



BETTER INVESTING™

The Leader In Investment Education

Winter/Spring 2024

Central PA Chapter of BetterInvesting
c/o Liz Rodda, Editor
PO Box 651
Dauphin, PA 17018
www.betterinvesting.org/centpenn

Central PA Chapter Director Kate Grenke visited the Gettysburg Area Ladies Stockpilars (GALS) during their club meeting at the WWII Museum in Gettysburg.

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NON-PROFIT • VOLUNTEER BASED • MEMBER DRIVEN

Educational Events

<https://www.betterinvesting.org/chapters/central-pennsylvania/local-events>

Saturday, March 16, 2024

9:00 AM to noon

Stock Selection Guide Analysis of Stocks

Using the Online Tool SSG Plus

Continental Breakfast included (starts at 8:30 AM)

\$20 fee See page 3

Saturday, August 17, 2024

8:30 AM

Keystone Strategies Education Event and Annual Meeting

See Award-Winning Portfolios

Giant Food Store Community Room

3301 Trindle Road, Camp Hill, PA 17011

Free to attend.



Visit the Chapter's Two Model Investment Clubs

Learn and Earn Model Investment Club

Meets second Saturday of each month at Giant Food Store Community Room, Camp Hill, 9 AM to 11 AM.

Free and open to the public.

Centre Region Model Investment Club

Meets second Monday of each month at South Hills School of Business and Technology, State College, 6:30 PM to 8:30 PM.

Free and open to the public.

www.crmic.org

President's Column

By Liz Rodda

Despite the cold, snowy winter here in Central PA, no directors are hibernating from investing education, club meetings and stock analysis.

In particular, please read the Keystone Strategies Portfolio update in this newsletter. Nvidia (NVDA) boosted multiple portfolios to top positions.

At press time, the two top individual portfolios are from father/daughter Ken and Kate Mobley.

Again this year, Chapter Directors will organize a power-packed morning of how to complete a Stock Selection Guide. The education is organized by Ken Mobley. Details on page 3.

Keystone Strategies Education Event is scheduled for Saturday, August 17. The winning portfolios will be announced at the event.

If your investment club is celebrating an anniversary this year, expect to receive a call from one of our directors. Club visits are important work of our Chapter.

You will be interested to read on page 9 Richard Lindsay's first-hand account of the benefits of Investment Advisory Service, the monthly newsletter produced by Doug Gerlach and IClubCentral.

Two model club partners are featured here: Dwayne Salem with LEMIC and Jean Voigt with CRMIC.

We thank Chapter VP Kate Grenke for her visit to GALS, shown on page 1. The club members "Battle the Bull Market" at the World War II Museum in Gettysburg.

Kate Mobley prepared the graph to the right of this column to show LEMIC guest attendance and resultant memberships.

Thanks to all BI members. \$\$\$



Liz Rodda continues to serve as CPAC president. She is president of Capital Investment Club and is the Chapter newsletter editor. She wisely married Steven Wisegarver, the real brains behind their investment success. They both live on the banks of the Susquehanna River.

This newsletter is a publication of the Central PA Chapter of BetterInvesting (CPAC), a non-profit, volunteer organization dedicated to investment education. The BetterInvesting (BI) mission is to provide a program of sound investment information, education and support that helps create successful lifetime investors. The Central PA Chapter website is: www.betterinvesting.org/centpenn

Investments mentioned in this publication are meant for educational purposes only and are not to be considered an endorsement.

Officers are:

Liz Rodda, President

president@centpenn.betterinvesting.net

Kate Grenke, Vice President

John Varner, Treasurer

treasurer@centpenn.betterinvesting.net

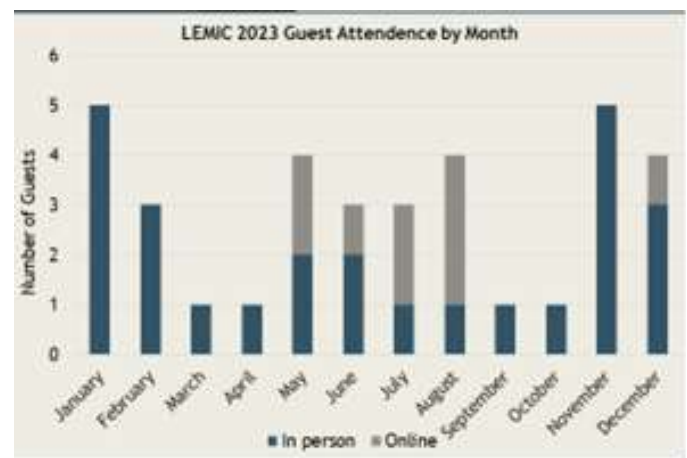
John deGroot, Secretary

Correspondence may be directed to newsletter editor:

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LEMIC Secretary Kate Mobley compiled the following statistics of guest attendance during 2023:

19 guests in total, shown by month above

9 recurring guests

10 one-time attendees

3 guests joined LEMIC

15 people (79%) are individual investors

4 people were members of investment clubs

Months of highest guest attendance both on-line and in person were January and November. \$\$\$



Stock Selection Guide Analysis of Stocks using the Online Tool “SSG Plus”

Saturday, March 16, 2024 from 9:00 AM to 12:00 Noon
Continental Breakfast served at 8:30 AM

Giant Food Store Community Room
3301 Trindle Road, Camp Hill, PA 17011

Cost: \$20 per student, payable in advance.
The price includes Continental Breakfast and assorted beverages.

Many investors are not confident about their ability to do accurate Stock Selection Guide analysis of quality growth stocks. They tend to rely too much on historical data to forecast future sales and earnings growth. They also make mistakes in predicting future P/E Ratios. These errors in judgment often result in inaccurate calculation of Upside/Downside Ratios, resulting in poor investing decisions. If this sounds like **YOU**, then please register to attend this educational event. The Directors of the Central PA Chapter of BetterInvesting will cover all sections of the Stock Selection Guide (SSG) and answer any questions you may have.

Name: _____

Email address: _____

Make checks payable to “CPAC”

Send to event registrar: Ken Mobley, 305 Front St, Lititz, PA 17543

Phone: 717-629-9886 email: mobleyken10@gmail.com

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Jean Voigt is a new member of Centre Region Model Investment Club (CRMIC). President John Diercks interviewed Jean for this article.

How did you hear about CRMIC?

I was looking for an investment club nearby and found CRMIC's website.

What is your biggest challenge with being an investment club partner?

My biggest challenge is taking the time to sit down at my computer to focus on using the tools and focus on looking at the educational resources. When I come home from work after being on a screen all day, I don't relish doing more of that and would much rather be outdoors.

Did you make your own investment decisions before joining CRMIC?

Yes, mostly. I had learned some very basic principles from my Dad who was a terrific resource. (He was an Ag Economist in PSU Extension.) My Mom had not wanted to be involved in making money decisions, leaving it up to others. I decided that knowing how to manage your own money was really a basic skill that we all should endeavor to acquire.

What are your goals as a CRMIC partner?

My goals are to learn more about sensible management of money and how to grow it. Although I had a class or two in Economics, they did not prepare me to manage my own money. I have so much to learn! I'm glad to have found a good group, and I hope to be a contributing member as I become more proficient. \$\$\$

CRMIC Portfolio

12 partners

13 holdings

Alphabet Inc. (GOOGL)

Apple Inc. (AAPL)

Amazon.com Inc. (AMZN)

Berkshire Hathaway Inc. (BRK.B)

Costco Wholesale Corp. (COST)

CVS Health Corp. (CVS)

Generac Holdings Inc. (GRNC)

Microsoft Corp. (MSFT)

NV5 Global Inc. (NVEE)

Robo Global Robotics and Automation Index ETF (ROBO)

The Toro Company (TTC)

Vanguard Small-Cap ETF (VB)

United States Lime and Mineral (USLM)

CRMIC 2024 Officers
John Diercks, President
Pratibha Vakharia, VP
Ailan Cheng, Secretary
John Varner, Treasurer

Keystone Strategies Portfolio Contest 2024

The 15th Annual Keystone Strategies Portfolio Contest is in full swing, having launched November 24, 2023. Each paper portfolio begins with \$5,000 investment.

Eight investment clubs entered the contest this year. The leader is LEMIC, one of the Chapter's two model investment clubs. The commonality amongst the three investment clubs on the leader board is each holds Nvidia (NVDA).

LEMIC rounded out its portfolio choices, banking on the fine performance of Fleetcor (FLT) and Veeva Systems (VEEV). LEMIC's portfolio, at \$5,966, secured the top spot in the investment club category.

Money Makers Investment Club is the second investment club on the leader board, having invested in 4 holdings: NVDA, Adobe (ADBE), Vertex Pharma (VRTX) and e.l.f. Beauty (ELF). ELF features cruelty-free and vegan makeup. It moved from \$114 to \$158 per share in just 7 weeks.

CPAC Director Ken Mobley soundly leads in individual portfolios thanks to a unique and an aggressive choice of only 2 holdings: Ardelyx (ARDX) and InMode (INMD). ARDX zoomed from \$4.30 to almost double at \$8.38 per share. Manifest Investing rates ARDX with a low 26.9% quality rating but with the highest 5-cap rating. Latin proverb applies here "*Fortune favors the bold.*"

From proverbs to idioms: "*The apple doesn't fall far from the tree*" refers to the second runner-up, Kate Mobley. Ken's daughter serves as secretary to LEMIC and shares the challenge of competition with her father and brother.

Kate's portfolio of 4 holdings gained 20% in 8 weeks on the strength of NVDA and Advanced Micro Development (AMD). Manifest Investing rates Kate's portfolio an overall quality of 88.6%. Impressive.

The third leading portfolio is from Brenda Kirschman, another LEMIC partner. Her portfolio includes NVDA, Dominos (DPZ) and LuLuLemon Athletica (LULU). With an overall quality rating of 97.6%, Brenda's portfolio gained 18% in 8 weeks.

Stocks that lost share price, plunging portfolios into losing positions, include: MicroStrategy (MSTR), Diamondback Energy (FANG), Devon Energy (DVN) and Kohls (KSS).

Contest ends in August 2024, just prior to Keystone Strategies Education Event at which time all winners will be announced. \$\$\$

LEMIC Portfolio

18 partners
15 holdings
99.3% invested in equities
.7% holdings in cash

Adobe Systems (ADBE)

Alphabet (GOOG)

Costco (COST)

Domino's Pizza (DPZ)

Edwards Life Sciences (EW)

Five Below (FIVE)

Fleetcor Technologies (FLT)

Microsoft (MSFT)

Novo Nordisk (NVO)

Nvidia Corp (NVDA)

Starbucks (SBUX)

Sysco Corp (SYY)

United Health Group (UNH)

VISA Inc.(V)

Veeva Systems (VEEV)

LEMIC 2024 Officers:

Kate Grenke, President

Dennis Low, Vice President

Kate Mobley, Secretary

Dave Moore, Treasurer

www.bivio.com/keystonestrategies

Climbing the Risk Ladder

By Dwayne Salem



Early in my life I realized that investing was a way to make money so that you did not have to solely depend upon unreliable employers.

Being young and nervous about risk, I began by purchasing certificates of deposit, and I was able to obtain a credit card using a CD as collateral on the card. As I began learning about the stock market, I purchased stock in individual local companies that I could see and that I knew, bond mutual funds, and stock mutual funds. I always set goals and objectives for how I wanted to use investments.

As time passed and I learned more I began climbing the risk ladder and purchased shares of larger companies that were both conservative and volatile, eventually moving on to trading stock options, options on futures contracts, and futures contracts.

By opening a trading account and taking positions, I was risking my own capital. This gave me the incentive to know what I was doing and make good decisions. Gains are great, but any losses I would feel too. This allowed me to see what risk felt like so that I could experience the whole range of emotions in investor psychology. This was a much better way to learn than just reading a book or listening to others and trying to gain experience and confidence through osmosis.

I know numerous people who sat and listened to commodity advisors for years who tried to teach them, only to complain that they never learned anything. The reason why they never learned anything is because they never took the first step to open an account or try anything that they were taught.

One of the advantages of investment clubs is that it allows partners to pool their resources and invest as a group giving the partners the opportunity to try things that they might not otherwise do on their own. Partners also get to see how other people think, draw conclusions, and make decisions.

You can get ideas on companies that you can research on your own that you otherwise might not have known about.

Many people use a variety of different resources for research, and I have adopted some of them in my own readings. I have been involved with numerous non-profits over the years where I've experienced shoddy leadership, lack of transparency, nepotism, and situations where only a hand full of people do the work.

The most important thing to me from what I have seen in LEMIC and CRMIC is that everyone participates and has a role. There is an agenda for monthly meetings, and we follow it. The finances are reviewed every month. The President or Vice President runs the meetings, the Treasurer reports

“One of the advantages of investment clubs is that it always allows partners to pool their resources and invest as a group giving the partners the opportunity to try things that they might not otherwise do on their own.”

on the finances, the Secretary takes minutes, and partners do updates on holdings and new investments to consider as well as a monthly education segment.

These investment club partnerships that are tied to CPAC are among the most well-run organizations that I have been involved with. The people at LEMIC and CRMIC are very open to accepting new people and are willing to help people learn.

The days of employer-provided pension plans are over. With many people depending upon your own 401(k) for retirement, it is wise to learn how your money can be allocated to maximize your returns and minimize your risk.

These investment club partnerships are a great way to start learning. \$\$\$

BetterInvesting

We are all about education.

LEMIC Education Segments

Money Framing
By Dave Moore

Review of Buy/Sell/No
Buy Decisions
By John deGroot

Explaining Price to
Earnings Ratio
By Kate Grenke

SSG Preferred Procedure
By Ken Mobley

Stocks Under Rocks
By Liz Rodda

Demystifying the Lingo
By Ken Heil

Access www.betterinvesting.org

Looking for Economic Trends

By John Diercks

The United States economy has a great impact on stocks and the economies of countries around the world.

Before purchasing or selling stocks, it's important to be familiar with the macro-economic data that affects the equity market, especially individual stocks. Current interest rates, the trend in interest rates, unemployment data, the Gross Domestic Product (GDP), and many more macro-economic statistics have effects on individual stocks.

To set the background for each Centre Region Model Investment Club (CRMIC) meeting, the club president reviews the latest news and trends in the economy.

The backdrop for this review is the Selection and Opinion article on page 1 of The Value Line Investment Survey. Selection and Opinion is located as a link in the upper right corner of Value Line's online home page. The club president reviews the economy based on the main topics from the Value Line report. For example, the December 8th issue included "Treasury market yields pulled back notably in November" and "Third-quarter earnings season was a success."

This review sets the stage for a discussion on the economy by the partners. Insights are added to the Value Line report, such as slowing house sales or the increase or decrease of gasoline prices in the local area.

Later in the meeting, a stock in the housing market or the energy industry may be presented for discussion. The earlier discussion on the economy may then weigh heavily on a decision to buy, sell, or hold these stocks.

My advice is not to overlook trends in the economy when performing a stock study. These trends may be as important as the financial data for a company. \$\$\$



John Diercks is a Director with BetterInvesting's Central Pennsylvania Chapter. John is a member of two investment clubs and serves as president for Centre Region Model Investment Club. With three degrees in meteorology, John spent 26 years in the Air Force and 16 years as an instructor of meteorology at The Pennsylvania State University before retirement.

BetterInvesting

We are all about education.

March 16, 2024 Stock Selection Guide Analysis of Stocks using the Online Tool “SSG Plus” at 9:00 AM – 12 PM. Cost: \$20.00 (includes breakfast and beverages). This class is designed to teach investors how to use the SSG Plus.

First Cut Stock Studies: First Cut has been designed to provide members with a list of good quality companies and, more importantly, to provide a library of stock studies completed by BI members. Compare your judgments to what others are thinking. The studies are found at <https://www.betterinvesting.org/members/find-great-stocks/first-cut-stock-reports>

August 17, 2024 – Keystone Strategies Education Event, 8:30 AM to 1:30 PM at the Giant Food Stores, 3301 Trindle Road, Camp Hill, Pennsylvania 17011.

BetterInvesting National Convention 2024: Chicago. BINC 2024 will be an in-person event in the city of Chicago during the month of May 2024. BINC is organized by the BetterInvesting Volunteer Advisory Board (BIVAB) and as such, all proceeds benefit BIVAB. Your attendance at BINC helps support the mission of BIVAB and BetterInvesting by providing resources to local chapters and volunteers.

BI Tutorials on investing topics. Free. To view these, go to www.youtube.com/user/BetterInvesting

Access www.betterinvesting.org

New Member Greeting Director

Welcome Porsche Investment Club from Boiling Springs! This club is the newest investment club in the Central PA Chapter territory, which currently enjoys just under 350 BetterInvesting members and over 40 investment clubs, according to Director Dennis Low.

Low, CPAC New Member Greeter, has revised the letter sent to each new individual member and new investment club.

In revamping the greeting process, Low states the goals of this Chapter project:

- 1 - Inform new members of the local Chapter and experienced BI officers who can assist in club activities
- 2 - Provide new members and clubs with links to resources including educational events and investment activities in the Central Pennsylvania region.

Resources included with the Welcome Letter are information regarding nationally offered Investment webinars, educational events (both in-person and GoToMeeting), tutorials on multiple topics such as stock analysis tools and BetterInvesting National Convention (BINC).

Links are also provided to the archives where videos and webinars are stored for BetterInvesting’s Open House, First Cut Stock Studies, BI’s Facebook page and BI’s Twitter page. \$\$\$



Dennis Low serves as New Member Greeter director for CPAC. He is a lifetime BI member and is Vice President of LEMIC. He is a career geologist working for the Commonwealth.

“...IAS Research is Solid...”



CPAC Director Richard Lindsay, pictured above, has been a loyal subscriber to Investor Advisory Service (IAS) since 2011.

“After the big housing bear market of 2008-2009, I was looking for a newsletter that was consistent with BI principles and this [IAS] was the most apparent choice,” said Richard Lindsay. “I wanted to see if my stock analysis was consistent with others” he continued.

IAS is offered monthly through ICLUBcentral Inc., which is BetterInvesting’s for-profit subsidiary. Doug Gerlach is president of ICLUBcentral, Inc. and is the Editor-in-Chief of IAS. During a recent Town Hall meeting for BI volunteers, Ken Zendel, CEO of BetterInvesting, said all ICLUBcentral profits support BI’s educational efforts.

The IAS newsletter follows economic and market trends. Subscribers review analyses of small and mid-cap stocks and read recommendations reflecting a buy-and-hold investment strategy.

Lindsay’s favorite features are the “Company Sorts” spreadsheet that lists IAS stocks labeling a current buy, hold or sell status. But even more importantly, Lindsay studies the monthly review of 2-3 stocks and the accompanying completed Stock to Study Guides (SSGs).

Lindsay maintains a personal portfolio, and serves in two investment club partnerships. While the IAS research is solid, Lindsay cautions “this is not ‘just buy what is reviewed in the newsletter’ situation....You must always do your own review and assessment of any company you may be thinking of buying....There are no shortcuts!”
\$\$\$

2024 Schedule of Education Classes, Central Pennsylvania Chapter

**Contact for registration: John Diercks, 814 234-8775
contact@centpenn.betterinvesting.net**

2024				
Date of Course	Day	Time	Course Name	Course Instructor
	Second Saturday of each month	9:00 - 11:00 am	Learn and Earn Model Investment Club Giant Food Store Community Room, Camp Hill, PA Go to Meeting link for online attendance: https://www2.gotomeeting.com/join/412656818 Open to the public, free	
	Second Monday of each month	6:30 – 8:30 pm	Centre Region Model Investment Club South Hills School of Business and Technology State College, PA Go to Meeting link for online attendance: https://www2.gotomeeting.com/join/164983994 Open to the public, free	
5-Feb 2024	Monday	7:00 – 8:00 pm	Stock Study Medpace Holdings, Inc Webinar, cost free	John Diercks
16-March 2024	Saturday	9:00 - 12:00 Noon	Stock Selection Guide Analysis of Stocks using the Online Tool "SSG Plus" Cost \$20 Giant Food Store Community Room, Camp Hill, PA	Ken Mobley And Other Directors
17-July 2024*	Wednesday	7:00 - 8:00 pm	Stock Study TBA Webinar, cost free	John Diercks
17-August 2024	Saturday	8:30 am - 1:00 pm	Keystone Strategies Education Event Giant Food Store Community Room Camp Hill, PA, open to public, no charge	Chapter Directors
15-Oct 2024*	Tuesday	7:00 - 8:15 pm	Insurance Company Financials 101* Webinar, cost free Previously presented as BetterInvesting StockUp	John Diercks

An asterisk (*) indicates a tentative date or subject.

Please note: The Chapter maintains an **email list** to notify members of upcoming events, including workshops, webinars, education days, and other investing opportunities. Contact John Diercks at contact@centpenn.betterinvesting.net if you would like to receive timely notification of these events via email. In general, you will only receive one or two emails a month from the Chapter. Encourage other members in your investment club who are not receiving our emails to request joining the Chapter list.