2010 BINC CLASS DESCRIPTIONS

BEGINNING INVESTOR CLASSES – Available by pre-registration only

The **Beginning Investor Track** (Classes 101-106) is available only to attendees who pre-register for this track PRIOR to BINC or onsite prior to the start of the first class in the series, space permitting. All classes in this track are labeled **Beginners'Track** on the schedules.

101 Understanding the Jargon **Kim Butcher**
Beginners' Track
This basic class discusses how and why people buy stocks, how the stock market provides a mechanism to share in company profits, basic investor vocabulary, why price depends on perception and supply and demand and how the BetterInvesting method provides a structure to evaluate and select stocks for maximum return.
Thursday 1:40 PM – 2:30 PM

102 Selecting the Best Companies **Ann Cuneaz**
Beginners' Track
This class provides a basis for understanding and recognizing high-quality growth stocks using the BetterInvesting Stock Selection Guide. It includes understanding the characteristics of a growth company, identifying components of a quality stock and recognizing the relationship between sales, earnings and stock price. This is the first in a series of classes designed to help students learn to effectively read, prepare and use the Stock Selection Guide.
Thursday 2:40 PM – 3:30 PM

103 Determining a Fair Price **Diane Amendt**
Beginners' Track
This class continues the examination of the Stock Selection Guide introduced in "Selecting the Best Companies". Diane will discuss how to understand and determine a stock's potential return, the historical relationship between price and earnings, how high and low potential prices are derived, the contribution of dividends to potential return, how to determine whether the stock is a Buy, Hold or Sell as determined by the Stock Selection Guide and how to evaluate potential return.
Thursday 3:40 PM – 4:30 PM

104 Estimating Future Sales and Earnings Growth **Sandy Barlow**
Beginners' Track
This class examines historical sales growth and factors that contribute to future sales growth, historical earnings per share growth and factors that contribute to future earnings per share growth, as well as historical price trends. In addition the class will discuss how BetterInvesting evaluates management using pre-tax profit trends, return-on-equity trends and debt trends. It also offers guidance to students in making reasonable, conservative projections of future sales and earnings growth rates.
Thursday 4:40 PM – 5:55 PM

105 Determining Whether to Buy, Sell or Sell **Dennis Genord**
Beginners' Track
The final class in this introductory series discusses interpreting historical P/E values and effectively projecting future P/E values and determining reasonable future high and low earnings per share values. The class also offers guidance in setting a potential five-year high and low price and then determining whether the stock is a Buy, Hold or Sell as determined by the BetterInvesting Stock Selection Guide. Finally, the class will discuss potential average and total return.
Friday, 8:45 AM – 9:35 AM

106a- 106b Creating a Stock Study Using the Online Stock Selection Guide: Parts 1 and 2 of a Double Session **Ann Cuneaz**
Beginners' Track
This is a hands-on double session in the computer lab. Students will be led through the process of completing their own stock study using the Online Stock Selection Guide. The class will review and reinforce concepts presented in the previous Beginning Investor classes.
Friday, 9:45 AM – 12:00 PM

CLASSES AVAILABLE TO ALL REGISTRANTS – Thursday- Friday- Saturday- Sunday

The **Volunteer Training** track classes are designed for BetterInvesting Chapter Volunteers. However, interested registrants are welcome to attend. All Classes for this track are labeled Volunteer Training on the schedules and carry a 3-digit class code beginning with 6.

200 Four Keys to a Great Portfolio **Allen Holdsworth**
Allen has performed over 33 portfolio reviews in the last four years and has observed that there are four key factors that constantly appear. Learn the four keys to maintaining a good club portfolio. Learn by seeing both good and bad examples of each of the four rules.
Thursday, 1:40 PM - 2:30 PM

201 The Pharmaceutical Industry, What Gives? **Hugh McManus**
Once the darling of most portfolios, the pharmaceutical industry has had its share of problems for the past five years. Why? This class will focus on answering that question and attempt to predict what the industry will be like in the next five years. The current slowdown was signaled ten years ago, when R&D productivity started to stall. The pipelines of the major pharmaceutical companies—and key emerging companies will be examined. Key assumptions in preparing an SSG for a major pharmaceutical company will be challenged. (repeat of 340, Friday, 2:45 PM - 3:35 PM)
Thursday, 1:40 PM – 2:30 PM

202 From Overwhelmed to Empowered **Laurie Frederiksen**
Want to learn more about investing? The amount of investment information and advice available can be overwhelming. Belonging to an investment club can help focus your efforts to learn about investing within a group of people whose priority is investment education. Learn with your friends and have fun doing it! Amongst other things, Laurie will discuss how club membership can help you become more comfortable making investments and how you can fit investment club activities into your busy 20th century life.
Thursday 1:40 PM – 2:30 PM

203 Fund and Retirement Plan Analysis **Mark Robertson**
Manifest Investing is unique in the realm of fund analysis by its forward-looking emphasis. The challenges facing retirement plan investors don't appear to be getting any easier. Discovering a reliable fund and achieving superior returns continues to be elusive. Consistent with NAIC/BI philosophy, MANIFEST fund analysis focuses on the specific holdings: what and why something is owned combines to form our expectations for the fund. This session will provide an overview of the SSG-based method and share a case study of a 403(b) study, optimization and results.
Thursday, 1:40 PM – 2:30 PM

204 Improving Judgment by Projecting Future Income **Cy Lynch**
Many NAIC/BI investors fear the preferred procedure as too hard, too “advanced” or needlessly involved. Cy shows how forecasting what a simplified version of a company’s income statement will look like in five years improves both an investor’s judgment and understanding of the company. Best of all, it need be no more difficult than projecting future EPS by drawing a trend line.
Thursday, 1:40 PM – 2:30 PM

210 How to Recognize and Avoid Fraud **Jack McCreery**
Learn about investment scams so you can avoid them without losing time or money. From advance fee fraud to Ponzi schemes to affinity fraud, if you study the patterns, you can spot them before they affect you.
Thursday, 2:40 PM – 3:30 PM

211 The Balance Sheet **Ron Bruyn**
The Balance Sheet is one of the required financial statements. It is known as the Statement of Financial Position (or Financial Condition) as it presents the financial position on a given date. This statement is a historical report showing the cumulative effect on the company of past transactions and events. Join Ron as he explores the Balance Sheet, which provides clues as to whether the company has the resources to move forward and be successful.
Thursday, 2:40 PM – 3:30 PM

212 Spin-Offs **Bakul Lalla**

This class has nothing to do with the SSG, so it falls under the "other 20%". Bakul will discuss the basics and nuances of spin-offs, including why companies become motivated to divest business units in the form of spin-offs and how to keep track of spin-offs after the announcement is made. He will present a case study or two as well as give attendees ideas as to what/where to look for profit opportunities.
Thursday, 2:40 PM – 3:30 PM

213 Debt to Equity - Looking at Row 2C on Your SSG **Jim Hurt**

Toolkit 6 provides a third row in Section 2: Debt to Equity. The Online SSG also presents Debt to Equity. This course will discuss the significance of Debt to Equity and how to use this new data in your judgments.
Thursday, 2:40 PM – 3:30 PM

214 Advanced Investing with Stock Analyst **Doug Gerlach**

Stock Analyst is a powerful program for investigating stocks. The program provides advanced judgment options, custom graphing and comparison tools that help you make better stock selections. Learn to use the BetterInvesting-endorsed Stock Analyst software's advanced features to gain additional insight into a company by studying the balance sheet, cash flow, and more.
Thursday, 2:40 PM – 3:30 PM

220 P/Es and More P/Es **Mary Enright**

Learn what a P/E ratio is and why you should care about it. P/E can be used in the process of determining whether a stock is priced right. Is a P/E too high....or too low? Find out what else P/E ratios can tell us about a company.
Thursday, 3:40 PM – 4:30 PM

221 Substantial Financials: Reading the Footnotes **Hugh McManus**

This class will focus on an analysis of five of the largest S&P 100 companies and their company financials. The specific analysis will focus on accounts receivable, accounts payable and inventory (raw materials, work in progress and final goods). A demonstration of a concerted analysis of these entries will show how companies started to slowdown before the economy officially entered a recession—and how companies signaled that things were improving.
Thursday, 3:40 PM – 4:30 PM

222 Classes Online - How to Go to School Without Leaving Home **Linda Glein**

Tired of wasting time traveling to classes? Wish you could upgrade your investment skills and still attend the family BBQ? The number of online events (called Webinars) increases monthly due to their convenience and fair price. You too can attend a wide variety of classes and stock studies yet never leave home. Don't get left behind. Learn how to register, prepare your system, log-in, and navigate this new learning and communication tool. Linda will give you hints to help you maximize the experience and troubleshoot the most common problems.
Thursday, 3:40 PM – 4:30 PM

223 Concentrated Positions in Your Portfolio: the Elephant in the Room **Matt Willms**

Managing a portfolio around one or more concentrated positions can be a difficult investing task for many investors. Concentrated positions result in one or more securities representing a disproportionate percentage within a portfolio, thus leaving the portfolio with a higher degree of specific risk. Many times, a concentrated position(s) will have a very low tax basis, making an outright sale of the security difficult from a tax perspective. In addition, there are often strong emotional attachments associated with the holding(s). For these reasons, many investors choose to ignore 'the elephant(s) in the room,' hoping the rest of their portfolio will perform effectively. This class will explain how to manage concentrated positions in a portfolio, the reasons to prevent the buildup, and the steps for rebalancing to improve long term results.
Thursday, 3:40 PM – 4:30 PM

224 Recognizing Portfolio Risk **Brad Taylor**

Brad will discuss how to recognize and avoid speculative investments. Learn some of the features of a speculative investment in the Stock Selection Guide and stock data. This class will also cover the life cycle of a new speculative company.
Thursday, 3:40 PM – 4:30 PM

230 Investor Beware! **Allen Holdsworth**

"Investor Beware!" is a class that will show you the things to watch for that brokers do to benefit themselves but not you. They are not usually illegal but certainly put more money in the brokers' pockets than you need to pay. Learn about mutual fund fees and commissions, break points, annuities, and sales techniques that seem logical but aren't. Allen Holdsworth spent 7 years as a stockbroker/financial planner before retiring 2 years ago. His experiences will help you be a more careful investor.
Thursday, 4:40 PM – 5:55 PM

231 Analyzing Banks - Beyond the Basics **Cy Lynch**

This presentation will assume that attendees know the basics of bank stock studies (finding revenues, etc.). The class will then cover ratios specific to banks (efficiency ratio, net interest margin, loan loss percentage) in detail as well as look at finding more information regarding regulatory capital levels and portfolio quality.
Thursday, 4:40 PM – 5:55 PM

232 Estimating EPS Using the Preferred Procedure **Ann Cuneaz**

Estimating the growth rate of a company's future earnings is one of the most difficult judgments to make on a Stock Selection Guide. Learn how to use the Preferred Procedure, or "revenue-based EPS projection," to provide a useful second opinion. The class breaks down the Preferred Procedure into easy-to-understand concepts and demonstrates how the use of the Preferred Procedure helps investors gain insight into how a company makes money. The BetterInvesting Online SSG is used to demonstrate this methodology.
Thursday, 4:40 PM – 5:55 PM

233 Back to the Future **Mark Robertson**

What are the fundamental building blocks of the "Nicholson philosophy" when it comes to strategic long-term investing? What can we learn from taking notes from Nicholson at his prime, following a distinguished career of over 50 years? This session will explore the major points of emphasis of the NAIC Investors Manual -- The Handbook for Learn-By-Doing Investing.
Thursday, 4:40 PM – 5:55 PM

234 Basic Discounted Cash Flow **Ron Bruyn and Bakul Lalla**

Do you want to be sure that you are buying stocks at a very good price? If so, you need to learn how to use discounted cash flow. The basics of constructing and using a discounted cash flow model will be presented and assumptions of cash flow growth rates, discount rate, intrinsic value, margin of safety, etc. will be discussed. An example of a company and a spreadsheet with a case study will be presented.
Thursday, 4:40 PM – 5:55 PM

300 Managing Your Retirement Fund **John Tufts**

Learn the advantages and limitations of a Tax Deferred Investment (401(k), 403(b) or an IRA) and find out how much of a tax savings you could earn. Learn to use Morningstar to evaluate Mutual Funds and why most retirement plans use them. Find out how most investment brokerages that control the retirement plan, invest your money and what choices you have to improve your return.
Friday, 8:45 AM – 9:35 AM

301 Beyond the SSG – Things to Consider When Buying a Stock in a Recession **Bakul Lalla**

Peter Lynch says, "A stock market decline is as routine as a January blizzard in Colorado. If you're prepared, it can't hurt you. A decline is a great opportunity to pick up the bargains left behind by investors who are fleeing the storm in panic." Let me show you some of the criteria I use to buy a stock in a recession. These criteria will also help in looking at holdings in an existing portfolio.
Friday, 8:45 AM – 9:35 AM

302 Folio Investing **Owen Bowers**

This class will be an overview of services by BI partner Folio Investing. Owen Bowers, Vice-president of Business Investing with Folio Investing, will explain the requirements for clubs to receive free trades and introduce the Folio Investing trading method.
Friday, 8:45 AM – 9:35 AM

303 Leverage - the Good, the Bad, and the Ugly **Jim Hurt**

Jim will discuss how leverage works for and against your investments, be it your company's use of debt, your home mortgage, buying stocks on margin, or its use by hedge funds and investment banks.
Friday, 8:45 AM – 9:35 AM

311 Know When to Hold 'em, Know When to Fold 'em **Allen Holdsworth**

Selling is the most difficult part of investing. Find out when to sell and when NOT to sell.
Friday, 9:45 AM – 10:35 AM

312 Two Gals Talk Chick Stocks **Kim Butcher and Mary Enright**

Come and talk with the girls about which stocks we are choosing and why. We know that men and women look at things differently, as the book "Men are from Mars and Women are from Venus" discusses. A stock panel will discuss those stocks that women seem to be interested in.
Friday, 9:45 AM – 10:35 AM

313 Make the World Your Pounce Pile **Mark Robertson**

Long-term investors build watch lists and seek opportunities to “buy the best” when they go on sale. We’re coiled to pounce on the best but could use some help identifying the periods when they become the best opportunities. This session will demonstrate methods that will turn the universe of stocks into a source of continuous shopping ideas.
Friday, 9:45 AM – 10:35 AM

314 What's New in Toolkit 6 **Jim Thomas**

Toolkit 6 incorporates a variety of improvements, enhancements and corrections. More historical data items as well as future EPS estimates can be displayed on the Growth Analysis graph. Integration with StockCentral.com has been added (for subscribers), such as access to the Complete Roster of Quality Companies. Come learn about these features and more. This class is intended for those who are already familiar with earlier versions of Toolkit and want to know what's new and different in version 6.
Friday, 9:45 AM – 10:35 AM

315 Investing in Inflationary Times **Ken Kavula**

The last time the U.S. experienced debilitating inflation, your instructor was wearing leisure suits, had a full head of hair and was sporting sideburns down to his chin! It was the mid-70s, disco was in full bloom and President Ford was touting buttons that said WIN for "Whip Inflation NOW!" At that time, George Nicholson penned a series of columns advising investors on the best way to maintain and grow a portfolio as inflation raged in the mid-teens. Ken will revisit these lessons, add a few ideas from other sources and give you some insight on how to invest if we again experience inflationary times.
Friday, 9:45 AM – 10:35 AM

320 Best of Both Worlds: Using Both the Online Tools and Toolkit 6 to Make Judgments **Diane Amendt**

Both the BetterInvesting Online Tools and Toolkit 6 give us information beyond what we need to complete the Stock Selection Guide. Diane will look at the extra features offered in each program. (repeat #511, Sun., 9:35 AM- 10:25 AM)
Friday, 10:45 AM – 12:00 PM

321 Dissecting and Exploring Return on Equity **Gary Ball**

Learn the importance of one of the most important sections of the stock selection guide, section 2B. We will define return-on-equity (ROE) in easy terms. Gary will split ROE into its financial components or drivers of profitability, asset turns and leverage. He will look at ROE for the Better-Investing Top 20 and see how each company uses the drivers of ROE to their advantage. He will define sustainable (or implied) growth rate and see why ROE is so important to the future growth of a company.
Friday, 10:45 AM – 12:00 PM

323 Introduction to the Online Mutual Fund Tool **Dennis Genord**

Dennis will identify the key elements associated with how the fund invests, what it invests in, the quality and performance of management, and fund costs as well as the role each plays in the mutual fund selection process. He will use BetterInvesting's online mutual fund research tools and data to aid in the process and work through an example using a specific fund.
Friday, 10:45 AM – 12:00 PM

324 Introduction to Portfolio Manager **Matt Willms**

Matt Willms, President of QUANT IX SOFTWARE, a partner of BetterInvesting, will demonstrate BetterInvesting's Portfolio Manager Software. This software is nationally recognized as one of the premier portfolio management software programs available to individual investors. Ideally suited for members of the BetterInvesting organization, Portfolio Manager provides the hands-on investor with comprehensive portfolio management and investment record-keeping tools.
Friday, 10:45 AM – 12:00 PM

330 New Tools to Help with Judgment on Your SSG **Suzi Artzberger**

Suzi demonstrates the many changes and upgrades to the BetterInvesting Online Stock Selection Guide.
Friday, 1:45 PM – 2:35 PM

331 Stock Analysis Using the Stock Investment Guide Software for Mac **Brad Taylor**

Learn how to perform stock analysis using Churr's Stock Investment Guide software and the BetterInvesting Stock Data Service or the Stock Central Data Service. The class will cover functions and features of the software that will allow Mac and Windows owners to complete analyses and share data with other stock club members using other software.
Friday, 1:45 PM – 2:35 PM

332 Projecting Growth for Good Companies That Have "Gone South" **Gary Ball, Doug Gerlach, and Cy Lynch**

A panel including Cy Lynch, Gary Ball and Doug Gerlach, will look at some companies popular with BI investors and share their thoughts on how they project future growth for these companies. They will also consider stocks suggested by the audience.
Friday, 1:45 PM – 2:35 PM

333 Interactive Online Tools Lab, Part 1 **Jim Hurt and Ken Kavula**

This is part 1 of a double-session interactive class (Part 2 #343) in which Jim and Ken will use the online tools to analyze various companies. Attendees will select stocks they are interested in and the group will review the Stock Selection Guide, make some projections and determine if these companies might be good candidates for more research. (Part 2, Friday, 2:45 PM - 3:35 PM, immediately following Part 1)
Friday, 1:45 PM – 2:35 PM

334 Advanced Cash Flow **Ron Bruyn**

This class provides the concepts, the context, and the tools necessary to invest successfully in your next stock. Filled with in-depth insights and practical advice, this reliable resource shows you how analyzing a company's cash flow can put you in a better position to pick winning stocks and improve the overall returns of your portfolio. To value a business you must follow the cash, what else counts? Cash is the essence of shareholder value and with this Advanced Cash Flow class as your guide, you will quickly learn how to use this important metric to find, and profit from, great stocks.
Friday, 1:45 PM – 2:35 PM

340 The Pharmaceutical Industry, What Gives? **Hugh McManus**

Once the darling of most portfolios, the pharmaceutical industry has had its share of problems for the past five years: why? This class will focus on answering that question and attempt to predict what the industry will be like in the next five years. The current slowdown was signaled ten years ago, when R&D productivity started to stall. The pipelines of the major pharmaceutical companies—and key emerging companies will be examined. Key assumptions in preparing an SSG for a major pharmaceutical company will be challenged.
(repeat #201, Thurs.1:40 PM - 2:30 PM)
Friday, 2:45 PM – 3:35 PM

341 Bells and Whistles on Toolkit 6: New Items to Graph **Jim Thomas**
Toolkit 6 can show additional data items on the Growth Analysis graph in addition to the traditional Sales, Pre-Tax Profit, and EPS data. Among these additional data items are Dividends, Cash Flow per Share, Shares Outstanding, and Long-term Debt. This class focuses on how to use this feature and how the additional data items might be useful as part of your analysis of a company.
Friday, 2:45 PM – 3:35 PM

342 Starting a Family Investment Club **Kamie Zaracki**
Kamie will discuss her experience in starting a Family Investment Club.
Friday, 2:45 PM – 3:35 PM

343 Interactive Online Tools Lab, Part 2 **Jim Hurt and Ken Kavula**
This is Part 2 of a double-session interactive class in which Jim and Ken will use the online tools to analyze various companies. Attendees will select stocks they are interested in and the group will review the Stock Selection Guide, make some projections and determine if these companies might be good candidates for more research.
Friday, 2:45 PM – 3:35 PM

344 Ups and Downs of Cyclical Stocks **Gretchen Hurt**
BetterInvesting Members only buy growth stocks. Not true! George Nicholson never said to only buy growth stocks; however, if you buy a cyclical stock, you need to understand some things about this special group of stocks. Gretchen will talk about why buying cyclical stocks is harder than buying growth stocks.
Friday, 2:45 PM – 3:35 PM

350 Portfolio Management **Gary Ball**
Gary will show how to establish and manage a diversified portfolio of stocks and discuss diversification in terms of number of stocks, size of companies and sectors and industries represented. He will present guidelines for buying and selling within the portfolio and discuss various tools available for managing portfolios.
Friday, 3:45 PM – 5:00 PM

351 Classes Online – How to Go to School Without Leaving Home **Linda Glein**
Tired of wasting time traveling to classes? Wish you could upgrade your investment skills and still attend the family BBQ? The number of online events (called Webinars) increases monthly due to their convenience and fair price. You too can attend a wide variety of classes and stock studies yet never leave home. Don't get left behind. Learn how to register and prepare your system. (repeat #222, Thurs. 3:40 M - 4:30 PM)
Friday, 3:45 PM – 5:00 PM

352 Lessons Learned **Cy Lynch**
Cy will first review past market cycles, concentrating on the last two bull/bear cycles. Then using a lessons learned approach, he will explore specific portfolio management techniques to help maximize gains in up markets, while minimizing them in down ones. Specific topics will include finding projected return for the market and how it guides portfolio management, selling overpriced stocks and when holding cash is OK.
Friday, 3:45 PM – 5:00 PM

353 Two Guys Talk Stocks **Ken Kavula and Mark Robertson**
Mark and Ken invite you to join them in a spirited, informal, entertaining and informative, no-holds-barred discussion of stocks. Join them as they discuss some of their current stock favorites and, if the spirit moves you, bring an idea or two of your own to add to the mix. The goal of the class is to have some fun and gain some insights into how these two guys look at stocks.
Friday, 3:45 PM – 5:00 PM

354 Balancing Taxable and Non-Taxable Portfolios **Matt Willms**
This class will review how an investor must consider both taxable accounts with non-taxable accounts to get a true measure of the investor's overall portfolio allocation in order to identify any rebalancing adjustments consistent with long-term goals.
Friday, 3:45 PM – 5:00 PM

400 Online Stock Comparison Guide **Kim Butcher**

You compare square footage, neighborhoods, and school systems when buying a house. Do you do the same with the stocks you buy??? Using the stock comparison guide lets you evaluate your choices to find the stock that is best for your portfolio. Discussion and review of the data in using the Stock Comparison guide will be reviewed. Come and find out how you can choose the BEST stock.
Saturday, 1:40 PM – 2:30 PM

402 SSG Bloopers **Gary Ball**

In this seminar Gary will look at various Stock Selection Guides that have been submitted by investors and explore how to apply judgment to them. He will show the effects of over-estimating sales and earnings growth and explore some methods for properly estimating future growth rates. He will also discuss the effects of increasing and declining profit margins and their effect on earnings growth rates. Participants will learn how to eliminate P/E outliers, how to determine the selected estimated low price on the SSG and the ramifications of upside-downside ratios that appear to be too high.
Saturday, 1:40 PM – 2:30 PM

403 Income and Income Growth: The Art of Managing a Dividend Portfolio. **Josh Peters**

Josh Peters, the editor of Morningstar's monthly newsletter DividendInvestor and manager of its two model portfolios, suspects that more than a few investors focus so closely on the individual stocks they own that they miss the forest for the trees. A disciplined portfolio strategy, centered on real-world performance goals, can guide buy and sell decisions, limit downside risk and keep you portfolio on track through good times and bad. Join us as we discuss his approach for managing DividendInvestors' Builder and Harvest portfolios. (Repeat #412, Sat., 2:40 PM - 3:30 PM)
Saturday, 1:40 PM – 2:30 PM

404 Portfolio Repair Shop **Scott Horsburgh**

During each class period, Scott Horsburgh, one of the authors of BI Magazine's "Repair Shop", will evaluate a different portfolio (club or individual) of a BINC participant.
Saturday, 1:40 PM – 2:30 PM

405 Cash Flow 101: Just the Basics **Gretchen Hurt**

This class is for people who have no knowledge of Cash Flow Statements. Gretchen will talk about the basics of a cash flow statement in simple terms to help you understand this important document.
Saturday, 1:40 PM – 2:30 PM

410 Antidote to Confusion - Online Tools **Suzi Artzberger**

Go back to the core of the Stock Selection Guide (SSG) and understand the importance of each step: growth, quality, valuation and return. Learn how the Online Stock Selection Guide and Stock Comparison Guide can bring clarity and direction to your stock analysis. Discover the features of each of the tools including screening, peer comparison, and graphical comparison.
Saturday, 2:40 PM – 3:30 PM

411 Looking at Financial Notes **Ron Bruyn and Bakul Lalla**

Too many companies would prefer that you not read the fine print, and that should be incentive enough to delve into them. What comes out in the fine print of a company’s financial report speaks volumes about a company’s real financial health. This class will show you how to see through the fluff and develop your own red flags after delving through the fine print. It will be an invaluable tool that will help investors analyze their own portfolio and teach you how to ask critical questions about the next “must-have” stock.
Saturday, 2:40 PM – 3:30 PM

412 Income and Income Growth: The Art of Managing a Dividend Portfolio **Josh Peters**

Josh Peters, the editor of Morningstar's monthly newsletter DividendInvestor and manager of its two model portfolios, suspects that more than a few investors focus so closely on the individual stocks they own that they miss the forest for the trees. A disciplined portfolio strategy, centered on real-world performance goals, can guide buy and sell decisions, limit downside risk and keep you portfolio on track through good times and bad. Join us as we discuss his approach for managing DividendInvestors' Builder and Harvest portfolios. (Repeat #403, Sat, 1:40 PM - 2:30 PM)
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413 Portfolio Repair Shop **Scott Horsburgh**
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Saturday, 2:40 PM – 3:30 PM

415 How to Make Money with Mutual Funds **Dennis Genord**
Whether you are investing in mutual funds on your own or in a company-sponsored retirement plan, stock mutual funds are the drivers of growth in a fund portfolio. This class takes you step by step through BetterInvesting's mutual fund selection process using BetterInvesting's online mutual fund selection tools. Dennis will demonstrate how to identify stock mutual funds that will meet your investment portfolio objectives and make you money.
Saturday, 2:40 PM – 3:30 PM

500 Finding and Reminding with Toolkit **Pat Donnelly**
Pat will demonstrate a technique of developing/using a stock screening method, then using the portfolio feature of Toolkit to evaluate the company by using the Reports function to maintain a buy/watch list, maintaining a library of quality companies to help with conducting further, in depth analysis and research of the companies. This method will allow the investor to always know what 'zone' the quality companies are in.
Sunday, 8:35 AM – 9:25 AM

501 Using Sustainable Growth on Your SSG **Jim Hurt**
Sustainable Growth is the rate at which a company can finance growth via retained earnings. A company should be growing at this rate given constant management effectiveness, constant debt ratios, and constant dividend payout ratios.
Sunday, 8:35 AM – 9:25 AM

502 Finding a Great Small Company **Gretchen Hurt**
Join Gretchen as she explores reasons for including small companies in your portfolio and how to find appropriate small companies.
Sunday, 8:35 AM – 9:25 AM

504 Effective Stock Screening **Ken Kavula**
This class will examine some of the simple, free stock screens available on the internet, as well as some of the subscription screens readily available at many public libraries. You will learn what a screen is, what it can do and what you might want it to do.
Sunday, 8:35 AM – 9:25 AM

505 The Investment Advisory Service: How the Pros Invest the BI Way **Doug Gerlach**
Doug will show how the Investment Advisory Service helps BI members make investing decisions.
Sunday, 8:35 AM - 9:25 AM

510 Integrating Toolkit 6 with Stock Central **Doug Gerlach**
Doug Gerlach, President of ICLUBcentral, will demonstrate how to use Toolkit 6 with data from Stock Central.
Sunday, 9:35 AM – 10:25 AM

511 Best of Both Worlds: Using Both the Online Tools and Toolkit 6 to Make Judgments **Diane Amendt**
Both the BetterInvesting Online Tools and Toolkit 6 give us information beyond what we need to complete the Stock Selection Guide. Diane will look at the extra features offered in each program. (Repeat #320, Fri., 10:45 AM - 12:00 PM)
Sunday, 9:35 AM – 10:25 AM

513 Advanced Discounted Cash Flow (DCF) **Ron Bruyn and Bakul Lalla**
This class will be taught on the basis that the intrinsic value of a business is estimated by the present value of expected future cash flows for a given discount rate. The pros and cons of the (DCF) model will be discussed as well as how it can be used as a second opinion after the completion of the SSG. We'll go through some case studies so that you will see how this method is used as a second opinion to the SSG. A spreadsheet template with case studies will be submitted for attendees.
Sunday, 9:35 AM – 10:25 AM

514 Buy the Best: How to Study an Industry **Ken Kavula**

When George Nicholson implored investment clubs to "Buy the Best", he was really talking about not investing in isolation. He was urging investors to explore competitors in the same industry before making a stock purchase. If you, or your club, are having a hard time coming up with procedures for looking at a stock's peers, this class might help you develop a disciplined approach to studying an industry. Ken will guide you through a process that is successfully used by other clubs.
Sunday, 9:35 AM – 10:25 AM

515 Slower Growing Companies: How? Why? **Avi Horwitz**

Do slower growing companies have a place in your portfolio? Yes, but analyzing slower growth companies requires an approach that factors in both stock analysis and portfolio management. Avi will lay out the logic and run through real-world case studies showing how slower growers could provide a good rate of return while adding stability and income to your portfolio.
Sunday, 9:35 AM – 10:25 AM

520 Slaying Sacred Cows – Debunking Wall Street Myths **Cy Lynch**

Cy takes five beliefs, "Sacred Cows," widely held on Wall Street (and includes a couple from the BetterInvesting community) and shows why they don't hold up against reality. Then he will propose alternatives for them.
Sunday, 10:35 AM – 11:25 AM

521 Orientation to Club Finances for All Club Members **Laurie Frederiksen**

Investment club accounting can be very simple but it may be a little different than what you expect. This class will provide an overview of what you need to know about keeping your investment club records. Don't let your club accounting take time away from your clubs primary goal of learning about investing! An orientation to what club accounting is and is not designed to do should help you be well on your way to avoiding many of the common pitfalls that create complications for clubs. This seminar is designed for all club members.
Sunday, 10:35 AM – 11:25 AM

522 How and Where to Use Judgment on the SSG **Allen Holdsworth**

Using your judgment on the SSG is the real key to making good investment decisions. Learn where and how to make those key judgments and learn some general rules in using judgment.
Sunday, 10:35 AM – 11:25 AM

523 Relative Value to Real Value **Hugh McManus**

When completing a Stock Selection Guide, the relative value (current P/E ratio divided by historical P/E ratio) is assessed as one more measure of whether it's worth buying a particular company. For those who have a portfolio of companies to which they want to add regularly, relative value can be a powerful technique as to which company or companies are ripe for further investing. This talk will focus on augmenting the Stock Selection Guide with an assessment of relative value as a way to work to enhance the performance of one's portfolio.
Sunday, 10:35 AM – 11:25 AM

524 BIwiki.editme.com **Jim Thomas**

http://biwiki.editme.com is a collaborative web site that allows anyone to edit its pages. If you've heard of Wikipedia (www.wikipedia.org), this is the same basic idea but focused on BetterInvesting style investing. Topics covered at the Biwiki site include the Stock Selection Guide, Portfolio Management, Investment Club Operations, Investment Club Accounting, and much more. This class will demonstrate how to navigate around the site and provide an introduction to editing the site's content.
Sunday, 10:35 AM – 11:25 AM

VOLUNTEER TRAINING CLASSES - FRIDAY- SATURDAY – SUNDAY

The **Volunteer Training** track classes are designed for BetterInvesting Chapter Volunteers. However, interested registrants are welcome to attend. All classes for this track are labeled Volunteer Training on the schedules and carry a 3-didgit class code beginning with 6.

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601 Geeky Tools for Chapters **Shanna Rendon**

This class is not really very GEEKY and it's definitely not aimed at GEEKS but we think you'll be able to add to your personal toolbox of tips and tricks! Join Shanna as she discusses a few interesting and unique ways to help your chapter get the BI message out to your members.
Friday, 9:45 AM - 10:35 AM

602 PowerPoint for Beginners **Diane Amendt**

This beginner's class will cover everything you need to create a simple presentation: overview, page setup, entering text, slide master, slide show, entering pictures, entering clip art, and printing handouts.
Friday, 8:45 AM - 9:35 AM

603 Great Presentations **Avi Horwitz**

Great presentations aren't born, they are created. Special attention needs to be paid to organizing a logical presentation that has a purpose and clearly leads to an enhanced understanding of the subject by the attendee. Failing to pay attention to organization leads to creating a monster (much like Dr. Frankenstein). Great presentations are also presented properly in the proper environment. Let's take our presentations out of the lab and look at creating and delivering Great Presentations. This session will also look at some of BetterInvesting's presentation conventions.
Friday, 10:45 AM - 12:00 PM

604 Connecting with Clubs - Successful Chapters in the 21st Century **Pat Donnelly**

To continue to exist, chapters need to reconnect! Join Pat as he talks about ways to reinvigorate chapter programs and reconnect with your members.
Friday, 1:45 PM - 2:35 PM

605 Teaching the Online SSG **Ann Cuneaz**

Not only is the BetterInvesting Online SSG a powerful tool for analyzing stocks, but it also helps investors learn how to complete an SSG while incorporating guidance on what to look for as they step through the analysis. This class discusses the benefits of using the Online SSG when introducing our methodology to non-members, and teaching new investors how to complete a Stock Selection Guide. Features that appeal to all investors, including the Peer Comparison, the Preferred Procedure, company specific research on the web, and more, are also highlighted.
Friday, 2:45 PM - 3:35 PM

606 "Getting to Know You" Introducing BI Members to GoToMeeting and GoToWebinar **John Tufts**

John will train Chapter Directors on how to introduce BI members in their chapter to this new technology. Learn how your chapter can benefit from holding meetings and classes online. Tips, tricks, and lessons learned using GoToMeeting and GoToWebinar will be discussed.
Friday, 3:45 PM - 5:00 PM

607 Help for Chapter Volunteers: What You Need to Know **Avi Horwitz and Joe Parks**

Join this Q&A session to get answers to all your chapter-related questions. This is an opportunity to get answers about chapter re-chartering, QuickBooks, chapter web pages (CMS) or other BI related questions.
Saturday, 1:40 PM - 2:30 PM

608 How to Run a Webinar Back Room **John Tufts**

Join the Online Training Team as they show you how to organize and run successful online classes and meetings. This session provides the hands-on experience necessary for "behind the scenes" skills to hold an online presentation. Topics include registration set up, staff assignments for your event, audience participation, presenter tips and creating follow-up surveys.
Sunday, 8:35 AM - 9:25 AM

609 Using Morningstar in Your Classes **Shanna Rendon**

Morningstar stock and mutual fund analysis is available to many of us with only a library card. We will discuss how M* values a stock and look at their proprietary metrics to understand how to use this information packed website to augment your stock studies and help make you a star in your classes.
Sunday, 9:35 AM - 10:25 AM

610 Getting Your Message Out to People in Your Chapter **Gretchen Hurt**

"If you build it, they will come" might work in the movies but we all know it doesn't work in real life. If you want people to attend your chapter classes and activities you have to get the word out to them. We are going to talk about making better use of your email blasts and your chapter web page to "sell" your classes and activities. This class is for all chapter directors, not just web editors and lyris list managers. Getting the word out about chapter activities and classes is the responsibility of all the board members, so come join us and see what you can do to help.
Saturday, 2:40 PM - 3:30 PM

612 Building a Stronger Chapter with New Board Members **Gretchen Hurt**

The most important asset of our Chapters is not listed with our financial documents. Our most important asset is the people on the board. Gretchen will talk about the characteristics of a "good" board member and how to nurture them, as well as ways to handle board members who are disruptive.
Sunday, 10:35 AM - 11:25 AM

613 Outsmarting Investment Fraud **Christine Kieffer**

Christine Kieffer, Senior Director for FINRA (Financial Industry Regulatory Authority), will talk to volunteers about teaching BetterInvesting members about fraud. Developed by experts in the field of fraud and persuasion, this workshop will reveal the psychology of an investment scam and the sophisticated techniques used by sale persons – both honest and otherwise. Recent groundbreaking research shattered the stereotype of an investment fraud victim. Hear real-life stories from victims and fraud criminals, learn how to recognize fraud and the persuasion tactics con artists use and discover tools to fight financial fraud. The workshop will also provide a step-by-step guide to implementing the FINRA Foundation's Outsmarting Investment Fraud program in your community. Protect yourself, your family and your friends by becoming a Fraud Fighter.
Sunday, 8:35 AM - 9:25 AM