NATIONAL ASSOCIATION OF INVESTORS CORPORATION
BETTERINVESTING™
LA/MS Chapter

CHAPTER NEWS

July 2026 Newsletter

In this issue:

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

President's Message

Over the last few months, my wife and I have been watching a lot of murder mystery shows. We love watching Agatha Christie's Marple, Murdoch Mysteries, High Potential and Only Murders in the Building. We especially love it when the detective or mystery solver has a quirky personality – like Benoit Blanc in Knives Out or Cordelia Cup in The Residence. Not to mention the original 'defective detective' – Monk. These quirky detectives make the shows memorable.

A hidden gem we recently discovered at the theater – yes, we still go to the theater to see movies – was Sheep Detectives. Sort of a mashup of Knives Out and Babe.

Part of the fun of watching whodunits is trying to figure out whodunit before the big reveal at the end. We try to notice clues and share them with each other along the way. We know that the writers love to throw out red herrings to lead us astray. But we keep sifting through the clues until we can figure it out.

Watching murder mysteries is a lot like investing. We have to follow the clues. We have to sift through all the noise and red herrings that CNBC and Yahoo!Finance and other sources throw out. Most of those are just red herrings that lead us astray. They confuse us with unimportant information. We can lose sight of what really matters. Generally speaking, in both murder mysteries and investing, the key is to follow the money. Figure out who is profiting from what is happening.

What's the best source of these clues when you're investing? Well, BetterInvesting's Stock Selection Guide, of course. The SSG helps us follow the clues that really matter – company sales, profit margin and earnings. The formula is really quite simple:

Sales **-->** profits **-->** earnings

Follow the money. Sales lead to profits. And profits lead to earnings. All of that can be found on the front page of the SSG. Once we know how companies have been doing for the last 5-10 years we can make an educated guess on where the company is headed for the next 5 years.

You just have to follow the clues. And it's always better to try to figure out a mystery with someone by your side. Two sets of eyes are better than one. Five or ten sets of eyes are even better. That's where your investment club becomes so important. You might miss a clue but the man or woman next to you will probably see it.

So, keep searching for clues as to which company would be a good investment. And always have a second set of eyes helping you see what's a real clue and what is just a red herring.

Happy investing,
Dennis Malcolm
LA/MS Chapter President

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.

Meet the

Financial Divas Investment Club

The Financial Divas Investment Club in River Ridge, Louisiana recently met to celebrate their 25th anniversary as a BetterInvesting club. Chapter volunteer Gretchen Blondeau attended the meeting to present the club with a 25 year Anniversary Certificate from BetterInvesting.

The club began in September 2001 after the “dot-com boom” piqued the interests of a group of women and started them on a road to education about the stock market and, ultimately, into investing in the stock market. Today, the club consists of 12 partners who meet monthly at a local restaurant for dinner and a meeting. A few of the original members are still active while the club also has new members. Congratulations to the Financial Divas for continuing success!

Front Row: Carole Carroll, Karen Selinberg (Vice President), Sabrina Viese, Donna Block (Vice President)
Back Row: Carole Corte, Georgette Lestrade, Elizabeth Jackson (President), Aimee Hingle, Anne Hafkesbring (Treasurer)
Not pictured: Jean Moreau, Stacey Kreller, Leslie Braud

Jargon Jungle Guide

Welcome to the wild world of business buzzwords. We'll swing through the vines of corporate lingo — from quirky phrases to head-scratching industry slang — and break them down into plain English so every investor can navigate the jungle with confidence.
Here are a few of those buzzwords to get started.

Coopetition: When Competitors Become Partners
Definition: Coopetition is a blend of cooperation and competition. It occurs when companies compete in some areas while working together in others.
Example: Apple and Google
Apple and Google are fierce competitors. They compete in mobile operating systems, maps, cloud services, artificial intelligence, and other markets.
Yet they also cooperate. Google pays Apple billions of dollars each year to remain the default search engine on the iPhone and other Apple devices. The arrangement benefits both companies: Apple earns high-margin revenue, while Google maintains access to a large and valuable user base.
This relationship illustrates coopetition perfectly. Neither company would hesitate to take market share from the other, but both recognize that collaboration in certain areas can create value that would be difficult to achieve alone.
Investor Takeaway: When analyzing a company, don't assume that every competitor is purely an enemy. Strategic partnerships between rivals can create new revenue streams, reduce costs, or strengthen market positions. Understanding these relationships can provide insight into a company's competitive advantages and future prospects.

Out-of-orbit production: In a supply chain context, this refers to a scenario where a company must temporarily manufacture and ship products from distant, secondary, or backup facilities to meet sudden surges in demand.

Example: A beverage company bottles certain products at bottling facilities around the country. One of their beverages sells out faster than expected in say, the southeast. So the company ships in more of that beverage from another bottling facility in Ohio to keep the shelves stocked in the southeast.

Key Business Implications:
Higher Freight Costs: Fulfilling orders from distant facilities dramatically spikes "freight-in" and distribution costs.
Impact on Margins: Companies frequently absorb these inflated transportation costs to prioritize product availability, which can lead to temporary margin compression.
Prioritizing Revenue Over Efficiency: This operational strategy allows businesses to capture peak consumer demand without losing market share to competitors, treating the higher production and shipping costs as a necessary tradeoff.

A **staggered innovative strategy:** (also known as a *phased* or *staggered rollout*) is the practice of launching new products, features, or technologies in sequential waves rather than all at once. This approach mitigates risk, optimizes resource allocation, and allows companies to learn from early adopters before a full-scale launch.

Example: In the streaming television industry, in the past a company would dump an entire season of a highly anticipated show on a Friday. People would binge it over the weekend and by Tuesday, the cultural conversation was completely dead. The hype cycle was so short. Now, the smart streaming platforms drop episodes weekly. It keeps the show in the cultural climate for months.

In a retail setting, staggered rollouts of new products force stores to constantly build new displays, put up fresh promotional signs, and dedicate premium floor space. And it helps customers be more aware to be on the lookout for new products.

LAMS Model Club

LAMS Model Club meetings are free and open to guests, BI members or nonmembers alike. Each meeting has one or two stock presentations, complete with SSGs, and a short education session.

Meetings are normally held on the first Monday of the month at 7:30 PM (second Monday if there is a holiday conflict). All meetings are open to guests and are held online using GoToWebinar. Visitors can just watch and listen or can ask questions and make comments.

A model club's primary role is to be a "learning lab" for attendees to study both BetterInvesting principles of fundamental stock investing using the Stock Selection Guide® (SSG®), and investment club operations management. You're invited to sit in on our meetings.

The next meetings are scheduled for July 13, August 3, and September 14.

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. 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: 1 (646) 749-3131. Enter Access Code: 944-996-925.

If you'd like more information about the Model Club or about attending a meeting you can contact Gretchen Blondeau at contact@lams.betterinvesting.net

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

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.