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September 2006

WHAT'S INSIDE

Fall 2006 Programs
Classes To Go Information
Registration for Chapter Events
Chapter Events Fall 2006 Calendar
Model Investment Club of St. Louis
Chapter Business Meetings
Monthly Stock Study
Locations
Stock Pickers' Challenge

BetterInvesting (NAIC) St. Louis Chapter

The St. Louis Chapter, a non-profit organization, was one of the nine founding chapters of BetterInvesting (NAIC) and has been active for more than 45 years. The chapter consists of over 2000 members in the Greater St. Louis area (including Illinois), and supports some 250 clubs.

Website: <http://www.betterinvesting.org/chapter/stlouis>.

ST. LOUIS BETTERINVESTING BOARD OF DIRECTORS

President: Darlene Bonsanti (314.821.9129)
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Associate Directors: Deb Gacem, Phyllis Rabelow

BETTERINVESTING (NATIONAL ASSOCIATION OF INVESTORS CORPORATION)

711 West Thirteen Mile Road
Madison Heights, Michigan 48071
Toll Free: 1-877-ASK-NAIC (275-6242)
Website: <http://www.betterinvesting.org>
Email: service@betterinvesting.org

COMMUNITY

The power of the BetterInvesting community comes from the combined experience of our members; the men, women and young adults who draw on group strength and sharing to become better, more informed investors. To experience the strength of the community, get involved: Join a discussion. Respond to a blog. Explore Member insights and Member stories. Come visit at: <http://www.betterinvesting.org/community/>

BASICS OF INVESTING Thursday, September 14, (6:30 – 9pm) **Center of Clayton** \$25/member \$30/others
Course designed for absolute beginners. This class focuses on taking control of your own investments by learning BetterInvesting (NAIC) principles of investing. Includes terminology and completing a Stock Check List using Value Line as a first step to stock analysis. Bring calculator, pencils and highlighter.

Prerequisite for SSG class. *Instructor: Mary Boyd*

HEART OF ILLINOIS INVESTOR'S FAIR 17th Annual Friday & Saturday, September 22-23, 2006 7:30 am to 9:00 pm. Northfield Inn and Conference Center in Springfield, Illinois \$30 by Aug.24, \$40 at the door. Corporate presentations by SAP AG, Pan Pacific, Procter & Gamble and YUM! Brands. Bert Sanders panel discussion with the Beardstown Ladies and several presentations by featured speaker Bonnie Biafore. Bonnie is an award-winning author of several books on investing, finance, project management, and software. She's a columnist for BetterInvesting magazine and the author of the NAIC Stock Selection Handbook. A PMI-certified project management professional with more than 20 years experience, she also manages information technology and software development projects in a variety of industries. This event is organized by the Heart of Illinois Chapter. For more info, including registration information, go to <http://www.betterinvesting.org/chapter/heart> or email Karen Hurst at: secretary@heartofillinois.betterinvesting.net

PORTFOLIO MANAGEMENT USING TOOLKIT 5 Thursday, October 19 (6:30 pm – 9:00 pm) **Center of Clayton** \$25/members \$30/others You will learn about all of the various reports (PERT, PERT-A, PMG, Challenger) and 'Defensive' and 'Offensive' portfolio management strategies used in Toolkit 5. Learn how to protect your portfolio from being harmed by stocks which are not performing to your expectations or which no longer are providing the return needed to meet your investment goals. These tools are designed to make those difficult "when to sell" decisions a little easier. *Instructor: Candace Baker*

WHAT EVERY TREASURER SHOULD KNOW Saturday, November 4 (9:00 am – 11:00 am) **Center of Clayton** \$10 fee This program will offer an overview of Treasurer duties (monthly, annually and "once in a while") as well as a discussion of a variety of issues including withdrawals, payments, expenses and tax considerations when selling stock. Please bring any questions or special problems that you might have for a roundtable discussion. *Instructors: Candace Baker, Dee Lafata, Darlene Bonsanti*

Anheuser Busch [BUD] September 25, 2006 "STOCK STUDY" Anheuser Busch [BUD]

Do you own Anheuser Busch?

Have you watched the share price drop and earnings shrink?

Should you sell and take the loss? Should you buy more?

OR,

Would you like to own it?

Is it a bargain at its present price and a perfect time to buy?

These are excellent questions to ponder. And if you feel a little overwhelmed with the decision-making process, then this is an excellent opportunity for you to discover the benefits of your St. Louis Chapter of BetterInvesting.

For a mere \$5 (payable at the door), your St. Louis Chapter of BetterInvesting has an excellent opportunity to help you break through the questions and relieve you of the confusion. You will experience the in-depth study of the company using the Value Line report. Included will be a demo of stock selection software and a discussion of judgment issues on the SSG (Stock Selection Guide). You will find that your \$5 investment in this program will be the best decision you'll make all year. A yearly subscription to the Monthly Stock Study program is also available for \$30. No reservation is required to attend. Join us at the Center of Clayton (see location info) on Monday, Sep. 25, 2006 at 7pm. The program will last approximately 2 hours.

Questions? Call Bill Biedenstein-Moderator 636.677.3055

Contact Information

President: Darlene Bonsanti (314.821.9129) Darlene911@aol.com

Education Chairman: Ruby Lawrence (636.394.7186) RL82434@prodigy.net

Registrar: Dee Lafata (636.537.1485) JWLafata@aol.com

Illinois Area Chairman: Candace Baker (618.624.8581) CandaceB@charter.net

To better accommodate our membership and to broaden club education opportunities, the St. Louis Chapter offers programs called “Classes To Go”. The educational benefits of having a large majority of your club hear the same message at the same time is priceless. Your club sets the time, provides the space and selects a topic from our available choices. We can also build “custom” classes which, depending on time and materials, may require a higher fee. These classes may also be arranged for *any* small group. We will do our best to accommodate all of your educational needs.

One Hour Classes: \$10/student with a \$50 minimum

General Topics

- **How to Start an Investment Club**
- **How to Run an Investment Club**
- **The Basics of Investing** – A beginners guide of things to consider when building a portfolio. Includes the explanation of the terminology.
- **Three Things Every Investor Should Know**
 - ❖ The Relationship of Sales, Earnings & The Price of the Stock
 - ❖ The Difference Between Important Information & Noise
 - ❖ Why We Look at P/E
- **Getting Acquainted With the Value Line Report** – An overview of a Value Line company report, including the location of data required for an SSG and information useful for SSG judgments.
- **Value Line Quick Analysis & Comparison Guide** – A guide through a checklist of 10 criteria found on a Value Line company report which will help you identify a quality company worth your time to complete an SSG. Also includes a look at how to compare these items for several companies.
- **Stock Checklist: The Beginners First Step For Evaluating A Stock**
- **What To Include When Presenting a Stock to Your Club**
- **Introduction to Annual Reports**
- **Bank Stock Analysis for Beginners**
- **Warnings & Red Flags Beyond The SSG – The Other 20%** - Learn about a number of easy-to-check warning signals, the so-called “Other 20%”, that are not on the Stock Selection Guide. Useful information can be found in Value Line, the balance sheet, cash flow statement, and annual report.
- **Getting The Most Out of Toolkit** - Learn how to utilize Toolkit’s many helpful features for completing an SSG and doing a Stock Study. The class will also cover some undocumented features.

Stock Selection Guide

- **How to Read & Understand the Stock Selection Guide** – A class for those club members who do not prepare or understand a Stock Selection Guide (SSG) and possibly those who need a refresher course. This course will explore the basic purpose of the SSG and highlight the most important information to take away from this stock study tool.
- **Making Judgments: Section 1**
- **Making Judgments: Section 2 (Management)**
- **Making Judgments: Sections 3 (P/E), 4 & 5**
- **Spotting Red Flags** – Learn to recognize trouble spots that need to be investigated on the SSG. Understand what red flags are signaling, helping you avoid costly mistakes.
- **Understanding the P/E Ratio & Its Variations** - Learn what the P/E ratio is telling you and how it is used to identify a stock selling at a fair value, avoiding “irrational exuberance”. Relative Value & the PEG ratio will also be discussed.

Portfolio Management

- **When To Sell** – This class will provide investors with tools to make “Buy, Hold & Sell” decisions in a logical, rational manner. Common psychological traps that are harmful to your wealth will be discussed, along with tips on how to recognize and avoid them.
- **Portfolio Tune Up & Repair** - Clubs are often searching for someone from outside their club to examine and candidly comment on the holdings. We will study the stocks in your portfolio, both individually and as a group and identify any problem areas. Better Investing portfolio management tools will be used and explained.
- **Using Toolkit 5 Portfolio Management Tools** - We will discuss ways to monitor your portfolio to determine if the reasons that led you to buy a stock are still in place. Using PERT reports and the “Alerts” in Toolkit 5, we will identify underperforming companies and those that are overvalued and may need to be replaced in order to reduce risk and increase your portfolio’s return.

REGISTRATION FOR CHAPTER EVENTS

Make checks payable to St. Louis Chapter of BetterInvesting. Please indicate the event, the number of participants and the names of those attending each event. Mail information with appropriate fee to the St. Louis Chapter of BetterInvesting, 1657 Ansonborough Drive, Chesterfield, Missouri 63017.

Please include a contact telephone number. **Registration/Payment deadline is one week prior to the event.**

Registration fees for events are non-refundable. This is the St. Louis Chapter of BetterInvesting policy due to our requirement to arrange rooms, speakers, materials, publicity and audio-visual equipment for your event in advance. For registration after the deadline, please call Registrar, Dee Lafata at 636.537.1485.

Sep.7-10	BetterInvesting National Convention (Binc)-Columbus, OH	Oct.19	Portfolio Management Using Toolkit5 Class
Sep.11	Model Investment Club of STL	Oct.23	Monthly Stock Study
Sep.14	Basics of Investing Class	Nov.4	What Every Treasurer Should Know Class
Sep.22-23	Heart of Illinois Investors Fair	Nov.13	Model Investment Club of STL
Sep.25	Monthly Stock Study	Nov.27	Monthly Stock Study
Oct.9	Model Investment Club of STL	Dec.11	Model Investment Club of STL

Model Investment Club of St. Louis Meetings are held the second Monday of each month, at the **Center of Clayton** at 7:00 pm. Our purpose is to provide an educational opportunity for people interested in learning how to form & operate an investment club in accordance with the methods and principals of BetterInvesting. Meetings are open to the public to observe club meetings at a cost of \$5 which is payable at the door.

CHAPTER BUSINESS MEETINGS are held the third Monday** of each month, at the **St. Louis County Library Headquarters** at 7:00 pm. These meetings are primarily for chapter officers, directors and associates, but visitors are welcome. ** *Jan. & Feb. 2007 meetings will be the 3rd Tuesday (Jan.16 & Feb.20)*

MONTHLY STOCK STUDY

Held the fourth Monday of each month at 7:00 pm, **Center of Clayton** (excluding the month of December). These are valuable experiences for those interested in the study of a company using a Value Line report. Included are a demo of stock selection software and a discussion of judgment issues on the SSG. There is a \$5 charge to attend which is payable at the door. A yearly subscription is also available for \$30. See registration information on page 2.

LOCATIONS

Center of Clayton: 50 Gay Avenue, Clayton, Mo 63105 (314.290.8500)

St. Louis County Library Headquarters: 1640 South Lindbergh Blvd. @ Clayton Rd. (across from Plaza Frontenac), St. Louis, Mo 63131 (314.994.3300)

Third Annual "Stock Pickers' Challenge" Portfolio Contest

Join us as the St. Louis Chapter challenges all area members with a Portfolio Stock Contest. Individuals or clubs may enter the contest and will be given an imaginary \$10,000 to invest in a portfolio comprised of 3-10 stocks (no mutual funds). The \$10,000 will be divided equally among your stock picks. Entry forms will be available at all Chapter classes and events. Information will also be available on the chapter web site at www.betterinvesting.org/chapter/stlouis or contact Candace Baker at (618) 624-8581. Your stock selections must be submitted no later than October 23, 2006. You may bring them to the St. Louis Computer Stock Study Group meetings on September 25 or October 23 or e-mail your stock selections to CandaceB@charter.net. The purchase prices of the stocks will be the price at the close of the market October 27, 2006. The final portfolio evaluations will be priced at the close of the market on April 27, 2007 and the top portfolio owners and the best stock picker will be recognized at the Chapter Annual Meeting in May 2007 (exact location, date and time to be announced later). At www.finance.yahoo.com (Login: stlouispc, password: invest123) you will be able to track all portfolio entries, as well as several comparative portfolios comprised of the NAIC 10 Most Active Stocks, or Value Line Growth Screen Stocks, or the QQQ, SPY & DIA ETFs. Meet our challenge by entering the contest and lets see who is the best at picking stocks in our whole area!

Also Available.....Club Visits

The St. Louis Chapter's mission is to teach the BetterInvesting philosophy and help resolve any problems your Club may be encountering. We would be happy to send a Director to your club's meeting. For more information on Club Visits, please contact President Darlene Bonsanti at Darlene911@aol.com or by phone 314.821.9129.

!!! Club Accounting 3.1 Software Update Alert !!!

Club Accounting 3 has recently been updated. All Club Accounting 3.0 registered users will receive a complimentary upgrade CD.