



CHAPTER NEWS

October 2026 Newsletter

In this issue:

- [President's Message](#)
 - [Getting the children involved](#)
 - [Plan of Action](#)
- [Support for clubs](#)
- [Roundup 2027](#)
- [Jargon Jungle Guide](#)
- [LAMS Model Club](#)
- [Learning Center](#)
- [Useful Links](#)
- [Volunteer Directors](#)

Please make sure all your club members get a copy of the Newsletter.



President's Message

I went to BINC in Chicago earlier this year. It was great as always. One of the workshops I attended was titled “Why My Kids Investing Looks Different from Mine”. Taught by Jacki Koski. It was excellent. And the discussion from the participants was challenging. I came home with a renewed commitment to teach my five grandchildren about investing. They range from 3 years old up to 16. I don’t want to just talk at them; I want to get them engaged in the process.

So, I came home and opened up an UTMA account for each of them at Fidelity. UTMA stands for Uniform Transfer to Minors Act. It’s a custodial brokerage account where I control the assets until they turn 18 and then it becomes their money. But I wanted them involved and to feel like they were in control. I’m handling this differently for the two different sets of grandkids. The two youngest are 3 and 6 and probably not ready to choose their own stocks. I chose 3 stocks for each of their accounts that are companies that their parents use frequently – Amazon, Sprouts Markets and Apple.

The real fun was with my 3 teenage grandkids. I wrote up a plan of action. Brought them over to the house and talked to them about a 25’ tall oak tree in our back yard. They remember when I planted it and can see how fast it has grown over the last ten years. We talked about how that tree came from a single acorn. We talked about my tomato bushes and how many tomatoes were on each bush and that they all came from a single seed.

Finally, we sat down and went over the Plan of Action which I’ve included below. I gave them a list of companies that they use as a starting guide. They got to pick their own 5 stocks. I was surprised when they started asking intelligent questions which led us to the Stock Selection Guide. It didn’t take them long to figure out that Up, Straight, and Parallel was the sign of a good investment. We spent an hour looking at various companies until they each selected their own stocks.

They regularly want to talk about their companies and how their portfolios are doing. They are fully engaged. They already feel like owners of the companies in their portfolios. The 16-year old made some money this summer and put 25% of it into his portfolio. I immediately matched it.

Our hope is that they will learn a lifetime skill that will provide the financial resources for any needs they face. Selfishly, I hope that one or two of them will catch the ‘investing bug’ so that I have someone else to talk stocks with in the future.

It has already been profitable and a lot of fun for all of us.

Pass it on,
Dennis Malcolm
LA/MS Chapter President

Investment Account Plan of Action

WHAT: I opened a custodial investment account for you. Custodial means that I control it till you reach a certain age. We don't want you to access this money until you are 25.

WHY:

- Enable Mimi and me to give you money and help you save for something down the road
- Teach you the power of saving and investing what you earn
- Give you ownership of growing companies
- Our hope is that together we will double or triple your money in this account by the time you turn 25
- Teach you to be patient – good things take time
- HAVE FUN

THE PLAN:

- We will begin the account with \$100 for every year of your life
 - Mason - \$1600
 - Harper - \$1400
 - Kingston - \$1100
- We will add \$100 every year on your birthday until you turn 25 or take any money out.
- THIS IS IMPORTANT: You can add your own money. We will match every dollar you put in this account. That means that you immediately double your money!! Think about this – if you put in \$50 and we double it, you immediately have \$100. And if we can double your money with your investments, you will have \$200.***

HOW:

- You and I will pick 5 companies for you to invest your money in
- You can only change companies once a year
- I will help you determine if it is a good company selling at a good price

Company ideas

Restaurants you like

- | | |
|------------------|-------------|
| •Texas Roadhouse | •Chili's |
| •Chipotle | •Domino's |
| •Cava | •McDonald's |

Tech you use

- | | |
|--------------------------|-----------------------|
| •iPhone – Apple | •Software companies |
| •Chrome book – Microsoft | •Netflix |
| •YouTube – Google | •Facebook etc. – Meta |

Products you use

- ELF
- Visa

Places you shop

- Amazon
- Academy
- Ulta
- Sephora
- Costco
- Target
- Tractor Supply
- Lowe's
- Five Below
- Walmart

Clothes you wear

- Nike
- Columbia
- Decker

Fun stuff

- Ferrari
- Tesla

Support for Clubs

Directors in the LAMS Chapter can use GoToMeeting to allow participants to discuss various investing topics. Email us at contact@lams.betterinvesting.net to schedule a visit from one or more of our directors.

Topics could range from club operations to issues related to stock studies.

Club members decide.

BetterInvesting LA/MS Chapter

2007 Stock Roundup

\$40

INCLUDES LIGHT LUNCH



Date & Time

Saturday, March 6, 2027

9:00 AM – 3:00 PM

Event Location

Monroe Hall, Ochsner Medical Center

1514 Jefferson Hwy, New Orleans/Jefferson, LA 70121

Register at eventbrite:

<https://www.eventbrite.com/e/2000319513512?aff=oddtcreator> or scan QR code below



Scan to register

Out-of-Town Lodging

Brent House Hotel On Medical Center Campus

1512 Jefferson Hwy – Block for Friday night, March 5

Save the Date! Invite your investment club members, friends, and family.



Jargon Jungle Guide

Navigating the wild vocabulary of Wall Street and Main Street in plain English.

Corporate earnings reports, financial news, and retail analyst forecasts often feel like they are written in a completely different language. Executives love to hide simple concepts behind complex, academic-sounding buzzwords to make mundane updates sound revolutionary—or to soften the blow of bad news.

In this quarter's guide, we hack through the latest thicket of corporate doublespeak. From the hidden forces dragging down retail profits to the clever psychological tricks stores use to make you spend more, here is your field guide to translating confusing retail jargon into actionable investing insights.

Price Anchoring

- What it sounds like:** Keeping prices locked down so they can't change.
- What it actually means:** A psychological trick that alters your perception of value. It is the human tendency to rely way too heavily on the first piece of price information we see when making a decision. Once that "anchor" is set, all other prices are judged against it.
- Real-World Example:** A retail store lists a jacket with a tag that says \$300 "Sale: \$99." Your brain anchors to the \$300 figure, making the \$99 price tag feel like an absolute steal, even if the jacket was only ever worth \$99 to begin with.
- Investor Takeaway:** Watch out for this in your own portfolio! Investors often get anchored to the price they originally paid for a stock, or its all-time high. Just because a stock dropped from an "anchored" \$200 down to \$50 doesn't automatically make it a bargain—its fundamental value may have fundamentally changed.

Inventory Shrinkage (or "Shrink")

- What it sounds like:** Clothes getting smaller in the washing machine.
- What it actually means:** Lost, stolen, or damaged merchandise. It is the difference between the inventory a store should have on its books and the actual physical stock left on the shelves. It is caused by shoplifting, employee theft, administrative errors, or vendor fraud.
- Real-World Example:** During corporate earnings seasons, companies like Walmart or Dick's Sporting Goods often note that their profit margins were compressed due to "unprecedented headwinds from shrink."
- Investor Takeaway:** Keep a close eye on this metric in retail financial reports. A sudden spike in shrink can drastically erode a retailer's gross margins, and it often signals that management is struggling with operational control or security.

Macrogravity (or Macrogravity Drag)

- What it sounds like:** The gravitational pull of a massive planet.
- What it actually means:** The inescapable pull of the broader economy on an individual business. In retail, no matter how amazing a company's specific products, management, or marketing are, they cannot fully break free from massive macroeconomic forces—like high interest rates, inflation, or sweeping consumer sentiment shifts. The "macro" landscape acts like gravity, pulling everyone down to earth.
- Real-World Example:** In the mid-2020s, many luxury fashion retailers had fantastic individual strategies. However, high global inflation and a pullback in middle-class discretionary spending created an economic macrogravity that dragged down revenues across the entire sector, regardless of how well each specific store was managed.
- Investor Takeaway:** When analyzing a company, look at whether its slowing growth is an internal failure or just a victim of macrogravity. If it's the latter, the strongest companies with deep pockets usually surge backward like a slingshot once the economic "gravity" lightens up.

Growth by Real Estate

- What it sounds like:** A retail company secretly becoming a landlord.
 - What it actually means:** Expanding revenue primarily by opening new physical locations, rather than selling more items at existing ones. Instead of focusing on getting current customers to buy more stuff (organic growth), a retailer scales up by aggressively buying or leasing new storefronts to capture brand new geographic markets.
 - Real-World Example:** Think of McDonald's or Subway in their prime, or big-box stores like Borders Books historically. Their explosive corporate growth wasn't necessarily because people suddenly started eating twice as many burgers; it was because they put a new restaurant on every major intersection in America.
 - Investor Takeaway:** This strategy is incredibly powerful for scaling a young business quickly. However, wise investors check a metric called Same-Store Sales (SSS). If a retailer's total revenue is up 10%, but their same-store sales are flat or falling, it means their existing stores are losing steam, and they are using expensive real estate expansion to mask a fundamentally weak consumer product.
-



LAMS Model Club

You're invited to sit in on any of our meetings to see our Chapter Model Club in action. Meetings are normally held on the first Monday of the month at 7:30 PM (second Monday if there's a holiday conflict).

The Model Club is a real investment club that uses real money and has a real portfolio. We're currently at 11 members from across Louisiana and Mississippi, and one member in Texas. We average about 5 guests per meeting. You're also invited to forward the contact information to your club members and friends who might be interested in learning about investment clubs or investing the BI way. BetterInvesting members and non-members are welcome.

Club members take turns presenting a short education segment at each meeting and one or two stock presentations, including completed SSGs. Our next meeting dates are Oct. 5, Nov. 2, and Dec. 7. We use GoToWebinar for meetings. To attend please register ahead of time at:

<https://register.gotowebinar.com/register/8064740103851396448>

You can also dial in using your phone. You'll receive instructions for doing that after you register. If you'd like more information about the Model Club or about attending a meeting you can send an email to contact@lams.betterinvesting.net.

Learning Center

A Beginner's Guide to Smart Investing: The five-part Introduction to the Stock Selection Guide series is designed to help new investors learn how to use and complete an SSG.

This series of classes aims to set new investors on the right path by teaching them how to identify high-quality growth companies and determine the appropriate price for a worthwhile investment opportunity.

Review the Series

<https://lists.betterinvesting.org/link.php?M=3187768&N=29812&L=12850&F=H>



Useful Links

Open House 90-day free trial:

<https://hello.betterinvesting.org/90day-ws>

Anyone can sample a BI membership. If you're a BI member please share this URL with anyone who might be interested in trying out BetterInvesting. All that's required is to enter ZIP code, name, and email address to gain access to the ninety day, core trial membership. No credit card needed, so they don't get trapped into having to cancel or anything like that. This will just expire after ninety days.

This trial membership includes:

1. A digital copy of BetterInvesting Magazine
2. Our "Why Invest" webinar
3. First Cut Stock Reports
4. Instant access to a trial version of our online stock selection and analysis tools.

If you're **not currently a member of BetterInvesting** you can visit the BetterInvesting website to learn more about the organization here:

<https://www.betterinvesting.org/>

If this newsletter was forwarded to you and you would like to subscribe to the newsletter, just fill out the form at the bottom of this LAMS Chapter web page.

<https://www.betterinvesting.org/chapters/lams>

Register to **attend LAMS Model Club meetings** as a guest.

<https://register.gotowebinar.com/register/8064740103851396448>

Video Learning Library—BetterInvesting members can access the very many archived webinar recordings here:

<https://lists.betterinvesting.org/link.php?M=3389991&N=25554&L=12063&F=H>

Guests and non-members can also access a **sampling of BetterInvesting webinars** to learn more about BetterInvesting, investing the BI way, investment clubs, and more:

<https://www.betterinvesting.org/learn-about-investing/free-videos>

These are your Volunteer Louisiana/Mississippi Chapter Directors

Angela Lannen, DeRidder, LA
Kaye Clingan, Jackson, MS
Eric Resweber, Zachary, LA
Joe Farrell, Jackson, MS
Dennis Malcolm, Lafayette, LA
David Arnold, Hattiesburg, MS
Jimmy Stewart, Jackson, MS
Ghanashyam Patel, New Orleans, LA
Gretchen Blondeau, Slidell, LA

If you have a question about BetterInvesting, investment clubs, or investing in general, contact a director near you at contact@lams.betterinvesting.net.
We're here to help.

**Please make sure all your club members get a
copy of the Newsletter.**

If anyone needs help subscribing just email us at
contact@lams.betterinvesting.net.
We'll be glad to help.