InvestEd
Investor Education at Its Best™
Salt Lake City, Utah
August 7 – 9, 2009

Session Descriptions
August 8–9, 2009

Saturday Morning, August 8, 2009

9:15 AM – 10:25 AM

Bryce

There *IS* a Time to Sell
Mary Ann Davis
This session turns the clock back to the year 2000 and shows examples of stocks that should have been sold based on the Stock Management Guide and Quarterly Trend Analysis indicators. Price charts are used to show price performance and how it can be used to confirm the recommendations given by Toolkit 6 reports.

Arches

The History and Future of the Market, Internet, and Software
Bob Adams
History is an excellent teacher. Looking back at the source of the investment theory followed by long-term investors can strengthen present and future resolve. Learn to apply today's technology to George Nicholson's teachings related to stock portfolio planning for the long term.

Sundance – Solitude

Stock Up: Veterans Share Their Secrets
Brian Altschul, Bakul Lalla, Saul Seinberg
Panelists discuss the merits of potential investment candidate companies, focusing on techniques they employ to differentiate suitable companies from those likely to result in a poor investment. They describe the best way to perform stock studies, given the less than impressive performance results common to the current economic malaise.

Powder Mountain – Snowbird

FINRA's ETF and Mutual Fund Screener
Lori Schock
Costs take a toll on the value of your investments. With the Financial Industry Regulatory Authority (FINRA) Fund Analyzer, investors perform their own research on

the costs of mutual funds, Exchange-Traded Funds (ETFs), and Exchange-Traded Notes (ETNs). Learn how to search, analyze, and compare these investment vehicles.

Brighton – Alta

Toolkit 6 and StockCentral: A Great Combination
Susan Maciolek
Toolkit 6 includes many innovative features that utilize the data and tools available at StockCentral.com. Learn how to access the Complete Roster of Quality Companies, and learn the ins and outs of using Morningstar® company data files. Gain knowledge about how to interpret the Take Stock Quality Index and how to access StockCentral's research links. Learn how to download screener results directly into Toolkit.

10:35 AM – 11:25 AM

Bryce

Beginning Cash Flow Workshop
Diane Graese
Cash flow statements provide a comprehensive picture of a company's fiscal operations. In this session, investors learn cash flow concepts and analyze a cash flow statement through a hands-on exercise. Come away from this session compelled to use this critical section of the financial statement before making any investment decisions.

Arches

Evaluate Management: Dissecting Pre-Tax Profit
John Diercks
Does company management perform in the best interests of shareholders in this time of financial upheaval? This session focuses on the relationship of sales and expenses to the pre-tax profit margin. Learn to recognize developing problems in pre-tax margins by studying trends of this important financial ratio.

Sundance – Solitude

Become an Investing Star: Using Morningstar's® Reports and Website
Shanna Rendon
The Morningstar® website contains valuable information to help investors enhance their stock studies, including free and premium stock reports. Learn about the criteria Morningstar analysts use to determine a five-star stock rating. Is it the safety margin, the competitive advantage, or fair value? The information in this session helps investors augment their stock analysis.

Powder Mountain – Snowbird

Building an ETF Portfolio
Jerry Pillans
Learn to build an Exchange-Traded Fund (ETF) portfolio using index-based ETFs and sector-based ETFs. Exchange-Traded Funds are open-ended funds that trade like an

individual stock, but have the valuation and diversification features of a mutual fund. This session includes managing an ETF portfolio using Investment Account Manager.

Brighton – Alta

Introduction to Investment Account Manager
Matt Willms
Designed by professional money managers and used by investors worldwide, the Investment Account Manager (IAM) helps both novice and seasoned investors better understand and manage investment portfolios. This session demonstrates this easy-to-learn tool through creating portfolios, entering transactions, importing StockCentral data, and reviewing reporting and graphing features.

11:35 AM – 12:25 PM

Bryce

Your Portfolio: How Ya Doin?
Bob Adams
Do you know how your portfolio is performing? If not, your financial future may be in jeopardy! Knowing your portfolio's growth percentage and being able to compare it to the market's growth is imperative. Become a smarter investor by learning where to find the necessary data and how to make easy comparisons to market averages. Being aware of your portfolio's comparative performance helps you take vitally important action.

Arches

Evaluate Management: Understanding Return on Equity
John Diercks
Learn to investigate whether or not management is acting in the best interests of shareholders, especially in turbulent times. Return on equity (ROE) encompasses three basic components that help investors understand if a company is using shareholder equity wisely. Investors learn to recognize developing ROE trend-related problems in this important financial ratio.

Sundance – Solitude

The Impact of Recent and Upcoming Tax Law Changes
Ira Smilovitz
More and more tax laws come into play each year. EGTRRA, JCWA, JGTRRA, WFTRA, AJCA, TIPRA, PPA, TIPA, ESA, EESA, and ARRA are just a few of the tax laws enacted in the past decade. Help in ferreting out the important information is on the way. Forget the alphabet soup! Learn the ins and outs of recent and upcoming tax law changes and their meaning for investors.

Powder Mountain – Snowbird

Investing During Turbulent Times
Lori Schock
A popular saying indicates that "prosperity is a great teacher, but adversity is a better one." Periods of great adversity define the market, from the Panic of 1907 to the crash of 1929 to the bursting of the technology bubble in 2000. This session explores the question: What will adversity teach us this time?

Brighton – Alta

Introducing StockCentral
Joe Craig
StockCentral.com is a unique website for fundamental investors. This session introduces investors to the website's tools for screening, stock selection, annual report analysis, and other special features. A key trait of the website is the community of investors where StockCentral users learn to leverage the knowledge of others to improve investment decisions and discover other hidden gems on the website.

Saturday Afternoon, August 8, 2009

2:30 PM – 3:40 PM

Bryce

Surviving Bear Markets: Invest in the Best
Phil Keating
Learn to identify the outstanding characteristics of great growth companies: those thriving 10-20 years or longer, including through major bear markets. Identify sources and stock screens for the most promising candidates for long-term investors. Become aware of the findings of past and recent research and the results of very successful long-term investors like Warren Buffett.

Arches

There *IS* a Time to Buy
Mary Ann Davis
Learn how, why, and when to buy stocks based on the Portfolio Review Report and your stock study. Follow these stocks by creating a portfolio in Toolkit and at Yahoo!® Finance. Learn how to place a limit order, compare a stock to the S&P 500 Index performance and to other stocks in the same industry, and obtain a second opinion from the PortfolioGrader Pro.

Sundance – Solitude

Internet Research
Bakul Lalla
If you find the amount of stock research available on the Internet overwhelming, this session is for you! Learn how to keep track of company news, earnings estimates, SEC filings, and fundamentals, as well as how to track a portfolio. Become aware of a variety

of websites providing free information needed for your stock studies and portfolio tracking.

Powder Mountain – Snowbird

What Does FINRA Offer?
Lori Schock
FINRA, the Financial Industry Regulatory Authority, is the largest non-governmental regulator for securities firms doing business in the United States. Discover what FINRA has available in the areas of investor education and protection, market integrity, industry education, and federal securities laws. Learn about trade reporting and other industry utilities, dispute resolution, and free tools and resources.

Brighton – Alta

Investing 101: What Everyone Needs to Know
Bob Adams
Investors may invest in equities through mutual funds, index funds, Exchange-Traded Funds (ETFs), and through individual company stocks. Learn about the advantages, disadvantages, costs, ease of use, and time required for each type of investment approach. This session covers information and guidelines for using credit cards, taking care of your FICO score, and managing your retirement account.

3:50 PM – 5:00 PM

Bryce

Weeding and Feeding Your Portfolio
Phil Keating
Learn to cut the weeds and feed the flowers in your portfolio by combining the principles of good portfolio management with the power of stock study software. Gain knowledge in defining goals, categorizing stock holdings, balancing and diversifying your portfolio, and monitoring and spotlighting issues needing attention. Learn to use the Toolkit 6 Portfolio Offense Report and Challenge Stock features to make sell and replacement decisions.

Arches

Selling Covered Calls
Mary Ann Davis
Selling covered calls is a very conservative strategy that increases the return on your portfolio. This session identifies the basics of options, the advantages and disadvantages of writing covered calls, and how covered calls work. Investors see a step-by-step approach to getting started. Actual examples demonstrate how covered calls work in real life and how they react to the market.

Sundance – Solitude

Introducing Toolkit 6
Susan Maciolek

Since first released in 1994, Toolkit has been the program of choice for many long-term growth investors. Learn what is new in the sixth release of this popular program, and receive an overview of the software's stock analysis and portfolio management features.

Powder Mountain – Snowbird

Secrets of Wall Street Analysts
Doug Gerlach
Can you trust Wall Street analysts? Get the inside scoop about what really happens inside investment banks and brokerage firms when they invite investors to buy, sell, or hold. In addition, learn the basics of building a model to fine tune your own earnings per share (EPS) projections just like analysts do.

Brighton – Alta

Analyzing the Annual Report the Easy Way
Bob Adams
Information in an annual report can be daunting. This session focuses on what sections to read, what is important, what is not important, and how to analyze all the financial numbers. Learn about a free computer tool providing easy and instantaneous analysis to financial data. Recent updates of this tool include the graphing of five years of data and a visual analysis of peer and industry average comparisons.

5:10 PM – 6:00 PM

Bryce

Dynamics of the Stock Selection Form
Brian Altschul
Observe how two club members with differing opinions analyze the same stock and reach different conclusions. This beyond-beginners session demonstrates how to apply judgment decisions and points out useful red flags that help improve stock studies.

Arches

Vetting High and Low Price Using Support and Resistance Levels
Saul Seinberg
This presentation highlights using support and resistance levels as sanity tests for the high and low price selections used in stock studies. The technical analysis terms *support* and *resistance* refer to chart levels depicting share price movement over time. Understanding this visual analysis is as easy as understanding the graph of sales and earnings in your stock study.

Sundance – Solitude

Building and Maintaining a Usable Watch List
Phil Sudore
When hearing a stock tip, do you conduct your own research and stock study to determine if the company is a good quality growth company? Do you keep a watchlist

of great companies? This session introduces you to a spreadsheet that tracks all the necessary numbers and provides the formulas needed for a quick reference when you are without your Toolkit software.

Powder Mountain – Snowbird

Managing Risk in a Portfolio
Brad Taylor
Learn how to identify the different types of investment risks and how to manage risk in an investment portfolio. This session explores the effect of portfolio diversification on systematic risk and the amount of diversification investors need in a conservative portfolio.

Brighton – Alta

Conserve Your Stock Selection Form
John Tonsager
Gain knowledge about why to change various settings in Toolkit, and prepare a conservative stock study that lessens risk and increases potential return. In this session, learn to use revenue-based growth rate estimates to establish realistic future growth rates. Improve your knowledge about eliminating outliers and explore ways to create a stock study that results in a more secure portfolio.

Sunday Morning, August 9, 2009

9:15 AM – 10:25 AM

Bryce

Advanced Cash Flow Workshop
Diane Graese
This session assumes investors have a working knowledge of cash flow statements. Learn to identify unusual transactions and potential red flags. View and analyze many challenging cash flow statements.

Arches

Sources of Earnings Growth: Return on Equity and Its Components
Phil Keating
Super investor Warren Buffett considers return on equity (ROE) the most important measurement of management's performance. Examining and understanding ROE would have uncovered virtually all of the massive corporate frauds. Using case studies, this session illustrates the components of ROE that drive quality earnings growth and influence price-to-earnings multiples, both of which affect investor returns.

Sundance – Solitude

Growth Investing with a Twist
Lynn Ostrem

Are you interested in expanding your investment resources? The best-selling book, *The Little Book That Makes You Rich* by Louis Navellier, features a proven formula that closely mirrors our own fundamental approach. In addition, it includes a small handful of quantitative tools--the twist! In this session, we review his criteria and learn how to incorporate his strategy into our own style of investing. Then we use real-time examples to get you started with Navellier's free online stock grading tool, PortfolioGrader Pro. Finally! A financial book that you actually can put into practice!

Powder Mountain – Snowbird

Discounted Cash Flow
Bakul Lalla
Learn how the discounted cash flow (DCF) model assists with buy decisions. Gain knowledge about cash flow growth rate assumptions, discount rate, intrinsic value, and margin of safety. This session includes a case study that demonstrates how a DCF model is constructed and interpreted.

Brighton – Alta

Identifying Excellence in Company Management
Doug Gerlach
What makes a well-managed company different from other companies? What corporate governance practices distinguish a shareholder-focused company? Learn to focus on the key factors that indicate excellence in company management.

10:35 AM – 11:25 AM

Bryce

Playing the Piano with Both Hands #1
Saul Seinberg
This session characterizes and evaluates both fundamental and technical analyses, with a goal of developing and using a blended investment analysis approach. The session segues into a discussion of indicators that gauge investor attitudes toward the market and their use in supplementing a stock study. Other focuses of the session include risk management in evaluating stocks, the role of the price-to-earnings ratio, volume, and volatility in assessing risk.

Arches

Advanced Stock Selection Form Judgment Decisions
Brian Altschul
This session is for investors who are comfortable analyzing stocks. Learn to move to a more sophisticated level of analysis that includes advanced judgment techniques, identification of red flags, and use of quarterly trend analysis. Many examples illustrate the techniques.

Sundance – Solitude

The Inner Geek Builds a Website
Joe Craig
Have you ever wanted to build a website? Have you ever needed to host a website? The “Inner Geek” demonstrates how to create and deploy a basic website. Using free or nearly free resources, investors explore what it takes to create their own websites and transfer them to the Internet. During this session, investors will build a website. Yes, it really is that easy!

Powder Mountain – Snowbird

You’re Retired, Now What? Tax Efficient Strategies for Surviving Your Retirement
Ira Smilovitz
Your years in retirement may be more than those you spent in the workforce. This session looks at investment strategies to make your assets last throughout your retirement, as well as tax-efficient plans for drawing on your retirement funds.

Brighton – Alta

Portfolio Management Using Various Tools
Phil Sudore
Are you suffering from information overload? Do you search for more fundamental portfolio management strategies? Does your mind freeze thinking about spreadsheets for your portfolio? This session explores some easy portfolio management tools related to taxes, diversification, account simplification, and a quick reference on the go.

11:35 AM – 12:25 PM

Bryce

Playing the Piano with Both Hands #2
Saul Seinberg
Part two of playing the piano examines how a dual analytical investing approach that uses features of both fundamental and technical analyses leads to better overall investment decisions. This session focuses on relative strength, an indicator that may show the reliability of the recent past performance of a stock. In addition, you take a real-time trip to StockCharts.com, an Internet charting service. See relative strength in action, and learn to apply it to amplify your stock studies.

Arches

Dividend Paying Stocks
Diane Graese
Dividends provide a relatively secure source of return and help to stabilize and diversify a portfolio. Learn how to find the best dividend paying stocks and how to analyze them before investing in a company.

Sundance – Solitude

Go Offense! Go Defense! When to Buy, Sell, or Hold with Toolkit 6
Doug Gerlach

Toolkit 6 features powerful tools and reports for portfolio management. Learn how to interpret and act on the offensive and defensive alerts generated by the software and where to discover information about a company's current condition. Develop a strategy for continuously upgrading the quality of your portfolio through use of the Challenge Stock function in the software.

Powder Mountain – Snowbird

Screening for Mutual Funds
Jerry Pillans
Are you looking for the right mutual fund for your portfolio? Make an informed decision by using online screening tools to select the best funds. This session incorporates a comparison of websites including Morningstar®, SmartMoney, MSN Money, and Kiplinger. These sites offer the investor the opportunity to screen for important aspects of mutual funds, such as expenses, turnover, return, and management tenure.

Brighton – Alta

Tracking Covered Calls Using Investment Account Manager
Matt Willms
Gain knowledge about the process of tracking covered calls in an investment portfolio. Writing covered calls is a proven strategy for generating investment income and helping reduce concentrated positions in a portfolio. This session uses Investment Account Manager (IAM) to illustrate the strategy and to demonstrate how to handle the possible option outcomes required for accurate IRS tax filing.

Sunday Afternoon, August 9, 2009

3:00 PM – 4:10 PM

Bryce

Lessons from Behavioral Finance: Avoiding Mistakes Even Smart Investors Make
Phil Keating
All investors make common decision-making mistakes that prevent them from reaching their investment goals. Modern behavioral finance highlights cognitive, perceptual, emotional, and social factors that cause many investors to buy high and sell low. These irrational behaviors provide opportunities for disciplined investors to profit handsomely. This session offers several examples and company case studies illustrating these behaviors and examining how to overcome them.

Arches

Price Chart Reading
Mary Ann Davis
Designed for the long-term investor, this session introduces price charts and explains how to read them. Topics include moving averages, support and resistance, trend lines, and crossovers. Investors can use these signals as exit and entry points.

Expanding your knowledge of charts is very helpful for the sessions of *There IS a Time to Buy* and *There IS a Time to Sell*.

Sundance – Solitude

Portfolio Management Using Quarterly Trend Analysis
Brian Altschul
You use a stock study form to make your investment decisions. The next step is portfolio management. Features in the new Toolkit 6 software assist you in maintaining a healthier portfolio. The tools explored in this session include Portfolio Review, Trend Report, and Stock Management Guide. This session concentrates on using quarterly trends to analyze real life examples. Learn how to detect these trends before the market does.

Powder Mountain – Snowbird

Searching for Gems
Bob Adams, Lynn Ostrem, John Tonsager
Finding a great stock to study is like looking for gems. Not every shiny stone turns out to be a jewel. This panel of experienced investors will share the websites and processes they use to find only the best.

Brighton – Alta

Toolkit 6 and StockCentral: A Great Combination *(Repeat from Saturday)*
Susan Maciolek
Toolkit 6 includes many innovative features that utilize the data and tools available at StockCentral.com. Learn how to access the Complete Roster of Quality Companies, and learn the ins and outs of using Morningstar® company data files. Gain knowledge about how to interpret the Take Stock Quality Index and how to access StockCentral's research links. Learn how to download screener results directly into Toolkit.

Big Cottonwood

Stock Analysis Using the Stock Investment Guide Software
Brad Taylor
Whether you use a MAC or PC, learn to perform stock studies using the Stock Investment Guide (SIG) software and the data services of either StockCentral or BetterInvesting. Complete stock studies using SIG and share data files with other investors using different stock study software.

4:20 PM – 5:10 PM

Bryce

Armchair Quarterbacking Your Portfolio
Matt Willms
Are you as good at managing your portfolios as a general manager is at managing a sports team? Dividing your portfolio into groups or squads of all-stars, core starters, and those on the injured or reserve list accomplishes the task of managing your holdings

more easily. This session highlights identifying the characteristics of these three groups and using Investment Account Manager (IAM) and Toolkit 6 software to identify when players need repositioning.

Arches

Keeping Up with StockCentral
Joe Craig
StockCentral.com, a one-stop website for fundamental investors, is an ever-changing source of information and data. This session focuses on new options at StockCentral, including new tools and community features. Learn how to use the StockCentral tools to enhance your stock selections and help with other investing decisions. We review the resources available to the StockCentral community of investors.

Sundance – Solitude

New to Toolkit 6? This Session is for You
Shanna Rendon
Do you need more help adding judgments to your stock study? This session demonstrates features in Toolkit 6 and at StockCentral.com that make adding judgments easier. This is a follow-up session for Newbie Program participants and for all investors who need beginning help with Toolkit 6.

Powder Mountain – Snowbird

Planning for Retirement: How Do I Get There from Here?
Ira Smilovitz
For many people the era of employment with one company during a working career and retirement with a defined benefit pension is over. Individuals need to take an active role in planning for retirement. Learn how to identify and prioritize your retirement funding options.

Brighton – Alta

Storing and Protecting Your Valuable Records BEFORE a Disaster Strikes
Pam Wilkes
You may have been lucky enough thus far to have avoided a burglary, a natural disaster, a computer failure, or misplacing important documents. Are you prepared if something disastrous happens? Maintaining records to ensure you have current and complete documentation stored safely requires a commitment. Learn how to keep your information available and secure in a single well-organized record keeping system.

Big Cottonwood

Using Good Online Practices
Randy Wilkes
Increase your awareness about the dangers of online computing. To protect yourself, learn about and use good online practices. This session focuses on the pitfalls of neglecting to take measures to protect your computer and your identity. Gain knowledge

about techniques to decrease spam. Become aware of important information about spyware and adware. Explore suggestions helpful in protecting you from identity theft.