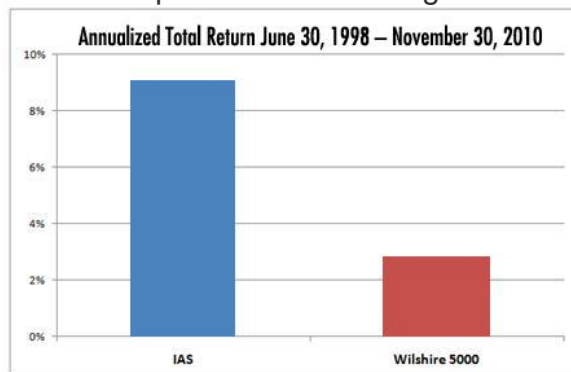


## JUNE 2011 eNEWSLETTER

### *From the editor...*

For real estate it's "location, location, location" and for investing it's "discipline, discipline, discipline". No investing methodology works every time, but a proven approach like that taught by BetterInvesting will work well over time if adhered to faithfully. We have proof that the method works well as the [Investors Advisory Service \(IAS\)](#) outperformed the market over the past ten years by a factor of three according to the independent Hulbert Digest.



The IAS folks follow the BI method with rigor by finding great companies with great management but only buying the stock at a great price. Once bought, the stock is held until projected returns no longer meet goals.

- John Rogers

### **COMING EVENTS**

#### **>Investor Fraud:**

- 6:30pm, June 7<sup>th</sup> at the [Ross – Cherry Creek Library](#).
- 6:30pm, June 8<sup>th</sup> at [the Ross – University Hills Library](#).
- 6:30pm, June 16<sup>th</sup> at the [Bear Valley Library](#).

These presentations are **FREE**.

### **INVESTOR FRAUD AND YOU!**

BetterInvesting, Inc. has teamed with the AARP and FINRA to give a series of presentations on investor fraud and how you can best protect yourself. These con artists are very skilled at bilking people out of their savings and nobody is immune. It is particularly sad to see people robbed of their life savings who are trying to prepare for retirement. These victims now have a bleak outlook for a retirement to which they looked forward to with eager anticipation. Their dreams turned to ashes because of investor fraud. Don't be fooled. It has happened even to people like John Elway who lost several million dollars just last year. Educate yourself about the dangers by attending one of our Denver Library presentations in June. Other library presentations are being prepared.

The [Financial Industry Regulatory Authority \(FINRA\)](#) is the largest independent regulator for all securities firms doing business in the United States. FINRA's mission is to protect America's investors by making sure the securities industry operates fairly and honestly.

### **TALES FROM THE BRIGHT SIDE**

We are fortunate to have great BI websites at the national and the chapter level on which we can rely for objective information and educational support to help us meet our investment goals. But if we don't avail ourselves of these resources we do ourselves a big disservice. Below is a list of features which should prove most useful to each

of us as individual investors and to our clubs.

### >[National website](#)<

>>[Online Stock Study](#): Watch via the internet as top BI investors analyze a company in depth to assess the business model, the management, and the price for a possible buy today or addition to a Watch List while waiting for the right moment to buy. This is an excellent venue for both experienced and newer investors.

>>[First Cut](#): BI members around the country volunteer their own stock study of a company of interest adhering to a standard, comprehensive reporting format accessible to everyone. Have a company you're interested in? Go to First Cut and see if someone has already done a study of your company. This can be a great "jump off" point for your own study or a "reality check" of your own points of judgment. The First Cut entries are conveniently organized alphabetically by sector.

>>[Ticker Talk](#): This is a forum to study a stock and dig deeper into points an investor needs to know. Each month a small coterie of experienced BI investors meet online via webinar with BI members across the country to analyze one or more companies together. Targeted more to newer investors, this is a great format for learning while doing.

[Courses of Study](#): If you are amenable to learning online, this is a great resource for self-study. Topics covered include "Introduction to Stocks", "How to Buy Stocks", "Mutual Funds", and "Financial Planning". Geared primarily to the newer investors, even

those with more experience can find new insights here.

>>[Online Tools](#): The national website is a portal to tools such as the Stock Selection Guide accessible to both PC and Mac owners. If you are a member of a BI club, these tools cost a modest \$49/year or about \$4/month. For individual members, the cost is \$79/year. Pricing includes online Stock and Mutual Fund Analysis tools, Stock and Mutual Fund Data Services and Getting Started curriculum. Click [here](#) for a demo of the online SSG tool.

### >[Chapter Website](#)<

>>[Educational Classes and Events](#): A list of all the upcoming events for 2011 and 2012. For the most part, these classes are held in person in a more traditional classroom setting. Some people prefer the personal touch to the more remote online option.

>>[Club Support](#): Your chapter volunteers are experienced investors and club participants who will visit your club upon request to answer questions and give encouragement. The chapter also does portfolio reviews for a modest fee.

>>[Find A Club](#): The chapter is an active participant in the all new "Find-A-Club" program with the national organization. Because of strict SEC rules, BI and your Rocky Mountain Chapter are limited in their ability to help members find a club. If your club is open to new members, be sure to [contact us](#) to get your club registered with this program. If you are looking for a club, go to this [listing](#) of clubs open to new members. Find one in your area and arrange a visit.