

SEPTEMBER 2010 NEWSLETTER

From the president...

With the end of summer vacation, your Rocky Mountain Chapter begins a new year of support for all Better Investing members and clubs in the Colorado and southern Wyoming areas. We've planned a full educational program featuring classes in the basics, Stock



Selection Guide (SSG) preparation, ToolKit, and managing a portfolio. Additionally, we hold a StockTalk session monthly, offer a portfolio review service, two EduFests each year, and club visits by a director on request. Take advantage of these opportunities to make yourself a Better Investor.

FALL EDUFEST AND ANNUAL MEETING

Each year the chapter arranges and sponsors two outstanding, all day, educational events or EduFests. The EduFest features outstanding speakers centered on an investment theme. The Fall EduFest will be held on September 18th from 9:00am to 4:30pm including a lunch. Our speakers are retired investment broker and BetterInvesting Advisory Board member Allen Holdsworth and

well known author (*It's When You Sell That Counts*) and retired Lipper analyst Don Cassidy. The event theme this year is "SELL is not just a four letter word" We chose this topic because of the commentary we get through our club visits that many clubs have some difficulty in selling a stock, particularly one that has done well in the past and/or has been held a long time or is a special favorite of a member.

Visit www.rmchapter.org to find out more about this event and pre-register early for a fee discount.

In addition, we have expanded our lunch time from our traditional 45 minutes to a full hour and a half. This extra time will be used to facilitate clubs and potential members getting together. Finding a club or finding new club members is an age old problem and we must operate under strict guidelines from the SEC. We can help parties get together, but we make no recommendations as to the suitability of a member or club. That decision is between the club and the member.

STOCKTALK RESUMES IN OCTOBER

We hold a StockTalk session each month except in the summer and December because of vacations and holidays. If you want to hone your Better Investing skills, expand your

knowledge of investing, find a great candidate stock for your club or your personal portfolio and do it in a congenial, supportive, enjoyable atmosphere with a group of like



minded investors, StockTalk is ideal for you. StockTalk is suitable for all

investors from rank beginners to seasoned veterans.

Come visit us and join the fun. In fact, bring your whole club and learn together.

Our next StockTalk is scheduled for October 2nd, from 9am to 10:30am at the Indian Tree Golf Club restaurant for a modest fee of \$10 which includes a continental breakfast and room rental. Register for StockTalk at our website www.rmchapter.org, Click on “StockTalk” then on the “Register for StockTalk” button.

TALES FROM THE BRIGHT SIDE

Denver and the Rocky Mountain Chapter were very fortunate to be highlighted last August 18th by Mark Robertson who did an online review of the portfolios of three area clubs via Webinar as part of his monthly “Dashboard Diagnostics” series. The three clubs reviewed were WIT (Women’s Investment Team), HiTech Club, and the DTC Club.

Over 65 people participated in the event and listened and learned from one of our most savvy analysts. Mark, BetterInvesting advocate and

founder of ManifestInvesting where stocks are analyzed using the time tested methods taught by BetterInvesting, critiqued each of the three portfolios in four key areas: Returns, Quality, Growth, and Diversity. The Quality factor is an invention and creation of Mark’s and captures a company’s financial and [Industry: Air Transport \(Freight\)](#)
Sector: Industrials

Company	Ticker	Price	Growth	Net Margin	P/E	Quality	PAR
Expeditors Intl	EXPD	\$40.63	9.3%	5.5%	26.0	76.4	6.5%
CH Robinson	CHRW	\$65.92	9.6%	4.3%	24.0	73.6	5.8%
United Parcel Service	UPS	\$64.47	5.8%	9.3%	19.0	73.3	13.4%
FedEx Corp	FDX	\$80.46	7.0%	4.3%	18.0	60.0	10.1%
Average			8.1%	5.1%	22.0		

business acumen relative to others in that industry in a single number. If you’re looking for the best companies in an industry, ranking by Quality is an excellent approach.

Mark showed us how selling a current holding with low potential and re-allocating the funds from the sale to higher potential holdings can strengthen the portfolio overall. A club portfolio is not just a hodge-podge collection of individual stocks but a whole that, like a garden, you need to weed and feed regularly to keep healthy. One outperforming holding can be undermined by two laggard holdings. Those laggards must be weeded out and replaced with stocks of greater promise.

Miss the event? You can see it by going to www.screencast.com/t/MTU2NDFkYmMt

Visit ManifestInvesting at www.manifestinvesting.com to find out more.

ONLINE CONFERENCING MEETS THE INVESTMENT CLUB

If you've not already done so, grab your September 2010 issue of Better Investing, turn to page 30, and read the article titled "Online, In Touch". When finished, come back here and read on.

Your Rocky Mountain Chapter owns a Citrix license allowing use of two key online conferencing programs: GoToMeeting (GTM) and GoToWebinar (GTW). These two online conferencing programs are similar, but GTM is for small groups of up to a dozen and GTW is intended to serve up to a hundred. We are allowed only one session at a time. Dual or overlapping sessions are disallowed.

These two programs represent the wave of the future. Classes, portfolio reviews, club meetings, club visits can all be done effectively by online conferencing. The chapter board of directors regularly uses GTM for its monthly meetings. We have many clubs far from the Denver area and they can now participate in classes and other events such as StockTalk with GTM and GTW. These programs will be used more and more in future.

Right now we are studying the feasibility of renting GTM time for club meetings. We are testing the idea with one club currently and may expand to others later. It could save

travel time and money. Stay tuned for more news on this as it develops.

If you are unfamiliar with GTM and GTW, there are online videos that give an introduction. The chapter website: www.rmchapter.org has a seven minute introductory video on GTM. Just go to the website, click on "Downloadable Forms" then scroll down and click on "Introduction to GoToMeeting" and watch the video.

National is offering an informal orientation webinar for those who have never attended a webinar to demonstrate how easy it really is. It's titled "Can You Hear Me Now?" and is scheduled for Monday, September 13th, 6:30pm to 7:30pm mountain time. To register for this event, go to:

www.betterinvesting.org/webinars

The speculative public is incorrigible. It will buy anything, at any price, if the stock is "hot". It will fall for any company identified with "franchising", gold, electronics, science, technology, or what have you when the particular fashion is in vogue. Our readers, sensible investors all, are of course above such foolishness." – Benjamin Graham

As Better Investors, we have the "goods" on the stock market: Good company, with Good management, and bought at a Good price.