



NON-PROFIT VOLUNTEER BASED MEMBER DRIVEN

Fall, 2021

Online or Face-to-Face?

It's been a long time! Do you remember the first months of COVID when your club (and everything else) ground to a halt while you tried to figure out what to do? For those who were working, everything took precedence over an investment club; things like jobs, kids, mortgages. I'm retired, but just the general upheaval made me lose interest for a while in my investment club.

But eventually, concern for my money made me refocus on my club and my portfolio.

During this year, the Wisconsin Chapter has visited a number of clubs that were meeting virtually using a number of different platforms. It made it easier for us to visit clubs that were far away, but club members voiced varying degrees of satisfaction with their club's interactions.

The degree of computer knowledge has been paramount. And the diversity of equipment that members are using has made it difficult for some. Headphones seem necessary for some members on some platforms, not on others. Even volume levels could be an issue; some voices loud, others indistinguishable, some with a hum, others drowned out by static.

I spoke with **Carol White**, a member of the **Uppity Women's Investment Club** in Milwaukee. Her club was able to jump right into online meetings in April 2020 because a member had used ZOOM at work and set things up. They continued until June, 2021. They started a hybrid in July, with some meeting together and others attending from home. She says they want to meet in person; they miss each other, but online works when someone is ill and for members who are away from Milwaukee in the winter months.

Carol made an interesting observation with which some of you may identify. Her club meets in a member's home. She says they used to start with a potluck that took on a life of its own, becoming more and more elaborate. Meeting online took the pressure off. No cleaning the house or preparing an extravaganza!

I visited the **Fortune Seekers Investment Club** for an anniversary visit back in 2015. There were 2 phones propped on an ottoman. Not sophisticated at all, but way back then they found a way to include many more in their family club. Today **Javier Talavera** says members are attending from as far away as Atlanta. They send reminders with topics and articles to study before the meeting and enjoy the ability for all to see the same screen.

This newsletter shares information from clubs and individual members. If your club has a particular problem; an interesting solution or tidbit, share it with us.

For all of us, it has certainly been an education.

Michele Rinka, President president@wisconsin.betterinvesting.net

STOCK INVESTING MADE EASY (SIME)

We have enjoyed a number of online presentations under a new program called Stock Investing Made Easy, pioneered by Avi Horwitz. Many Wisconsinites have expressed their appreciation for the program and the talented presenters. Their response has encouraged us to begin planning for 2022. You can find these presentations on the Wisconsin Chapter's BetterInvesting webpage at <https://www.betterinvesting.org/chapters/wisconsin/news-articles>. Use these presentations for your investment club's educational session. Start with *Why The Tortoise Sometimes Wins* and move on to one of the other great presentations. These presentations are a great way to learn while your club earns!!

Ch-Ch-Ch Changes by Avi Horwitz explained how we can improve our chances of spotting a changing company.

The Years Keep Rolling By, also by Avi, reminded us not to buy and forget, but how to adjust expectations as things change.

Gee-I Wish I had Noticed That, by Brian Altschul, said we miss red flags because we are not sure what to look for.

Preferred Procedure by Avi Horwitz, starts with the basics of the SSG and shows how to use the preferred procedure to add to your stock analysis judgement.

Different Strokes for Different Folks, with hosts Kim Butcher, Mary Enright, and Mike Torbenson, presented three different study approaches. They all work.

The First Cut is the Deepest, by Lynn Treffry, talked about utilizing the First Cut on the BetterInvesting website for new ideas and to check our own thoughts.

Why The Tortoise Sometimes Wins, by Avi Horwitz, shows how long-term investing in high quality growth stocks can be a real winner.

Wisconsin members have been pleased with these classes. Plans are being developed for more classes in 2022.

WHAT'S GOING ON?**CLUB ANNIVERSARIES**

Each year on their 5-year anniversary, BetterInvesting recognizes clubs that are celebrating more than 20 years. In 2021 we have 18 clubs, and 3 that have been together for 55 years! That takes great dedication, charity, and perseverance. Congratulations to you all.

Lakers Investment Club	Fond du Lac	55 years
Anything Investment Club	Verona	55 years
Hi Fi Investment Club	Middleton	55 years
Coed Investors	Caroline	35 years
Best in the Vest Investment Club	Sussex	35 years
Common Cents Investors	Hustisford	30 years
The Investors	Green Bay	25 years
Code Green Investment Club	Appleton	25 years
Women Investing Together	Madison	25 years
Dow-Lar Scholars	Waukesha	25 years
WP Partners	Mequon	25 years
Learn to Earn Investment Club	Franklin	25 years
Powers to Bee Investment Club	Burlington	25 years
Catch the Wave Investment Club	Waukesha	25 years
Uppity Women's Investment Club	Shorewood	25 years
Hilltop Investment Club	New Berlin	25 years
EPIC Investment Club	Madison	25 years
Girls Exceeding the Market – GEMS	Ripon	20 years

WHAT'S GOING ON?**CLUB NEWS****DOW-LAR SCHOLARS**

The Dow-lar Scholars Investment Club started in 1996 with sixteen members. Our membership has changed over the years. As time marched on, individuals resigned, and new members were recruited. We now have 8 active members which includes 2 of the original group. I've been a member of the Dow-lar Scholars Investment Club for over 13 years. During that time, I've had the pleasure of meeting many fascinating women from a variety of backgrounds in careers, financial knowledge, and computer skills.

I've learned and gained much from the experience of belonging to this club. My expertise in doing research on line has grown tremendously, as has my mastery of doing new things on my computer. (Although I have not as yet mastered the art of cut and paste on the computer, as a retired first grade teacher, I am a whiz at actual cutting and pasting!) We have all become more proficient in a new language- the lingo of finances: SSGs, ROEs, PEGs, etc. (Sometimes I can even answer Jeopardy questions related to the stock market!) Since we all joined having a variety of skills, we've learned from each other at our meetings.

We added MyIClub less than 2 years ago. What an enormous resource we have at our fingertips! It's an outstanding source for storing minutes, guidelines, and club documents so they are readily accessible to all members and potentially new members. The accounting system is exceptional. The BI webinars and Ticker Talks have been great sources to help us in our education!

We meet once a month on a Monday afternoon. We used to meet in the evening, but as we all are now retired, and older, we prefer driving in the daytime! (at least, I do!) Our current portfolio consists of 12 stocks. Each member is usually responsible for watching 1 or 2 stocks. The Recording Secretary Partner watches only one stock. The Financial Partner does not watch a stock.

Members can suggest a new stock anytime, and we try to keep our portfolio in balance by looking for stocks to further diversify our holdings. We follow the BI principles and always do SSGs before we make a decision. Our club has done pretty well by following the guidelines. We were recently told by our broker that if members hadn't taken out cash over the years, we'd have a portfolio worth over a million! As of our last meeting, we are over the 100 thousand mark!

Our hardest challenge so far has been holding meetings during the pandemic. We all had a huge climb up the learning curve when we went to Zoom meetings: lots of "we can't see you; unmute yourself; call me to help me get on, etc." Fortunately, we all became more proficient eventually. And most fortunately, we finally had a social gathering after not seeing each other face to face for so long. We used to have 2 social gatherings a year where we would meet at a member's house or a restaurant, but Covid put the brakes on that for a time! We finally met for an outdoor luncheon this summer where we caught up on each other's lives. It was so exciting to finally get together again! And what a great way to celebrate our 25 years of being a BetterInvesting group!

We are so grateful for having this opportunity to expand our financial knowledge, develop new friendships, and have fun doing both!

Karen Thompson



Starting at the head of the table, with the lady in red and then going clockwise : Sue Mehra, Jewel O'Farrell, Jody Davids, (former member Diane Loppnow), Jane Rintelman, (former member Mary Lou Morose), Jo Ann O' Hare, Datta Mehta, Karen Thompson, and Satish Lahiri.

NEW CLUBS

We have many new individual members added to the Wisconsin Chapter each month, but we also have welcomed a number of new clubs that are starting on their investing journey:

Divinely Prosperous Pandemic Group	Windies Investment Club	The Legacy Wealth Project
Climb USA	Selkirk Grace Club	Ca\$h Investment Club

Congratulations and good luck to you all. And remember, our volunteer Directors are always available to help with whatever you need.

WHAT'S GOING ON?

WISCONSIN CHAPTER

IS ESG INVESTING GOOD?

ESG – ENVIRONMENTAL, SOCIAL AND GOVERNANCE

July, 2021

Doron Levin, Contributor at Seeking Alpha, Editor at BetterInvesting, Host at SiriusXM, recently published an article that brings together our practices with BI, ESG, and the larger world of investing. He says, “A growing number of investors are looking for stocks that do good – not just do well.”

<https://www.betterinvesting.org/learn-about-investing/investor-education/investing/esg-investing>

Visit-A-Club

We are happy to welcome the **Dow-Lar Scholars** to those clubs who are welcoming visitors.

For Individuals:

If you are interested in visiting an active investment club that invests according to BetterInvesting principles, check clubs that welcome visitors in your area. Read our [Visitor FAQs](#) and “[What Makes a Good Club](#)” before visiting a club.

For Investment Clubs:

Is your investment club willing to allow guests to attend your meetings? Please share the educational benefits of being in an investment club with others. If you are interested in joining our Visit-A-Club listing, check out our [Club FAQs](#) and [Application](#) to learn more about the program.

Chapter Contact Information: contact@wisconsin.betterinvesting.net

A final thought from long time BetterInvesting mentor Bob Wynn:

“There is perhaps no greater disparity in the United States than between a person who understands and acts upon the importance of being a lifetime investor vs. the individual who does not know what they don’t know when it comes to investing.”