

2010 BetterInvesting National Convention Class Descriptions
(as of 3-26-2010) *Subject to Change*

Beginning Investor Track

The Beginning Investor Track (Classes 101-105) is available only to attendees who pre-register for this track PRIOR to BINC or onsite prior to the start of the first class in the series. All classes in this track are labeled Beginning Investor on the schedules. Information on how to register for this track will be sent to all pre-registered attendees prior to BIINC.

101 Understanding the Jargon

Instructor: Kim Butcher

This basic class discusses how and why people buy stocks, how the stock market provides a mechanism to share in company profits, basic investor vocabulary, why price depends on perception and supply and demand and how the BetterInvesting method provides a structure to evaluate and select stocks for maximum return.

Thursday 1:40 PM – 2:30 PM

102 Selecting the Best Companies

Instructor: Ann Cuneaz

This class provides a basis for understanding and recognizing high-quality growth stocks using the BetterInvesting Stock Selection Guide. It includes understanding the characteristics of a growth company, identifying components of a quality stock and recognizing the relationship between sales, earnings and stock price. This is the first in a series of classes designed to help students learn to effectively read, prepare and use the Stock Selection Guide. Thursday 2:40 PM – 3:30 PM

103 Determining a Fair Price

Instructor: Diane Amendt

This class continues the examination of the Stock Selection Guide introduced in "Selecting the Best Companies". Diane will discuss how to understand and determine a stock's potential return, the historical relationship between price and earnings, how high and low potential prices are derived, the contribution of dividends to potential return, how to determine whether the stock is a Buy, Hold or Sell as determined by the Stock Selection Guide and how to evaluate potential return. Thursday 3:40 PM – 4:30 PM

104 Estimating Future Sales and Earnings Growth

Instructor: Sandy Barlow

This class examines historical sales growth and factors that contribute to future sales growth, historical earnings per share growth and factors that contribute to future earnings per share growth, as well as historical price trends. In addition the class will discuss how BetterInvesting evaluates management using pre-tax profit trends, return-on-equity trends and debt trends. It also offers guidance to students in making reasonable, conservative projections of future sales and earnings growth rates. Thursday 4:40 PM – 5:55 PM

105 Determining Whether to Buy, Sell or Hold

Instructor: Dennis Genord

The final class in this introductory series discusses interpreting historical P/E values and effectively projecting future P/E values and determining reasonable future high and low earnings per share values. The class also offers guidance in setting a potential five-year potential high and low price and then determining whether the stock is a Buy, Hold or Sell as determined by the BetterInvesting Stock Selection Guide. Finally, the class will discuss potential average and total return. Friday 8:35 AM – 9:25 AM

106A Creating a Stock Study Using the Online Stock Selection Guide: Part 1

Instructor: Ann Cuneaz

This is part 1 of a two-hour, hands-on session in the computer lab. Students will be led through the process of completing their own stock study using the Online Stock Selection Guide. The class will review and reinforce concepts presented in the previous Beginners' classes. Friday 9:35 AM – 10:25 AM

106B Creating a Stock Study Using the Online Stock Selection Guide: Part 2

Instructor: Ann Cuneaz

This is a continuation of 106A of the two-hour class in the computer lab. Friday 10:35 – 11:50 AM
