modula of the Options Industry Council will discuss how investors can benefit from selling covered calls. Learn how, in the right situation, you can turn an asset you already own into income. You'll leave this presentation with a clear understanding of how covered calls work, the characteristics and risks of the strategy and what you have to do to set up your positions.
Friday	Going Beyond the SSG: Soft Info	Scott Horsburgh	Numbers tell only part of a company's story. Sharpen your investing judgment by incorporating non-numerical information into your analysis. Learn what to look for in a 10-k and how to read between the lines in a press release, corporate presentation, or conference call. Companies convey information in ways other than numbers and you are missing out if you don't use this information.
Saturday	How IAS Studies Companies They Recommend	Dan Boyle	The Investor Advisory Service (IAS) is one of the nation's top investment newsletters. Published since 1973, IAS has been garnering awards and uses BetterInvesting's methodology. Stock selections from the newsletter have handily outperformed the market. Join Dan Boyle, one of the newsletters authors, as he shares the secrets of IAS. The audience is encouraged to ask questions.
Sunday	Interpreting the Stock Selection Guide	Nick Stratigos	The purpose of the Stock Selection Guide (SSG) is to help us identify a quality growth company at a reasonable price. This class will cover all of the sections of the Stock Selection Guide and give participants insight into how to interpret what each section means as you analyze a company. The presentation will primarily utilize the online tools for the analysis.
Saturday	Investing in Energy Stocks Today	Craig Braemer	With current energy prices having recovered, should you be looking in the energy sector for new ideas today? We will explore this question by studying the energy sector and help you understand the various energy sectors better and help you decide if you want to invest into the many sectors of the energy sector.
Sunday	Investing in REITs-Real Estate Investment Trusts-Today	Craig Braemer	We will discuss what REITs (Real Estate Investment Trusts) are, how they might fit into a portfolio, look at current valuations and consider ways to think about these securities. As an asset class that tracks real estate, this has done well versus stocks over time. Did you know there are over 10 sub-segments within REITs? Come and learn more about this income producing investment segment during the current rising interest rate environment.
Saturday	Investing with a Checklist	Kim Butcher	The SSG tells us a wealth of information about a stock. Why is it that every time you buy a stock the price then seems to go down? You don't think you overlooked anything in your evaluation, did you miss something? The lowly checklist can help us not overlook items in a stock review that can lead to loss of our hard-earned money! Even Warren Buffett and Charlie Munger use a checklist!
Friday	Is Retail Really Dead?	Dan Boyle, Kamie Zaracki	Amazon and e-commerce are having their way with traditional retail. But will this changing market dynamic really kill off store front marketing and what does this mean for your portfolio? Join Dan Boyle and Kamie Zaracki for a no holes barred discussion of consumer discretionary stocks. Dan and Kamie will share some of their favorite stock ideas, and be sure to bring some of your own to add to the mix
Sunday	Lessons Learned from the Last Bear	Hugh McManus, Mark Robertson	
Saturday	Live Repair Shop	Scott Horsburgh	Join Scott Horsburgh, co-author of BetterInvesting Magazine's "Repair Shop" column, for a live review of a club portfolio featured in the column. Watch how the Repair Shop guys evaluate a portfolio and suggest improvements. This is a process you can apply to your own club's portfolio.

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Friday	Looking for Tomorrow's Winners	Craig Braemer	Finding small and medium sized companies is one of the most frequent requests we get from BetterInvesting members. During this class we will focus on two processes that will help you look for ideas; first we will use the BetterInvesting SSG online screening tool and then we will share a process to leverage the knowledge of professional mutual fund managers who spend their lives looking for the next great stock idea. This process is repeatable like doing a screen and allows you to regularly track professional trades. Tomorrow's winners usually start as small/medium sized stocks, so let's figure out a way to find them consistently.
Sunday	Master Stock Analysis I	Doug Gerlach	As a framework for stock selection, the Stock Selection Guide offers unparalleled insight into the fundamental strength of a company. But as you grow in investing skill and understanding, there are advanced techniques that can employ that will open up new investing opportunities. Learn how to utilize pro-forma results for newly-public companies, replace GAAP data with non-GAAP, adjusted earnings (and learn when not to), fine-tune future P/E ratio estimates, identify downside sell prices, study REITs, banks and insurance stocks, and use other methods not necessarily suited for beginners.
Sunday	Master Stock Analysis Part II	Doug Gerlach	As a framework for stock selection, the Stock Selection Guide offers unparalleled insight into the fundamental strength of a company. But as you grow in investing skill and understanding, there are advanced techniques that can employ that will open up new investing opportunities. Learn how to utilize pro-forma results for newly-public companies, replace GAAP data with non-GAAP, adjusted earnings (and learn when not to), fine-tune future P/E ratio estimates, identify downside sell prices, study REITs, banks and insurance stocks, and use other methods not necessarily suited for beginners.
Saturday	Mutual Funds	Dennis Genora	The objective of this class is to present a common sense approach to successful mutual fund investing by showing individuals what they need to do and know before making an investment. We will ask questions that every investor should ask that will ultimately lead to being able to isolate a good quality mutual fund that will help them meet their investing needs. We will look at the specific criteria needed to be identified in order to answer the questions.
Sunday	Nuggets	Bob Houle, Bobbie Kincaid, Gloria Mankonen, Pat Donnelly (moderator)	
Sunday	Nuggets: Starting to Invest Early in Life	Bobbie Kincaid, Pat Donnelly (moderator)	
Friday	Nuggets: Nicholson's Triple Play	Nick Stratigos, Pat Donnelly (moderator)	George Nicholson, a founding father of the investment club movement, introduced the concept of the Triple Play when screening for stocks. The Triple Play occurs when the stock price is depressed, management is on the verge of substantially boosting profit margins and there is a potential for higher Price/Earnings (P/E) ratios. This session will demonstrate how to find companies that meet these criteria.

Tentative Schedule
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Sunday	Nuggets: First Cut Stock Studies (made easier)	Bob Houle, Bobbie Kincaid, Gloria Mankonen, Pat Donnelly (moderator)	In this presentation you will learn how to develop the "First Cut Mind Set" that is the key to creating a quality portfolio of well researched stocks that you can confidently "buy low" when Mr. Market takes a dive.
Sunday	Nuggets:How to Get Members to Participate in Club Activities	Gloria Mankonen, Pat Donnelly (moderator)	Join Gloria for ideas for getting every member involved in club activities. Learn how the WIN club went from only a few folks doing the work of the club to a club full of engaged members!
Friday	Nuggets: The Space Between the Lines	Mary Enright, Pat Donnelly (moderator)	
Friday	Owning a Moat Can Help Your Portfolio	Craig Braemer	What is a Moat and it isn't just around a castle, come to the class and learn how having a strong moat in addition to a strong Stock Selection Guide (SSG) can lead to strong stocks. Looking for quality companies and thinking about the forces that help maintain and improve Section 2 of the SSG which is the same as building strong moats for your stocks. We will spend time understanding how a moat can help your performance and help you own great stocks for the long term.
Saturday	Preferred Procedure	Cy Lynch	In this class, Cy debunks worries over the "complexity" of the Preferred Procedure, explains the logic behind the process and shows how simple it is to apply. After introducing the concept, he demonstrates ways to increase your confidence in your sales growth and pretax profit margin projections. We will then examine ways to project future income tax rates and shares outstanding. Then Cy pulls it all together to demonstrate using the Preferred Procedure to project future EPS for actual companies.
Saturday	Qualifying for Financial Aid	Christi Powell	Parents with college-bound children often don't understand the complexities of the financial aid process. You can't plan for the tuition costs effectively without the right information on what to do to get more financial aid for their children. At this workshop, you will learn: <ul style="list-style-type: none"> • 5 primary sources of financial aid. • 7 ways to maximize the amount of aid received. • How your financial situation should shape your aid approach. • 4 biggest influencers of aid awarded. • The best way for grandparents to help out without jeopardizing need-based aid. • Where to find notoriously obscure local scholarships. CPAs: This workshop has been approved for 1 CPE through Horseshmouth.
Sunday	Quality Matters	Kathleen Richards	Learn the SSG "acid tests" to determine a quality stock. Are your SSG graph lines up, straight & parallel? Is the stock doing better this year than last year? Is the company profitable and turning their profits into more profits? Is the debt reasonable? Class is for a beginner or intermediate investor. Please join us.
Friday	Refocus on the "Growth" in your Growth Portfolio with Small & Midsized Stocks	Doug Gerlach	Is the growth in your personal or club portfolio stalled? A growth stock strategy depends on capital appreciation for the greatest share of returns over time, which in turn is generated by the growth of each company's sales and earnings. However, too many investors who ascribe to the growth stock approach overweight their portfolios with slow-growth businesses and thus fail to perform as they hope. Small and midsized companies provide top opportunities to boost potential returns, but can add additional volatility. Learn strategies for finding the best smaller companies suitable as long-term holdings.
Saturday	SEC Update	SEC	

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Saturday	Sell Signals	Nick Stratigos	The Stock Selection Guide (SSG) teaches us how to interpret the fundamentals of a company to determine what stocks to buy and when. Fundamental analysis also applies to our sell decisions. In this session, the top criteria to consider before selling a stock are identified and explored. Both signals on our SSG and other signals not found on the SSG will be discussed.
Saturday	Should I Consider Options?	Ed Modula	Join Ed Modla of the Options Industry Council as he goes over everything you need to know about getting started with options. In the first of three sessions on option basics, you'll learn all about the types of options, what goes in to option pricing, buying calls and puts and even how some option strategies are more conservative than simply owning stocks. Absolutely no options experience is necessary. Don't miss this opportunity to interact with a former options trader turned educator.
Friday	Small Company Investing	Mark Robertson	
	Starting to Invest Early in Life	Bobbie Kincaid	The importance of starting EARLY to invest (think piggy banks and grandparent's birthday money), and motivating parents/grandparents to teach the concept with the first tooth fairy payment! I would show a pictorial progression from piggy banks to savings accounts to money market accounts through a broker and eventually using BI methodology to purchase stocks with that money. I would also emphasize Family Investment Clubs to help accomplish this goal.
Sunday	Stock Comparison Guide	Kim Butcher Mary Ann Renstch	Join the discussion of how the SCG (Stock Comparison Guide) aids you in making a decision on what stock to add to your portfolio. Have you checked your stock against the industry? Have you checked competitors? See how the SCG can find the best stock for you.
Friday	Stock Portfolio Management	Cy Lynch	Stock evaluation is a vital part of successful investing, but it's just the first step. How well you manage your "team" of stock holdings is what ultimately determines your success. In this class, Cy explains why it's best to make portfolio management decisions by focusing on the potential impact on your overall portfolio of a decision to buy, hold or sell a stock, rather than just looking at a single stock in isolation. He'll then use practical examples to demonstrate how this portfolio-centered decision-making methodology can simplify your investment decisions and take emotion out of portfolio management, especially the dreaded decision to sell.
Saturday	Technical Analysis	Ralph Acampora	
Friday	Take a Closer Look Using BetterInvesting's Quarterly Data Report	Ann Cuneaz	A review of the Quarterly Data report (also known as the PERT-A report) is helpful to spot trends in the company fundamentals that may not be readily apparent in the Stock Selection Guide. The Quarterly Growth Trend Graph and the Quarterly Growth Trend Data Table are available in both the SSGPlus online application and in Toolkit 6. Attend this session to learn how to use and interpret the Quarterly Data to make better buy and sell decisions.
Friday	Technology Sector	Suzi Artzberger	
Saturday	The Art & Science of P/E Ratio Analysis	Doug Gerlach	Determining the likely future range of a stock's price depends on properly projecting future P/E ratios. Learn to better interpret and use price to earnings (P/E) ratios in your stock studies, both when evaluating a company's past and in projecting a stock's likely future valuation. In addition, learn how to find a company's signature P/E, interpret relative value (RV), identify trends of expanding and contracting P/E ratios, and make better P/E ratio projections in your stock studies.

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Saturday	The Roundtable at BINC	Cy Lynch, Hugh McManus, Ken Kavula, Mark Robertson	The Knights of the Mid-Michigan Roundtable present an online monthly discussion centered on creating a portfolio that will beat the market indexes by at least five percentage points. They aim for at least 60% of their picks to beat the market as well! Each month they examine the progress toward these goals and then make picks to add to the tracking portfolio. Occasionally they even jettison a position! Along the way the Knights answer many questions about investing, talk about topics such as technical indicators, fundamental stock evaluation and analysis and much more.
Sunday	The Salsa Portfolio	Ray Giese	Studies show that the mix of assets is more important to our overall investing success than selecting the next Tesla, Netflix, or Facebook. This workshop will outline how to properly “mix” your asset classes to help realize solid investment returns while controlling your risk. The workshop will show you how your common stocks fit into the mix, and how to add other investing “ingredients” to improve your overall returns with minimal risk. Depending upon your view, the workshop could get “spicy”!
Sunday	Top 10 Estate Planning Mistakes and How to Avoid Them	Christi Powell	Many estate problems can be easily fixed. Some don't cost a dime. If you don't want to cause family and maybe money problems when you die, you should attend this class. We will discuss ten of the most important things you should do to simplify settling your estate. Death is the one thing we know is going to happen to all of us, but it does not have to be a disaster.
Sunday	Two Guys Talk Stock	Ken Kavula Mark Robertson	Two Guys is a classic no-holds-barred stock discussion with Mark Robertson and Ken Kavula. They've presented this show all across the country and at many BINC conventions and it never seems to disappoint. Nothing is off limits in their stock discussion and the audience drives the direction of the discussion. It's lively and quick and the chemistry between the two guys is wicked fun!
Friday	Understanding P/E Ratios	Allen Holdsworth	We will discuss why the P/E ratio is important and the various ways you use the P/E in completing the SSG. Many examples will be given of different P/E ratios and suggestions will offered on how to deal with them.
Friday	Understanding ROE and ROIC - What's Hidden in Plain Site	Kim Butcher	Interest rates are going up and will continue. Are you aware of how a company's debit will affect ROE? Do you use the ratio ROIC? Capital allocation is a function of management and can enhance your returns.
Saturday	Using Cash-Secured Puts to Purchase Stock	Ed Modula	With cash secured puts, you can wait for the right price in that stock you've been watching and get paid for your patience at the same time. Interested in learning more? If so, let Ed Modla of the Options Industry Council explain the details of this unique investing strategy. In the third of three sessions on options, you'll learn about the basics of puts, selling options for income and the risks you'll need to consider before you begin.
Saturday	What's New in Online Tools	Suzi Artzberger	This fast-paced class gives an overview of the most recent changes to the CoreSGG, SSGPlus and Stock Comparison Guide highlighting what's new in each of the tools, how they differ, new import and sharing options and popular features so that users can get the most out of their tools.

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