



## News! From The Oklahoma Chapter



**NON-PROFIT • VOLUNTEER BASED • MEMBER DRIVEN**



## Round & About The BI Website

*This is an Article Previously on the BetterInvesting Chapter Advance Newsletter*

This column is dedicated to introducing some of the terrific aspects of the **BetterInvesting** website. In each of our coming newsletters, we will explore some of the truly interesting areas the **BI** website has to offer its members.

There are three different sides to the website. There is the public side where anyone can come and gather whatever information they wish. The second is the membership side which provides the member a tremendous amount of education, information, news articles, and so much more! The third side is for **BI** volunteers. This side gives additional information and training on **BetterInvesting** policies and practices.

The following information is available from the membership side:

**Do you know about FIRST CUT?** If you haven't checked out the **First Cut Stock Report** you gotta take a look. First Cut is a stock study report that is prepared by **BI** members and reviewed by **BI** Headquarters. The Study answers: why the stock is considered a quality growth company with comments on historical sales and EPS growth, pre-tax profit margin, return on equity and debt.

The stock reviewer gives a description of how the company makes money, how they select projected: sales growth, earnings per share, high P/E, low P/E and low price, with explanations about all of the above.

Not only do you get all that analysis, but you get a completed Stock Selection Guide (SSG), with links to the company's home page, company research and the online SSG, where you can try your own judgments.

Log into **BetterInvesting (BI)** and you'll find First Cut on the right side of the **BI** home page. Just click **VIEW ALL**, scroll down, and a boat load of options appear right in front of your eyes. Now the hard part is to choose which one to open. This is a great way to learn about different stocks and to help sharpen your stock analysis skills. Take a quick look by clicking on this [First Cut Link](#).



# President's Letter Summer 2021



Hi Everyone,

I really appreciate the people that attended the election meeting and Christi Powell's presentation on Saturday, July 10<sup>th</sup>. Christi has always done a great job and gave me several things to think about. We have a slate of officers that are hard-working and dedicated. We hope to reach out and touch many of the members and clubs in Oklahoma.

Did you know that Oklahoma members and clubs were combined into a single chapter?- The Oklahoma Chapter. Due to Covid and the size of Oklahoma, many of our meetings, webinars, etc are online rather than in person.

Our goal is to support clubs and members to enable them to become the best investors they can be. The chapter offers club visits either online or in person, which we can customize to your needs. Examples might be: a portfolio review, short educational segment, Stock Selection Guide (SSG) training, treasurer information, how to operate a club, etc.

It is important to keep the club contact information current, in order to receive information on educational and training opportunities from the Oklahoma Chapter. If you are uncertain whether or not your club contact is current, just send an email to [chapterservices@betterinvesting.org](mailto:chapterservices@betterinvesting.org) with the correct information. You will need to provide the club name, the contact member's name, phone number and email address.

We really need volunteers to be able to implement some of the ideas the board would like to utilize. If you would like to be involved, please contact us at [contact@oklahoma.betterinvesting.net](mailto:contact@oklahoma.betterinvesting.net).

Renee Bennett  
President, Oklahoma Chapter of Betterinvesting  
[president@oklahoma.betterinvesting.net](mailto:president@oklahoma.betterinvesting.net)





# HAPPY ANNIVERSARY!



Congratulation to the following clubs on a job well done!  
The Anniversary Clubs are:

Templeton Investment Society / OBU -  
Centsational Doll\$ Business & Professional  
Women's Investment Club

30 Years

Bryan County Ladies Investment Partnership  
Freedom Financial Group

25 Years

Indian Springs WOC Investments

25 Years

The Missouri Club is:

30 Years

Columbia Money Honey's Investment Club

20 Years.

Let us **HIGHLIGHT YOUR CLUB**. Send us a photo of your club members and give us a description of your club. When was your club founded? Who were the first members? Where did you meet? How did you decide to form your club? Have any of your members been to BINC? Have any of your members served on a chapter board? Brag a little about your members and your club. Share anything else you would like. Help us to get to know each other. Send your info to: [contact@Oklahoma.betterinvesting.net](mailto:contact@Oklahoma.betterinvesting.net)



# Freedom Financial Group



The ladies stock

investment club "**Freedom Financial Group**" started in 1996.

In 1993, Mary Dearing took a temporary job on the 8th floor Loan Department of Liberty Bank and eventually stumbled upon the 7th floor Trust department and vast quantities of old Value Line reports. My goodness, were these the secrets of rich folks? Having heard of investment clubs and the Beardstown Ladies success, the idea of financial freedom simmered until 1996.

Right to left (Renee, Phyllis, Hazel, Carol, Mary, JoAnn, Charla, Elvina, Patty, Sharon)

The actual forming of the club started with the gathering of about 30 like-minded ladies. Of the original members, there are 3 who are still active: Mary Dearing, JoAnn Johnson, and Darla Buck. Club members have been bank co-workers, neighbors, relatives, and friends with diverse backgrounds. The current 12 members meet monthly for education and voting of buys and sells.

The rewards of being in an investment club are many, let me tell you a few:

- 1) The 1st reward is the broadening of your financial education from the perspective of other opinions. Meeting together regularly and listening to other members' views helps to build confidence and solidify your own investing ideas and style. This helps to calm the pendulum swing of emotions while the market goes up and down during boom and bust cycles.
- 2) Stash of funds - the money that is invested is there when you need it or want it. Our club members have taken out funds for special trips, home repairs, medical needs, etc... The main idea is to invest regularly but we do allow withdrawals.
- 3) Life-long friends - being in a club together for 25 plus years has provided love and support that is unlimited and unconditional. Illness, job losses, and losing loved ones are reminders of the importance of our relationships over our finances. The market may go up or down, but our friends are there for us.

We are sad that a member who is over 90 years old is retiring from our club. Jeri is an inspiration and a reminder that we all have many years on the investing horizon.



**7<sup>TH</sup> ANNUAL INVESTORS EDUCATIONAL FAIR**  
**SATURDAY, AUGUST 21, 2021**  
*"INVEST IN YOURSELF" Be Ready for Tomorrow*



**Unique & Exclusive Classes**

**The Best Virtual Conference in 2021!**

Although vaccines are rolling out progressively in the state of Georgia, it is still too early to make predictions on when it will be safe to organize large in-person conferences.

With that in mind, we put together the ultimate one day event with the best virtual conferences you will be attending in 2021.

**SPEAKERS**



Doug Gerlach



Suzi Artzberger



Kim Butcher



Olivia Ewing



Cy Lynch

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BI Directors of Georgia on YouTube

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 Georgia Chapter Website: [www.betterinvesting.org/chapters/georgia](http://www.betterinvesting.org/chapters/georgia)





# Beyond just an Allowance: How to Engage your Young Kids in Learning about Money from a Young Age



By Christi Powell CFP, RICP  
Associate Director, Oklahoma Chapter

Think back to those early days in life when it seemed like everything in the candy aisle was free if you begged your parents hard enough. Not a fleeting thought was given to the expenses of a vacation or the copay costs at the doctor. There's something beautifully unburdened in the way which children experience the world: recklessly present and innocently ambivalent. Teaching your children lessons about money from a young age won't crush that. What it will do is to set them on a path to future financial success with enduring financial concepts. Children's monetary habits are formed as young as age seven according to a report published by University of Cambridge researchers. That means your children are going to learn about how to treat their money from someone, and it's better for that person to be you, so you can guide the experience and activities.



**Take them on errands with you.** Regardless if it's the farmers' market or a visit to the bank, take your children with you. Yes, it's easier to go without them, but these shopping experiences also teach them how to behave in monetary transactions. Engaging the children rather than dragging them along is the goal. Make a list at the grocery store and let them hold it and cross things off as an example of how to avoid impulse buying. If they're old enough, ask them to read the prices on comparative items, like two boxes of cereal, and ask them which one is cheaper.

**Let them pay.** A lecture on how much things costs does little in comparison to experience. When your child wants to spend their birthday or allowance money on something help them first determine how much they want to spend compared to what they want. Help them pull out the correct amount of change from their money container and then let your child physically give the cash to the cashier. They'll quickly understand how when you want something, you have to pay for it with "hard earned" money.

**Use a clear container for saving.** Piggy banks are cute, but a clear container allows kids to actually see the savings grow as the jar fills. When they deposit money into the jar discuss how much they added and congratulate them on adding to their savings. Keep your own jar close by and put extra change in it. Children are natural imitators and will want to keep putting money in their jar like you.

**Spend, save, and give.** Money isn't meant just to be saved and with young children you have the opportunity to instill in them an ethos of giving early on. An easy way to do this is to get three large, clear jars and label them, one for spending, one for saving, and one for giving. Allow your child(ren) to choose a cause they care about to donate their "give" money to. Let them then see their money "doing good" if possible. For example, if the child decides to donate their giving money to the local animal shelter, take a trip to the facility to see the animals. (You could also incorporate concepts of giving time into this activity as well.) Develop a system that works for you and your family!

**Set a goal.** Invite your child to set a goal of something they want (a trip to Chuck E. Cheese's, new toy, a video game). Look up the price and create a fun chart to keep track of how much they've saved toward the goal. For example, if they want a new doll create a chart with a picture of a doll in it and have the child color up to lines marked off with certain percentages so they can see how much has been saved toward their goal. Once the total has been reached, take the child to buy the item with their money. This is a valuable exercise in learning how to wait to buy something you want.

Teaching children about money isn't always going to be easy, but it certainly will be worthwhile. A strong, knowledgeable foundation about money means a step in the right direction toward financial security as an adult.

1. <https://mascdn.azureedge.net/cms/the-money-advice-service-habit-formation-and-learning-in-young-children-may2013.pdf>
2. <http://www.moneycrashers.com/teaching-kids-save-money/>
3. <http://www.familyeducation.com/life/money-and-kids/15-ways-teach-kids-about-money>
4. <http://www.wsj.com/articles/the-smart-way-to-teach-children-about-money-1422849602>
5. <http://www.bankrate.com/finance/personal-finance/raising-money-smart-kids-1.aspx>
6. <http://www.parents.com/kids/responsibility/money-management/lessons-teach-kids-about-money/>



**INSTAGRAM:** You can find the Oklahoma Chapter on Instagram as well as Facebook.

We invite you to look us up on Instagram and follow us there. Just type in:

**betterinvesting\_okchapter.**

## Stock Selection Guidelines for Unusual Times

Virtual BINC 2020 - Ken Kavula reviews practical guidance for thinking through what might happen in the next five years and then applying some of those thoughts to the Stock Selection Guide.

Ken Kavula reviews how to handle those SSGs that just don't seem to work in today's volatile markets. The extreme movement of stock prices, the complete shutdown of major parts of the economy and the reluctance by many of us to gather in groups has made for some very unusual circumstances when it comes to looking at companies for our portfolios. Ken has some practical guidance for thinking through what might happen in the next five years and then applying some of those thoughts to the Stock Selection Guide. Keeping a clear head and applying our BetterInvesting principles should allow us to continue to invest regularly in high-quality companies that are selling at reasonable prices.



Presenter: Ken Kavula has been recognized by BetterInvesting for his educational efforts, most recently with the awarding of the George Nicholson Award for outstanding contributions to investment education. View The [Stock Selection Guidelines for Unusual Times](#).





# What is Going On In the Oklahoma Chapter?



2021- OC EVENTS SCHEDULE		
<b>AUGUST</b>	2	Register @ <a href="#">Space Coast Model Stock Investment Club Meeting</a> North Florida Chapter, meets 1st Monday @7:30 PM ET
	3	To Join Joe's Stock Study Group @ 6PM Click <a href="#">Here</a> Contact Joe: <a href="mailto:Joeinvest2011@yahoo.com">Joeinvest2011@yahoo.com</a>
	10	Register @ <a href="#">Lone Star Online Investment Club</a> North Texas Chapter, meets on 2nd Tuesday @7:00 PM CT
	14	Register @ <a href="#">West Texas Model Investment Club</a> : West Texas Chapter, meets on 2nd Saturday, @ 12:00 PM CT
	17	OC Board Meeting/ GTM Time 4 PM Contact: <a href="mailto:contact@Oklahoma.betterinvesting.net">contact@Oklahoma.betterinvesting.net</a>
<b>SEPTEMBER</b>	6	<b>LABOR DAY</b> 
	6	Register @ <a href="#">Space Coast Model Stock Investment Club Meeting</a> North Florida Chapter, meets 1st Monday @7:30 PM ET
	7	To Join Joe's Stock Study Group @ 6PM Click <a href="#">Here</a> Contact Joe: <a href="mailto:Joeinvest2011@yahoo.com">Joeinvest2011@yahoo.com</a>
	11	Register @ <a href="#">West Texas Model Investment Club</a> : West Texas Chapter, meets on 2nd Saturday, @ 12:00 PM CT
	14	Mid Del City Club Open House 6:30 PM @ Moore Public Library Contact Carol: <a href="mailto:CJAM2420@MSN.com">CJAM2420@MSN.com</a>
	14	Register @ <a href="#">Lone Star Online Investment Club</a> North Texas Chapter, meets on 2nd Tuesday @7:00 PM CT
	21	OC Board Meeting/ GTM Time 4 PM Contact: <a href="mailto:contact@Oklahoma.betterinvesting.net">contact@Oklahoma.betterinvesting.net</a>
<b>OCTOBER</b>	4	Register @ <a href="#">Space Coast Model Stock Investment Club Meeting</a> North Florida Chapter, meets 1st Monday @7:30 PM ET
	9	Register @ <a href="#">West Texas Model Investment Club</a> : West Texas Chapter, meets on 2nd Saturday, @ 12:00 PM CT
	11	<b>HAPPY COLUMBUS DAY</b> 
	12	Register @ <a href="#">Lone Star Online Investment Club</a> North Texas Chapter, meets on 2nd Tuesday @7:00 PM CT
	21 - 24	BINC in Dallas, TX - Register Here: <a href="#">BINC 2021 REGISTRATION INFORMATION</a>
	31	<b>HAPPY HALLOWEEN</b>



# Ask yourself, “What if I am wrong?”

by SUZE Orman

We all have opinions. Hopefully when we are making money decisions we have informed opinions based on facts, not emotions, or what someone else says.

But even when we think we are making a fact-based decision, there is one crucial step to consider before following through:

Ask yourself, “What if I am wrong?”

Or if you are making a decision with someone else—partner, spouse, child—the question is “what if we are wrong?” Yet often that’s the last thing on your mind. When you are on the verge of a decision you are telling yourself a very specific story, based on what you think and what you want. That’s human nature.

What I am recommending is to make a conscious decision to stop before every decision and think through the consequence of what would happen if things don’t pan out as you think. By asking the “what if I am wrong?” question you are pushing yourself to understand the risk you will be taking.

With financial decisions, once you weigh the consequence it may compel you to rethink matters. This is not always about talking yourself out of something, but rather, deciding if you want to modify your decision to reduce the (negative) consequence if you are wrong.

## Truth and Consequences

Here are some things I often hear people say.

I’m young. The odds of me getting really sick/dying are so small, I am not going to worry about health insurance. You’re right, younger people are less likely to have serious illness. But what’s the consequence if you’re wrong? It would be financial devastation. Or how about a related issue: I am young, I don’t need a health care proxy, or any estate planning docs. As Covid is teaching us, everyone needs a health care proxy who will advocate for them if they become unable to speak for themselves. And a durable power of attorney for finances is a must-- who’s going to pay the bills if you are really sick for a few weeks?

I’ll get to life insurance soon, I have time. Again, what’s the consequence if tragedy strikes when your kids are young? The odds of that happening are not zero. That seems like a pretty huge consequence to impose on your children and your partner.

I can’t handle the falling stock market. I am selling. If you are investing for a long-term goal, the consequence of this decision is that you will not be invested when the market rebounds. That’s what happened to so many people last year; they sold in February and March, locking in losses of 20%, 30% or more, and then that money wasn’t invested when the markets rallied and made money for everyone who didn’t bail.

Everyone is buying X, I am going to buy X too. One week it is GameStop, the next it is Bitcoin. Following the herd is not an investment strategy. If you are compelled to jump into something, ask yourself, what is the consequence if it doesn’t play out as expected? If you are investing a lot of money, that seems like a very big risk. If you don’t want to completely walk away, how about only investing a small amount of money and dollar cost average? That’s how you can best manage risk.

I will get serious about saving for retirement when I am 50. What happens if you are laid off in your 50s? There is no guarantee you will be able to save a lot in your 50s. The time to save is right now. Not tomorrow.

I will just keep working until I am 70. That is a great intention, but you still must consider the consequence that you may not be able to work until you are 70. Layoffs. Caregiving. Illness. Those risks should make it obvious that you still need to save now. Or downsize sooner than later.

I could go on and on, but I think you get the idea. When you stop to consider the consequence of a decision it will make your ultimate decision all the smarter.



# Just For Giggles



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# And More Giggles

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<https://www.facebook.com/OklahomaChapterBI> on Facebook and hit enter.

Once there, you will see the Oklahoma Chapter and the BetterInvesting logos.

Feel free to post questions and/or comments you may have or share something you have learned from completing a Stock Selection Guide on a certain stock.

How about suggesting books or reference materials that you recommend? Don't hesitate to post photos of your events or your investment club meetings. We are looking forward to your input and to your **"LIKES"!**





# 2021 BetterInvesting National Convention

The 70th Annual BetterInvesting National Convention –Now in October!

Due to COVID-19, the 70th Annual BetterInvesting National Convention (BINC), will now be taking place from Thursday, October 21 – Sunday, October 24, 2021, and will remain in Dallas, Texas at the Westin Park Central Hotel. If you have ever thought about investing or just wanted to improve the performance of your portfolio, the 70th BINC is for you!

**BINC 2021** is the must-attend convention for investing education! Top reasons to attend **BINC 2021**:



- Experience over 60 educational sessions for all levels of investors.
- Learn how to grow the return on your investments.
- Talk face to face with nationally recognized experts.
- Improve your finances and retirement.

For more registration information Click: [BINC 2021](#)



# How to Read OHLC and Candlestick Charts

By Sam Levine, CFA, CMT, Contributing Editor BI Magazine

Link: [NOVEMBER 2020 BI Magazine, Page 36](#)



**When the market gets frisky, sometimes a line chart isn't enough. Hidden within the chart settings of Yahoo Finance, Morningstar and Google's stock pages are powerful tools to easily visualize market action. Chances are, you've already seen candlestick and OHLC charts pop up many times. They have been around for so long in fact, it's assumed all readers know how to interpret them. That's doubtful, since I was a broker for several years and no one even discussed how they work. Once I did learn about these charts, I never looked back.**

Candlestick and OHLC charts present four times as much information as a basic line chart in the same sized graph and that information can be very handy. For example, I was recently wondering what sort of economic data might drive retail stocks. I became curious to see how Amazon reacted to consumer confidence data. The Conference Board's Consumer Confidence Index was released during market hours on July 28, so I wanted to see whether AMZN became more volatile when it was released.

The daily line chart (this page, below) doesn't tell us much, since it just draws lines between the daily closing prices.

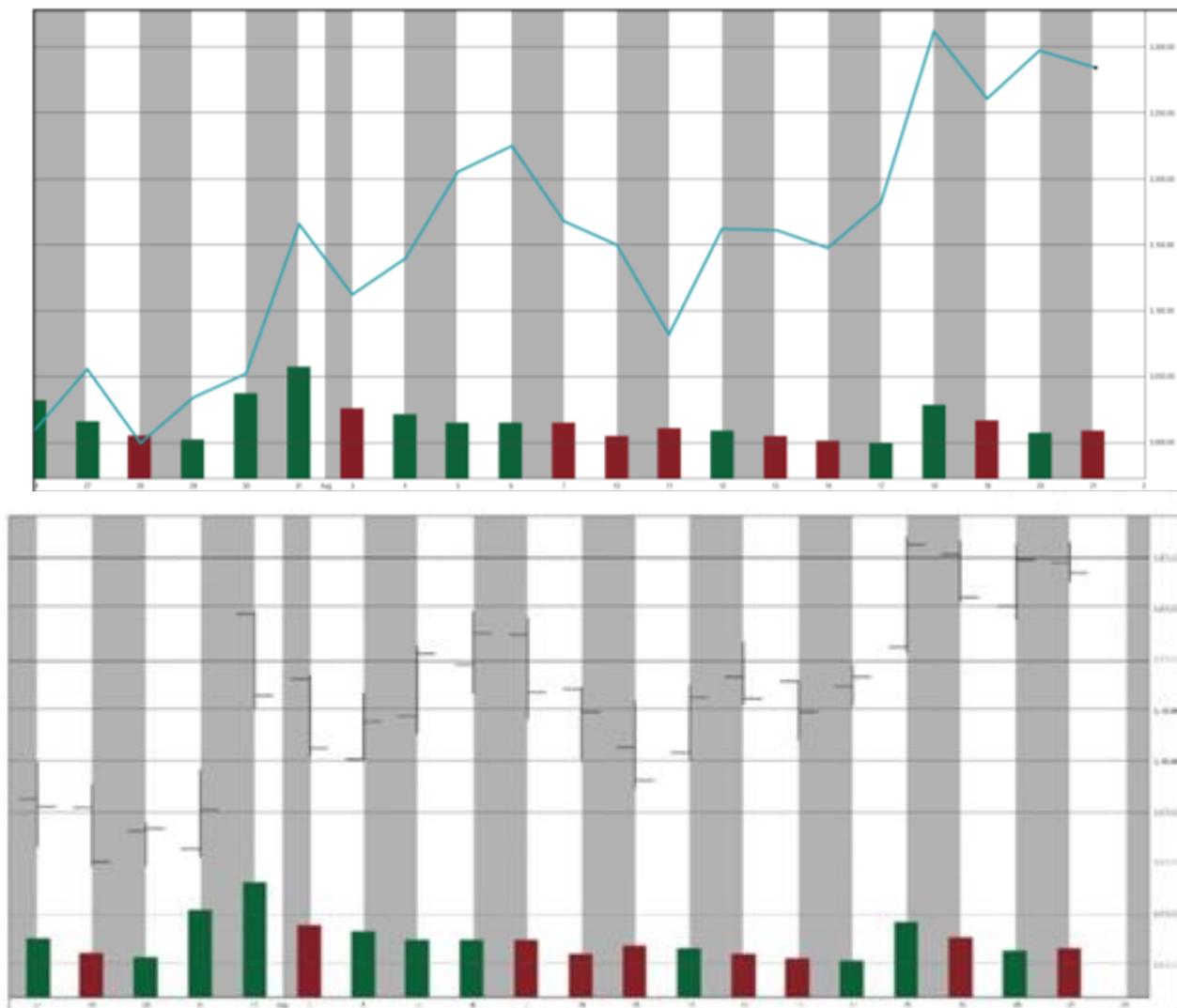
**OHLC Charts** I could, of course, look at an hourly line chart for the day, but that would require the additional steps of resetting the chart to a new date range and hourly prices. I'm a lazy chart reader, so allow me to reintroduce you to the OHLC chart (the first chart below). Yahoo Finance calls it a bar chart. Both names are common. OHLC stands for "open, high, low [and] close." Each line in the top part of the chart represents one day. The horizontal line to the left of each vertical line is where the stock opened. The line represents the range the stock traded over the day (the high and the low) and the horizontal line on the right of each bar is where the stock closed on the day. The red and green bars on the bottom of all these charts are the trading volumes. Volume helps you evaluate the significance of a price change.

The lower the volume, the less excited buyers are about the higher price. Compare that to stocks that rise on increasing volume. That implies there's still untapped buying interest. But always remember these are signals, not rules.

The first conclusion I drew from this OHLC chart was that AMZN stock didn't seem to give a hoot about the consumer price data on Aug. 28. The stock doesn't appear to have been unusually volatile that day. That month won't tell me that much.

But I did note the big gap between the closing price of Aug. 30 and the opening price of Aug. 31. Not surprisingly, Amazon reported earnings after the close on Aug. 30 and the Street reacted positively.

**Candlestick Charts** A candlestick chart (the bottom chart) uses all the information available in the OHLC chart but makes it slightly easier to read. Instead of marking the open and close with short lines to the left and right of the range, the candlestick colors in the range with red or green to indicate whether the day was positive or negative. If the day was negative, the box is red.



The top of the box is the opening price and the bottom is the closing price.

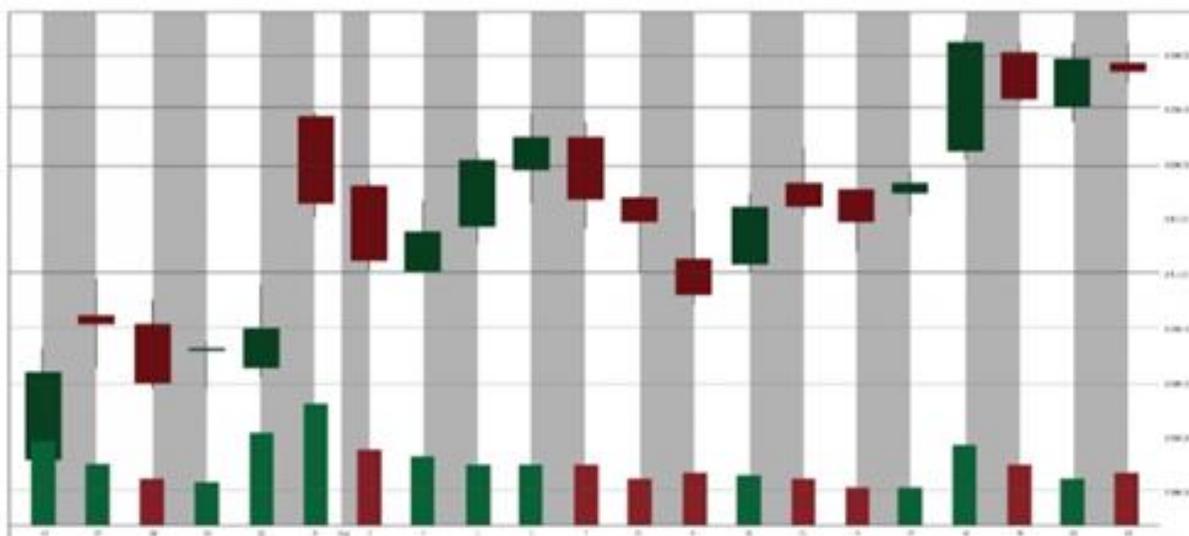
The lines above and below the box remain the same as the OHLC chart. They indicate range. If the box is colored green, then the bottom of the box is the opening price and the top is the close.

Just as with line charts, you can change each bar to represent anything from a stock tick to a year. The interpretation remains the same. The advantage of the candlestick chart over the OHLC chart is that it's easier to tell whether a bar was positive or negative without staring at it. OHLC charts can start to blur if you stare at them for too long.

Note that I haven't mentioned how to interpret chart patterns. Human beings are pattern recognition machines. Many traders could look at this chart and confidently express a buy or sell opinion.

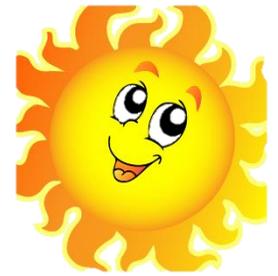
You won't hear that too often in BetterInvesting circles, but technical analysis remains popular in the financial media because it's sound bite friendly: "The stock has been steadily establishing a base on declining volume," sure sounds impressive.

There are stacks of books on how technical analysts use these charts to predict stock moves. Many chartists don't even glance at a stock's fundamentals, believing that all the fundamentals are already baked into the price. As much as a picture might be worth a thousand words, many of the rules technicians cite sound appealing but haven't held up well under careful scrutiny. But charts do provide a quick way to look at market action and begin to investigate what might be driving a stock's or even a market's price.



Watch Us on YouTube BetterInvesting's YouTube channel includes videos of tools tutorials and other public webinar recordings where they can be easily viewed by those in the BetterInvesting community as well as by those who simply want to learn more about our Stock Selection Guide methodology and products. Tune into BetterInvesting videos at:

[www.youtube.com/betterinvesting](http://www.youtube.com/betterinvesting)



## CAROL'S FUN FACTS



- 💰 Rachel Fox at age 16, beat the S&P 500's 13% return by earning a whopping 30.4 % profit in 2012. She also taught people online about investing while acting and attending school.
- 💰 NASDAQ is short for the NATIONAL ASSOCIATION of SECURITIES DEALERS AUTOMATED QUOTATION. It was the first exchange to operate electronically in 1971, when it first opened.
- 💰 The Dow Jones Industrial Average (Dow Jones) is named for Dow Jones & Co. , founded by two journalists.. Charles Dow and Edward Jones.
- 💰 The Dow Jones uses 30 American companies to track stock performance. The Dow Jones had changed the companies it uses 48 times in 117 years.
- 💰 The NY Stock Exchange trades more than \$250 billion daily.
- 💰 Electronic orders take only 200 microseconds before they are filled and recognized. (faster than a blink of an eye).
- 💰 Historically, the stock market has done better between Halloween and May Day than it does the rest of the year. Spring and summer are generally the slowest. Don't count on that, tho...!
- 💰 Ronald Wayne was the third cofounder of Apple , along with Steve Wozniak and Steve Jobs. In 1976, he sold his 10% share of the company for \$800. Today, his 10% would have been worth \$35 billion.
- 💰 In 1954, economist Armen Alchian was able to figure out what the secret fuel was for the newly developed hydrogen bomb by looking at the share prices of the stock market !



## NEED AN EDUCATION Program at your investment club meeting?

As a chapter wanting to be of service to you, we have many programs ready to share with you on most popular investing topics and tools. Contact us to arrange – either in person or by Go-to-Webinar. Most are free.

[contact@Oklahoma.betterinvesting.net](mailto:contact@Oklahoma.betterinvesting.net)



MADOFF IN JAIL

### Important Notice to our Readers:

BetterInvesting is a non-profit educational organization that sponsors programs and provides information through their local volunteer chapters for the education and use of individual investors and investment club members.

BetterInvesting neither recommends nor endorses specific securities. Everyone is encouraged to do your own stock selection research.

# See You Next Issue

