



## THREE WAYS TO EDUCATE YOUR CLUB... the "BI" Way

One of the purposes for existence of Chapters in *Better Investing* is to provide education for club members. The OKI Chapter uses three ways to do that:

- Core Classes** - offered in both the Cincinnati and the Dayton area, twice a year.
- Classes to Clubs** - a relatively new program in which classes are taken to clubs.
- Club Teacher** - a brand new program in which a member of your club receives training using the *Stock Selection Handbook* and then returns to the club to share that training.

### CORE CLASSES:

The *Core Classes* include 2 stock introductory sessions (one of which is brand new – *Take Stock*); 3-4 sessions on the *Stock Selection Guide*; 3 sessions on *Using Judgment*; 1 session on *Mutual Funds*; and 1 session on *Club Accounting*. The Cost is \$7.50 per person, per hour. See page two of this newsletter for more information and how to register.

### CLASSES TO CLUBS:

The *Classes to Clubs* program offers the following programs that can be taken to your club:

- Annual Reports: A Primer
- An Intro to *Take Stock*
- Cash Flow 101
- Checking up on your Projections
- Finding Quality Stocks
- Going on the Offense with Toolkit 5
- Is it Time to Sell This Stock?
- Is This Really a Growth Company?
- It's All About Management  
Part 1 Section 2A of the SSG
- It's All About Management  
Part 2 Section 2B of the SSG
- Looking for a Good Company to Present to your Club? – Things to Check
- Mutual Funds
- Portfolio Defense with Toolkit 5
- Portfolio Management for a Sunday Afternoon
- Quick Analysis of a Stock Using Value Line
- Stock Options vs. Restricted Stock
- Toolkit 5: An Overview
- Using PMG for Portfolio Management
- Using Value to Find Those Great Companies

Each program is an hour in length and will cost the same as the Core Classes - \$7.50 per hour, per person for groups of 8 or more. (Clubs with fewer than 8 members attending the class will be charged \$60 per hour. ) Some programs can be offered during the day, others at night. After surveying your club members for their choice, please use the form on page two to apply for a class. You can email Janice at [jchappell2@msn.com](mailto:jchappell2@msn.com) with questions.

### CLUB TEACHER PROGRAM:

The *Club Teacher Program* allows each club to select a member (your vice president for education would be a good one, but it could be another member) to attend 7 monthly sessions on the *Stock Selection Handbook*, a BI publication. (Continued on top of next page.)

### OKI TRI-STATE CHAPTER CONTACTS:

#### Greater Cincinnati:

Mary Lyn Fledderman  
859-384-1991  
[mlgoerke@juno.com](mailto:mlgoerke@juno.com)

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### OKI NEWSLETTER:

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*The best way to know about all the activities in the OKI Chapter is to visit our **new website** listing all current events, classes dates, times and locations:*

**[betterinvesting.org](http://betterinvesting.org)**

## THE OKI TRI-STATE ANNUAL MEETING

The Annual Meeting will be held at the Clarion Hotel at 5901 Pfeiffer Road (map on back of newsletter), Blue Ash, on Wednesday, Nov. 9, at 7- 9 PM. The registration will begin at 6:30 P.M. with light refreshments. The featured speaker will be Mr. Bill Reagan, Vice President of Fidelity Money Management Group, speaking on "Market Update and Forecast".

Mr. Reagan joined Fidelity in 1993. He has spent time as a Financial Planning Consultant, Branch Manager and Director of Sales for Fidelity Investments. Born in 1963, Mr. Reagan received a Bachelor of Arts degree in Economics from Providence College in 1986. In his current role, Mr. Reagan meets regularly with Fidelity's portfolio managers and analysts to discuss global market and economic trends as well as performance attributes of the Fidelity family of funds. We will again be honoring clubs with anniversaries. One Anniversary attendee for the club is free. Cost is \$15 for others. Registration form is on page two.

(CLUB TEACHER PROGRAM, continued from page one)

- Introduction to Investing in Stocks
- Evaluating Past Growth to Project the Future
- Evaluating Management
- Finding the Best Company – Software Applications
- Computer Application and How to Find and Buy a Stock
- Portfolio Management and When to Sell
- Record Keeping, Annual Reports, and Financial Reports

While these sessions will not begin until January, 2006, it's not too late to identify a club member who will attend. The cost for attending all 7 sessions will be \$75 per person and includes a copy of the *Stock Selection Handbook*. Watch for information in the December newsletter on how to register or contact Janice Chappell at [jchappell2@msn.com](mailto:jchappell2@msn.com).

## MASTER REGISTRATION FORM FOR ALL EVENTS

*All classes, activities and events are posted on the OKI website. All postings include MAPS to each activity.*

*Go to: [www.betterinvesting.org/chapter/okitri](http://www.betterinvesting.org/chapter/okitri) and scroll down to the activity desired and click on the hyperlink "(map)" posted after each address location. This will automatically download a map of the location.*

### EDUCATIONAL CLASSES

**Pre-registration is required for all classes, deadline is one week prior to class.**

Date of Class: \_\_\_\_\_ Location: \_\_\_\_\_ Fee: \_\_\_\_\_

Name of Class: \_\_\_\_\_

Total for classes: \$ \_\_\_\_\_

List additional classes on second sheet if necessary. Check-in opens 1/2 hour before class begins. Refunds are made only if class is canceled. Deadline for registration is seven days before class. All facilities are handicap accessible. Notify of special needs two weeks ahead of final registration date.

### CLASS LOCATIONS:

**Hamilton County Educational Service Center (HCESC):**

11083 Hamilton Avenue, Cincinnati, OH 45231  
Just south of I-275, Exit 36, on Hamilton Ave., south of Waycross.

**Southminster Presbyterian Church:**

7001 Far Hills Avenue, Centerville, OH 45459  
Just south of I-675, Exits 4A or 4B, on Far Hills Ave., south of Alex Bell.

### ANNUAL MEETING

Enclosed is \$\_\_\_\_\_ for \_\_\_\_\_ reservations to the OKI Tri-State Chapter ANNUAL MEETING on Wednesday, November 9, light refreshments - 6:30 to 7:00; meeting from 7:00 - 9:00 P.M. at the Clarion Hotel, 5901 Pfeiffer Rd., Blue Ash, Ohio. Fee: **One Anniversary attendee per club is free.** Guests and others, \$15 each.

**Advance registration is required. Deadline: November 2.**

Total for this event: \$ \_\_\_\_\_

### OKI CLASSES TO CLUBS

Which class:	Choice 1: _____	Date:	Choice 1: _____	Time: _____
	Choice 2: _____		Choice 2: _____	Time: _____
	Choice 3: _____		Choice 3: _____	Time: _____

Specify name of contact below under "Name". For information or questions, email Janice Chappell at: [jchappell2@msn.com](mailto:jchappell2@msn.com).

Club Name: \_\_\_\_\_

Name: \_\_\_\_\_ NAIC #: \_\_\_\_\_

Address: \_\_\_\_\_ Phone: \_\_\_\_\_

City: \_\_\_\_\_ Email\*: \_\_\_\_\_

State and Zip Code: \_\_\_\_\_ Total for all events: \_\_\_\_\_

Make check payable to and mail to: **OKI Tri-State Chapter NAIC c/o Yolanda Moschella, P. O. Box 19214, Cincinnati, OH 45219.**  
Email: [ymoschella@cinci.rr.com](mailto:ymoschella@cinci.rr.com). \*Email address will only be used for registrar's use (if needed), sending OKI's Monthly Chapter Chat and future OKI events.

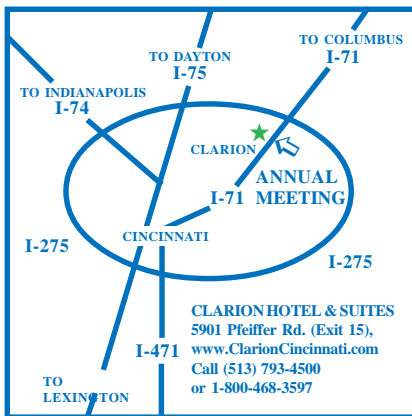
## OKI CLASS AND EVENT CALENDAR/FALL - WINTER, 2005

CLASS DESCRIPTIONS:	Date/Time:	Location:	Instructor:
<p><b>INTRODUCTION TO INVESTING CLASSES</b> (Two parts, but each can stand alone) <b>Part 1:</b> This class will introduce investors to basic investing information in <i>Value Line</i> which is a tool BI investors use to assist them in analyzing a company. This class will discuss the kinds of information available in <i>Value Line</i> and show how it helps investors select the best companies. <b>Part 2:</b> This class will introduce the basic information needed to learn about investing and specific information on the <i>Take Stock</i> software program including how to use the program to analyze a stock. <i>Take Stock</i> is a computer software program that will aid in evaluating stocks while you learn. <b>Fee is \$15 for each class, \$30 for both.</b></p>	<p style="text-align: center;"><b>Dayton:</b> Part 1: Sat. Oct. 1, 9-11 AM Part 2: 11AM-1PM</p> <p style="text-align: center;"><b>Cincinnati:</b> Part 1: Tues. Sept. 13 6:30-8:30 P.M. Part 2: Thurs. Sept 15 6:30-8:30 PM</p>	<p style="text-align: center;"><b>Dayton:</b> Southminster Presbyterian</p> <p style="text-align: center;"><b>Cincinnati:</b> HCEC</p>	<p style="text-align: center;"><b>Dayton:</b> M. Anderson M. Daniels</p> <p style="text-align: center;"><b>Cincinnati:</b> Y. Moschella M. Thomas</p>
<p><b>DOING AND UNDERSTANDING A STOCK SELECTION GUIDE:</b> Covers the why and how to do a Stock Selection Guide. Designed for both "Newbies" and as a refresher course. People who know how to do a SSG but would like a refresher course on what the SSG tells them may sign up for the first three sessions as a refresher course. Session 4 is a three hour session on how to do the calculations. <b>Fee for the full course (4 sessions - 9 hours) is \$60.</b> <b>Fee for the first three sessions refresher course is \$45.</b> <i>Prerequisite: Introduction to Investing Classes, Part 1 or 2</i></p>	<p style="text-align: center;"><b>Dayton:</b> Parts 1,2, &amp; 3: Sat. Oct. 8, 8:30 AM-3:30 PM Part 4: Sat. Oct. 15, 8:30-11:30 AM.</p> <p style="text-align: center;"><b>Cincinnati:</b> Part 1: Tues. Sept. 20, Part 2: Thur. Sept.22 Part 3: Tues. Sept. 27, all three at 6:30-8:30 PM Part 4: Sat. Oct. 1, 9:00 AM - Noon</p>	<p style="text-align: center;"><b>Dayton:</b> Southminster Presbyterian</p> <p style="text-align: center;"><b>Cincinnati:</b> HCEC</p>	<p style="text-align: center;"><b>Dayton:</b> G. Senter J. Falter</p> <p style="text-align: center;"><b>Cincinnati:</b> M. Daniels, C. Jacobsen</p>
<p><b>APPLYING JUDGMENT TO SSG:</b> (3 Parts, each can stand alone) <b>Part 1: Tools to Improve Your Projections and Buy Price on the SSG:</b> Your SSG is only as good as the judgments you make. There are two important areas on the SSG where judgment is crucial; when you project the sales and earnings growth for the next five years and when you select a potential high and low price for the next few years. We will show you how you can use the Preferred Procedure and Implied Growth Rate to verify your projected growth rates and how to use the Relative Value, PEG Ratio, Price Variant Quotient and P/E's to help select the right "price to buy". This is a three-hour class. <b>Part 2: Research &amp; Judgment (Early Warning Signs on the SSG):</b> There are four areas on the SSG that warn you of problems that are developing in the company. They are Capitalization, Quarterly Numbers, Sales and Earnings growth rates and Management. We will look at each of those areas and show you how to analyze the problem and decide if it is a serious problem or a buying opportunity. This class will include using the PERT Worksheet - A. This is a two-hour class. <b>Part 3: PERT and Portfolio Management:</b> The PERT (Portfolio Evaluation Review Technique) should be your first tool of choice in managing your portfolio. This tool allows you to quickly assess the performance of all the stocks in your portfolio and determine which ones need additional scrutiny. We will discuss what the PERT tells you and how to use this information to increase the performance of your portfolio. This is a two- hour class. <b>Fee for the full course (3 classes - 7 hours) is \$52.50.</b> <b>Fee for Part 1 is \$23. For Parts 2 and 3, \$15 for each.</b> <i>Prerequisite: Familiarity with SSG.</i></p>	<p style="text-align: center;"><b>Dayton:</b> Part 1: Sat. Oct. 22 9:30 AM-12:30 PM Part 2: Sat. Oct. 22 1:30-3:30 PM Part 3: Thurs. Oct 27 7:00 - 9:00 PM</p> <p style="text-align: center;"><b>Cincinnati:</b> Part 1: Sat. Oct. 8 , 9:00 AM-Noon Part 2: Tues. Oct. 11, 6:30-8:30 PM Part 3: Thurs. Oct. 13, 6:30-8:30 PM</p>	<p style="text-align: center;"><b>Dayton:</b> Southminster Presbyterian</p> <p style="text-align: center;"><b>Cincinnati:</b> HCEC</p>	<p style="text-align: center;"><b>Dayton:</b> G. Hurt</p> <p style="text-align: center;"><b>Cincinnati:</b> G. Hurt S. Lowery J. Hurt</p>
<p><b>MUTUAL FUND ANALYSIS: THE KEY TO YOUR 401(k), 503(b), ...</b> Content: This class will provide a general introduction and overview of what mutual funds are, the various types, items to consider in analyzing, and available tools to assist in the search for, analysis of and comparison of mutual funds. The approach will be based on Better Investing principles, using the Official Better Investing Mutual Fund Handbook. <b>Fee: \$30.00 covers the cost of the class and NAIC Mutual Fund Handbook.</b></p>	<p style="text-align: center;"><b>Dayton:</b> Thurs. Oct. 13, 7:00-9:00 PM</p> <p style="text-align: center;"><b>Cincinnati:</b> Thurs. Oct 20, 6:30-8:30 PM</p>	<p style="text-align: center;"><b>Dayton:</b> Southminster Presbyterian</p> <p style="text-align: center;"><b>Cincinnati:</b> HCEC</p>	<p style="text-align: center;"><b>Dayton:</b> J. Sutton</p> <p style="text-align: center;"><b>Cincinnati:</b> G. Senter</p>
<p><b>CLUB ACCOUNTING - Dayton: Saturday, Dec. 3, from 9:00 to 11:00 AM</b> This class is designed as an overview for <i>newly elected</i> treasurers and a review of issues and concerns for <i>current</i> treasurers. The first hour will be devoted to reviewing BI's Club Accounting software to illustrate the basic principles of keeping a club's books. The second hour will be devoted to a discussion of issues and concerns for current treasurers. Instructor: Sharon Lindquist-Skelley, location: Southminster Presbyterian Church. <b>Cost: \$15 for 2 people (Current Treasurer and Newly Elected Treasurer) or \$15 for either treasurer.</b></p>	<p><b>CLUB ACCOUNTING - Cincinnati: Saturday, Sept. 10, 9:00 AM - Noon.</b> Based on same overview as Dayton's class. Basic principles of keeping a club's books will be illustrated. We will be running the latest version of the club accounting software using data from real clubs and solving typical problems. We will have "hands on" in a computer tech lab with accounting software on each computer. Instructor: Roger Stafford, location: HCEC <b>Fee \$23, discount of \$5 for treasurers bringing their assistant treasurer.</b></p>		
<p><i>For a detailed description of seminars and any schedule changes or additions, visit our web site at <a href="http://www.betterinvesting.org/chapter/okitri">www.betterinvesting.org/chapter/okitri</a>.</i></p>			

**OKI Tri-State Chapter of N.A.I.C.,  
National Assoc. of Investors Corp.  
c/o Yolanda Moschella  
P.O. Box 19214  
Cincinnati, OH 45219**

Visit OKI website for a complete listing of all events: [betterinvesting.org/chapter/okitri](http://betterinvesting.org/chapter/okitri)

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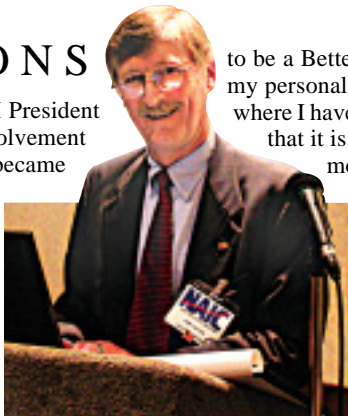
Clarion Hotel & Suites is located at Exit 15 off Interstate 71 (first exit south of I-275). Turn west and Hotel entrance is the first light west of the freeway, entrance lies between the BP Station and Bob Evans.

Featured OKI Director...  
Jerry Sutton

## REFLECTIONS

Departing after two years as OKI President causes me to reflect upon my involvement in NAIC and its consequences. I became acquainted with NAIC in late 1990s when a group at work suggested forming an investment club. I could not participate in the club, but information on NAIC investment principles intrigued me. I joined as an individual, life member, started taking classes and found the NAIC analysis principles readily understandable and applicable.

I had invested in common stock for thirty years in a haphazard manner with no real focus or direction. During this time, I had been buffeted by the market, out of cycle with economic trends and subject to the latest fads; additionally, I felt the advice I'd received from a couple of brokers had contributed to this condition while providing them with comfortable lifestyles. As a result my modest portfolio was composed of a *potpourri* of common stocks and mutual funds without style, balance or clear objective. The NAIC approach, while not curing all of my personal investment idiosyncrasies, brought a degree of order, insights and understanding which enabled me



to be a Better Investor. Over the years my personal portfolio has evolved to where I have a degree of confidence that it is rational and will provide modest growth at an acceptable level of risk within market turbulence.

A long-time acquaintance and Director, Jim Falter, encouraged my involvement at the Chapter level. I was concerned with the national trend where employees with 'defined benefit' retirement programs were being forced into 'self-directed' programs. The basis for my concern was the prevailing low level of general financial literacy. If I had struggled with investment decisions, what of the vast number of others in such programs? Sure there was a pack of investment advisors ready to feed on such employees; however, there is a paucity of programs to educate and empower those same employees to understand and manage their personal retirement accounts. NAIC represented a framework for such a program, which I consider vital to the otherwise remote possibility of success of such self-directed accounts, and I felt that I might be able to help in a modest way.

So how did I do? I prepared a class regarding the NAIC Mutual Fund program (of course mutual Funds are the investment vehicle of choice in retirement accounts such as IRAs, 401(k)s, 503(b)s, etc.) and presented it a couple of times – fewer than two-dozen individuals attended. Additionally, overall participation in OKI classes and events has continued to decline. Membership in the OKI Chapter has followed the national NAIC trends and declined over 24% from end of 2002. So I feel I have been fighting a "bear market" in investment education.

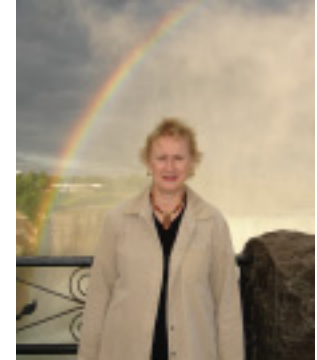
I will continue to teach classes and support the OKI Board, because I feel there is a definite need for the educational opportunities provided. I commend those faithful members who continue to apply the NAIC principles – that is about 4,200 individuals in the OKI area. But I despair for the financial future of other individuals in the area; particularly, when I read such articles as that from a recent *Wall Street Journal* that reported a survey of 107 large 'defined-contribution' (i.e., 'self-directed') plans. It indicated that just 46% of the eligible workers age 20 to 29 even participated in the programs although the participation increased to 71% for those eligible workers in their 40s. Median rate of return in 2004 was 10.1% in these plans. How do we reach them?

## OKI Photo Album

### Compufest 2005: Buffalo, NY



OKI Tri-State Directors, left to right: Sharon Lindquist-Skelley, Malvina Anderson, Virginia Purdy, Janice Chappell half hidden by Nancy Luddeke, Marge Daniels, Gretchen Hurt, Mary Lyn Fledderman and Jim Hurt.



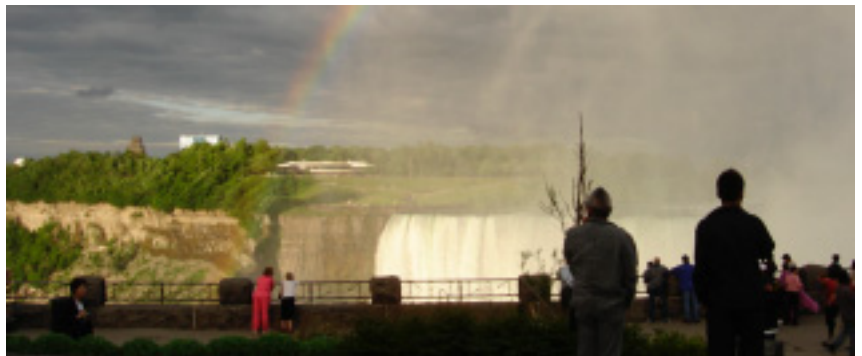
OKI Tri-State Chapter Vice President, Janice Chappell took time off after classes to visit Niagra Falls.



This was Gretchen Hurt's first year of teaching as a member of the NAIC Computer Group Advisory Board at CompuFest. The class she presented was on different type of stocks: Value, Cyclical, Dividend and Growth. Above she is teaching a class on investing in Insurance Companies at the OKI Edufest this past spring.



Dinner conversation is part of the networking opportunities at Compufest.



Most Compufest attendees add extra time to their schedules to allow for additional travel such as this year's nearby attraction of Niagra Falls.

## OKI Photo Album: Spring EduFest

...many thanks to our volunteer teachers who presented this awesome list of classes on April 10, 2005:

- Using Value Line to Find Those Great Companies
- Portfolio Management with PERT
- How the Stock Market Really Works
- Checking Up On Your Projections
- Portfolio Defense with Toolkit 5
- Cash Flow 101
- Going on the Offense with Toolkit 5
- Analyzing Insurance Companies
- Is This Really a Growth Company?
- Understanding Annual Reports
- P/Es for the Beginner
- Is It Time to Sell?



Bill Horton



Jerry Sutton



Jim Hurt



Mary Thomas



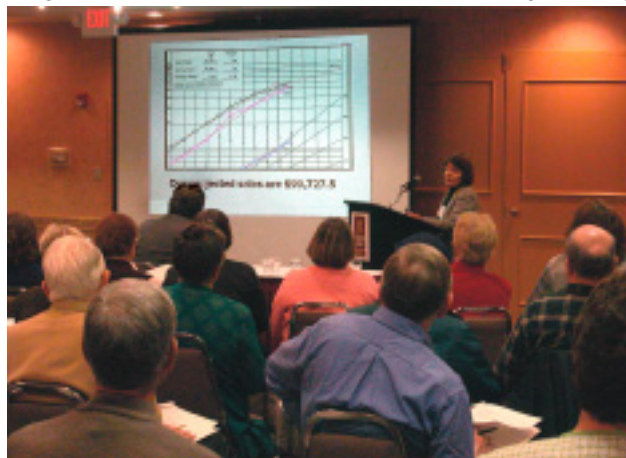
Marge Daniels



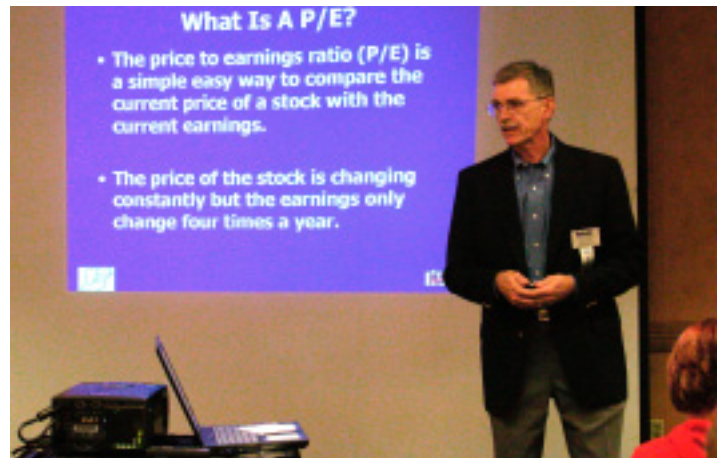
Virginia Purdy



Don Bunnell



Sandy Lowery



Craig Jacobsen