

Club Education: A Recipe for Success

Resource Handout – Part 2

Polls and Surveys

- ◆ The most popular is the BI Magazine Club Poll by Amy Crane & Brian Goodhart, written in 2000. It can be found on Amy's website at www.amybcrane.com under Feature Articles
- ◆ Survey Monkey at www.surveymonkey.com is a premium website that allows you to create online polls. Small polls (up to 10 questions/100 responses) are free; larger polls have a small fee.
- ◆ Network54 at www.network54.com also allows short polls, along with private live chat rooms and multiple message boards – good for short term committee work, such as a group stock study or officer projects.
- ◆ Crow River's 2008 member poll, find it at www.bivio.com/crowriver under Misc. Files | Misc. Contributions

Ideas for class format:

- ◆ Lectures without the benefit of props or tools
- ◆ PowerPoint or Overhead presentations
- ◆ Breakout group discussions
- ◆ Pre-made audio/video presentations:
 - BI has previous BINC and Compufest CDs for sale. Chapters may be able to loan them.
 - Use Google or YouTube to search for pre-made presentations on numerous topics
 - BetterInvesting Space Coast Chapter Tips & Tricks Page www.naicospace.org
 - Value Line Education Video Programming Page www.valueline.com
 - Audio presentations from the Value Guys at www.valueguys.com
- ◆ Interactive group assignments such as completing or sharing Stock Selection Guides
- ◆ Invite outside speakers such as BI chapter directors, bankers, financial planners, IR representatives, etc.
- ◆ Take a road trip such as:
 - Attend a local public company's annual meeting
 - Tour a local public company's plant manufacturing facilities
 - Visit a Federal Reserve Bank for a tour
 - Tour of a brokerage firm
- ◆ Fill an education session with games & quizzes (See the Fun Stuff below)

Using the Right Tools:

Hardware – Find what's available:

- ◆ Hold a meeting at a member's workplace or local library to use their LCD Projector
- ◆ Buy an inexpensive overhead projector or use one at the library
- ◆ Turn an older TV into a big computer monitor with PC-to-TV Converters found at most electronic stores
- ◆ Hook up your laptop directly to a newer TV with an S-video or HDMI cord

- ◆ Dry Erase boards are great for games and making lists
- ◆ Dry Erase boards with a large pad of paper attached can be used for homemade flipchart lessons
- ◆ Props – Nothing makes a statement like a prop! (Ben Bernanke's face glued to an Uncle Ben's box, inexpensive "door prizes" for a job well done, like Jim Cramer coffee cups, bulls, bears or hogs; decks of cards with dollar signs; dollar sign key chains, etc.)

Software – Find free or low cost alternatives:

- ◆ Google Documents has a free PowerPoint tool that even allows multiple member collaboration. Find it at www.google.com under More, Documents
- ◆ Open Office at www.openoffice.com also has free tools similar to Microsoft's popular Office program.

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- ◆ Download free PowerPoint Viewers at www.microsoft.com
- ◆ Download free PowerPoint templates and forms at www.microsoft.com
- ◆ Find less expensive or free alternatives for creating PDFs at www.download.com - search “free PDF”
- ◆ Create your own audio/video instructional media clips with software from www.camstudiocapture.com

Learn to use software tools:

- ◆ Expert Village at www.expertvillage.com is a how-to video site. You can find videos on PowerPoint for Beginners and how to use Google Documents, etc. Be creative! Expand your horizons!
- ◆ Search www.google.com or www.youtube.com for how-to videos on:
 - PowerPoint Lessons
 - Snag-It How-to, etc.

Finding Content:

Basic tutorials and educational content:

- ◆ Motley Fool at www.fool.com/InvestmentClub
- ◆ American Associate of Individual Investors (AAII) at www.aaii.com Investing Basics/Classroom
- ◆ Investopedia, at www.investopedia.com Tutorials tab
- ◆ About.com at <http://beginnersinvest.about.com> great beginner’s lessons
- ◆ Moneychimp at www.moneychimp.com interesting content for older clubs
- ◆ Investors Business Daily at www.investors.com/learn
- ◆ Value Line at www.valueline.com under Education
- ◆ Morningstar at www.morningstar.com bottom of page, Personal Finance Learning Center and the Learn Section

Workshops and tutorials specific to the George Nicholson methodology:

- ◆ StockCentral Workshops at www.stockcentral.com Learning Center (\$)
- ◆ Manifest Investing at www.manifestinvesting.com Forum, Getting Started, Continuous Classrooms (\$)
- ◆ Manifest Investing at www.manifestinvesting.com Forum, Learning Center, Presentations & Seminars (\$)
- ◆ Investing for Growth Forum at <http://community.compuserve.com/naic>, Forum Online Workshops link
- ◆ Blwiki at <http://biwiki.editme.com/> A group effort to explain BetterInvesting tools
- ◆ BetterInvesting at www.betterinvesting.org Search archives (\$)

Other websites of interest with educational content:

- ◆ Crow River Investment Club at www.bivio.com/crowriver Catch-All Corner & Education Page
- ◆ BetterInvesting Space Coast Chapter at www.naicSPACE.org Tips & Tricks Page
- ◆ Bob Adam’s Personal Website at <http://bob-adams.home.comcast.net/~bob-adams> Great worksheets
- ◆ Jim Thomas’ Personal Website at www.bivio.com/irw A treasure trove of spreadsheets & tutorials
- ◆ Don’t forget to check with mutual fund family (Vanguard, Fidelity, etc) and broker websites.

The Offbeat Stuff:

- ◆ You Tube Website at www.youtube.com Search “Investing” or “Portfolio Diversification” or “EFTs”, etc.
- ◆ Smart Money at www.smartmoney.com/economywatch/ Learn about the economy
- ◆ Direct and DRIP Investing at www.directinvesting.com/
- ◆ Minyanville at www.minyanville.com/education
- ◆ Expectations Investing at www.expectationsinvesting.com Online Tutorials link for older clubs
- ◆ The Value Guys at www.valueguys.com Education

The Fun Stuff:

- ◆ Free training games www.thiagi.com
- ◆ Word Search puzzles www.wordsearchfun.com
- ◆ PowerPoint game templates <http://teach.fcps.net/trt10/PowerPoint.htm>

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- ◆ Hot Potatoes Crosswords <http://web.uvic.ca/hrd/hotpot>
- ◆ Build short quizzes <http://www.buildquiz.com>
- ◆ Ideas for building webquests <http://school.discoveryeducation.com/schrockguide/webquest/webquest.html>
- ◆ Games on You Tube www.youtube.com Search “create games”

Pre-Made Quizzes/Surveys:

- ◆ Annual Report Spot Quiz. How much do your members know about your holdings? www.betterinvesting.org Search “pop quiz.”
- ◆ Are You a Responsible Member? Quiz from The Investment Club Book by John Wasik (find on Amazon.com)

Examples of lessons from scratch:

- ◆ Finding good quality companies – have members search their homes for labels (under kitchen sink, in the medicine chest, pantry, linen closet, chest of drawers, garage, etc.); make a list; research online to see if they are public companies; bring a list of those that meet the club’s criteria.
- ◆ How to use your club’s tools – It’s an ongoing process to educate member on the use of analysis software and websites; how to research a stock or listen to a conference call, how to be a stock watcher, etc. Design your program around the ideas that will improve your investing results.
- ◆ Interpret Financial Results – Use a Letter to the Shareholder or the business section of a 10K to help improve members’ interpretation of company results by having each member read the same piece and note the most important takeaways. Have them go around the room and share them. It will help the newer members learn what to look for.
- ◆ Understanding the accounting reports – Use the online manuals on www.myiclub.com or www.bivio.com to generate lessons on reading valuation statements and performance reports.
- ◆ Learn about Sectors - This is a good exercise for clubs that rotate education. There’s a wealth of information on the internet on industries, such as banks, retail companies, healthcare, etc. S&P Net Advantage has detailed industry surveys available on over 50 industries – These can be found online at your local library.
- ◆ Annual reports – Always a mystery. Use Bob Adams’ Annual Report Analyzer worksheets (URL elsewhere in handout) or use the online version at www.stockcentral.com under Tools (\$). Very cool! Very educational!
- ◆ Dictionaries – Create short, effective education sessions out of words or phrases. A favorite dictionary is Wall Street Words. Not only does it define a word or phrase, but it also explains the concept behind it.
- ◆ Monthly Stock to Study – This is a quick lesson for club members who receive BetterInvesting Magazine. All members must complete a Stock Selection Guide (SSG) or other analysis on the monthly featured stock. Then everyone explains how they chose their judgments. Any stock can be used for this exercise. It can also be turned into a GroupThink by sending all SSGs to one member who can spreadsheet the results and share them with the members.
- ◆ Conference Call Roundtable Discussion – A fun variation on the Letter to the Shareholder exercise. Que up a portion of a conference call on one of the club’s holdings. Have members note everything they heard that was important. Then go around the room and share the results. Learn from the differences.
- ◆ Article Circle – All members come to the meeting with an article that provides something educational. It could be about a concept or club holding, etc. Use the education session to go around the room and let members share the finer points of their article. A good exercise to help new members participate and get comfortable speaking in front of the group.
- ◆ Multi-meeting group discussion on a book such as:
 - Take Stock by Ellis Traub (new and used available on amazon.com)
 - The Five Rules for Successful Stock Investing by Pat Dorsey
 - How to Read a Financial Report by John A. Tracy
 - The little book series such as The Little Book That Makes you Rich by Louis Navellier
 - Or the latest in the series, The Little Book That Builds Wealth by Pat Dorsey
 - Also consider the Jim Cramer book series, such as Real Money or Mad Money
 - The Stock Selection Guide Handbook, www.betterInvesting.org
 - Portfolio Management Wisdom Handbook, www.betterInvesting.org
 - Toolkit Software Manual, www.lclub.com

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What the Libraries Have to Offer

Most of us are familiar with the library editions of Value Line, S&P Outlook, Morningstar and Mergent, but there are many more treasures hidden in the business reference shelves of our libraries, as well as on their websites. Librarians love to showcase their materials. Consider scheduling a guided tour for your club.

Not all libraries can afford to carry all of the premium subscriptions. Check other libraries online to see if you can apply for a library card at locations that do carry these publications. Also check with libraries in larger cities in your state. Many have reciprocal agreements that will allow you access to these premium sites online, using your current library card.

Questions? Please feel free to contact me. I am always happy to hear from like-minded investors.

Happy surfing!
Lynn Ostrem