

St. Louis BetterInvesting
C/o 3380 Franks Court
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September 2005

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BetterInvesting (NAIC) St. Louis Chapter

The St. Louis Chapter, a non-profit organization, was one of the nine founding chapters of BI (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

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Vice President in Charge of New Club Starts:
Anitra Nevels (314/235-0056)
Education: Ruby Lawrence (636/394-7186)
Registrar: Dee Lafata (636/537-1485)
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NAIC Email: service@better-investing.org

NOTICE THE NAME CHANGE?

The world is an ever-changing place, and successful organizations are those that recognize it and adapt to meet the challenges change presents. As a result the NAIC has adopted a new brand name—**BetterInvesting**. If you have gone to the website (<http://www.betterinvesting.org>) you will find a new look and a new approach. We feel the name **BetterInvesting** more appropriately describes what we are. The organization will continue to support investment clubs as well as individual investors, as we have always done.

BASICS OF INVESTING Monday, September 12 6:30 pm – 9 pm

Center of Clayton \$20 members, \$25 others Course for absolute beginners. Includes BetterInvesting principles of investing, terminology and completing a Stock Check List using Value Line as a first step to stock analysis. Prerequisite for SSG class. *Instructor: Mary Boyd*

HEART OF ILLINOIS INVESTOR'S FAIR Friday, September 23 2:30 pm to 8:40 pm and after

Continuing 9:00 am - 4 pm, Northfield Inn and Conference Center in Springfield, Illinois \$40 Corporate presentations by General Electric, Baldor, Bank of America, AFLAC, and Jack Henry, panel discussion with the Beardstown Ladies and several presentations by featured speaker Ellis Traub, founder of Investware, the company that made Toolkit and TakeStock. Organized by the Heart of Illinois Chapter. More information including registration information at <http://www.betterinvesting.org/chapter/heart/events/7185>. (A special rate of \$20 may be available for first time attendees <http://www.one-eleven.net/~gsimms>.)

STARTING AN INVESTMENT CLUB Saturday, October 22, 9 am to 11 am,

St. Louis County Library Headquarters Meeting Room. Free. Comprehensive course on organizing and running an investment club. Covers partnership agreements, by-laws, legal documents, procedures and obligations. Explanation of the BetterInvesting Model Church program, so church pastors, superintendents and outreach coordinators are particularly welcome. *Instructor: Anitra Nevels.*

FALL SPEAKER SERIES Thursday, November 17, 7 pm Samuel Sachs Public Library

Free and open to the public. Either a corporate presentation or guest speaker to be announced. The chapter website or the email announcement list will supply details as soon as they are available.

CLASSES TO GO: ONE HOUR**\$10 PER STUDENT/\$50 MINIMUM**

To better accommodate our membership and to broaden club education opportunities, the St. Louis Chapter offers programs called "Classes To Go". If you would like to have all of your club members attend classes together, you may want to consider this approach for club education. It is often very helpful for a large number of your club members to hear the same message at the same time. Your club sets the time, provides the space and selects a topic from our available choices. These classes may also be arranged for families, church members, any small group.

- **General Topics**
 - **The Basics of Investing**
 - **Three Important Things Every Investor Should Know**
 - **What To Include When You Present A Stock to Your Club**
 - **Value Line Highlights**
 - **Value Line Quick Analysis & Comparison Guide**
 - **Understanding an Income Statement**
 - **Getting The Most Out of Toolkit**
 - **Mutual Fund Highlights**
 - **How to Start An Investment Club**
 - **How To Run An Investment Club**
- **Stock Selection Guide**
 - **How To Read & Understand the Stock Selection guide**
 - **Making Judgments: Section 1**
 - **Making Judgments: Section 2 (Management)**
 - **Making Judgments: Sections 3 (P/E), 4 & 5**
 - **Spotting Red Flags**
 - **Exploring the Preferred Procedure**
 - **Understanding the P/E Ratio & Its Variations**
 - **Stock Comparison Guide**
- **Portfolio Management**
 - **When To Sell**
 - **Portfolio Tune-Up & Repair**
 - **Defensive Portfolio Management Using Toolkit**
 - **Offensive Portfolio Management Using Toolkit**



Class Descriptions

General Topics

- **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
- **What To Include When You Present a Stock to Your Club**
- **Value Line Highlights** — 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.
- **Understanding an Income Statement** — Using the income statement to follow a company's performance and for spotting trends. Includes terminology and simple ratios.
- **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.
- **Mutual Funds Highlights**
- **How To Start (or run) An Investment Club**

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.
- **Exploring the Preferred Procedure** - Learn how to use the Preferred Procedure (a revenue-based EPS projection) as a second opinion on estimating the EPS growth rate of a company for our SSG. This class will also provide a better understanding of how a company makes money.
- **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.
- **Stock Comparison Guide** — A side-by-side comparison of companies using completed SSGs.

Portfolio Management

- **When To Sell** — This class will provide "Buy & Hold" investors with tools to make "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.
- **Defensive Portfolio Management Using Toolkit** - 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 use a defensive strategy to protect your portfolio from the harm caused by holding underperforming companies.

Contact Information

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Illinois Area Chairman.....Candace Baker (618-624-8581) candaceb@charter.net

CHAPTER EVENTS FALL 2005 CALENDAR

Sept. 12— Basics of Investing
Sept. 23-24—Heart of Illinois Investors Fair
Sept. 26-- Monthly Stock Study
Oct. 22— Starting Investment Clubs
Oct. 24 — Monthly Stock Study

Nov. 4, 5, 6—BetterInvesting National
Convention in Atlanta, Ga
Nov. 17 — Speaker Series
Nov. 28 — Monthly Stock Study

MONTHLY STOCK STUDY

Gatherings are always held the fourth Monday of each month at 7 pm at the 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 is a demo of stock selection software and a discussion of judgment issues on the SSG. This year, there is a \$5 charge for participating, payable at the door. You may choose to purchase a yearly subscription for \$30. See registration information below.

REGISTRATION FOR CHAPTER EVENTS

Make checks payable to St. Louis Chapter NAIC. 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 NAIC, 1657 Ansonborough Drive, Chesterfield, Missouri 63017. Please include a contact telephone number.

Registration deadline by mail is one week prior to the event. Because payments must be made for rooms, speakers, materials, publicity and audio-visual equipment, it is the policy of the St. Louis Chapter NAIC not to provide refunds for reservations made for scheduled events. For registration after the deadline, call Registrar Dee Lafata (636/537-1485).

CHAPTER BUSINESS MEETINGS are held the third Monday of each month, at the St. Louis County Library Headquarters, Clayton and Lindbergh, 7 pm. These meetings are primarily for chapter officers, directors and associates, but visitors are welcome.

LOCATIONS

The Center of Clayton is located at 50 Gay Avenue in the heart of Clayton.

Second Annual “Stock Pickers’ Challenge” Portfolio Contest

The St. Louis Chapter has once again decided to challenge its 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.better-investing.org/chapter/stlouis or contact Candace Baker at (618) 624-8581. Your stock selections must be submitted no later than October 24, 2005. You may bring them to the St. Louis Computer Stock Study Group meetings on September 26 or October 24 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 28, 2005. The final portfolio evaluations will be priced at the close of the market on April 28, 2006 and the top portfolio owners and the best stock picker will be recognized at the Chapter Annual Meeting in May 2006 (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 let's see who is the best at picking stocks in the chapter!

Also Available.....Club Visits

We would be happy to send a Director to one of your club meetings. We are available to discuss the Better Investing philosophy or any problems that your club may be encountering. For more information on Club Visits please contact President Bill Biedenstein at wmbiedenstein@sbcglobal.net or by phone (636-677-3055).

