



## **Session Descriptions** **August 7–8, 2010**

**Saturday Afternoon, August 7, 2010**

**2:30 PM – 3:40 PM**  
***Chesapeake I***

**Mary Ann Davis**  
**There *IS* a Time to Sell**

This session turns the clock back to the year 2000 with examples of stocks that, based on the stock management guide and quarterly trend analysis indicators, were held when they should have been sold. Price charts illustrate price performance and how that may be used to confirm the recommendations by Toolkit 6 reports.

***Loch Raven***

**Phil Keating**  
**Lessons from Behavioral Finance**

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 illustrating these behaviors and examining how to overcome them.

***Harborview I***

**John Diercks**  
**Understanding Income Statements and Balance Sheets**

Financial reports describe the fiscal condition of a company and let the investor determine if the company is making money. Uncover the meaning of numbers in the income statement, balance sheet, and statement of cash flow. Understand how these reports relate to each other. Learn to evaluate the liquidity, capital structure, profitability, and growth of a company through several key financial ratios.

***Harborview II***

**Bob Adams**  
**Analyze Annual Reports the Easy Way**

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

### ***Camden***

**Lynn Ostrem**

#### **Recruiting and Mentoring for Clubs**

Most clubs wrestle with the issues of recruiting and training new members. In this session, discover the best places to find new prospects and receive a compatibility checklist and other materials to help you recruit those most likely to succeed. Learn how to create a mentoring program, complete with ideas, resources, and practical advice gathered from those who sought and found solutions.

**3:50 PM – 4:40 PM**

### ***Chesapeake I***

**Don Cassidy**

#### **Use Trading Volume to Enhance Buy/Sell Decisions**

In 25 years, only two books have been written about trading volume. Volume is a record of crowd size and emotional intensity, both keys to understanding when price moves are no longer sustainable. Add a new dimension to your set of analytical tools, one that helps in better timing and pricing of both buy and sell points for stocks.

### ***Loch Raven***

**John Tonsager**

#### **Setting Price Targets in Turbulent Times**

If the gyrations of the market make it difficult for you to set high and low prices in your stock studies, this session is for you. Look at rational methods of choosing price targets during your study, as well as why and how to use them after you make a purchase decision.

### ***Harborview I***

**Joe Craig**

#### **Stock Selection and Analysis Software**

Are you confused about the choices in stock study software? What are the differences among Toolkit, Stock Investment Guide (SIG), and Take Stock? Observe a comparison of various software programs. Learn the advantages and disadvantages of web-based and desktop software, and discover what will work for you.

### ***Harborview II***

**Louise Sechler**

#### **Select the Best with the SCG**

Identify competitive companies within the same industry, and use Toolkit's Stock Comparison Guide to select the best companies. Analysis covers growth, management, and price, as well as several other criteria for up to five companies you select.

## ***Camden***

**Ira Smilovitz**

### **You're Retired, Now What?**

Your years in retirement may be more than those you spent in the workforce. This session focuses on investment strategies to make your assets last throughout your retirement and tax-efficient plans for drawing on your retirement funds.

**4:50 PM – 6:00 PM**

## ***Chesapeake I***

**Don Cassidy**

### **Behavioral Finance: A Tool to Improve Investment Performance**

The findings of behavioral finance explain a great deal about why markets act irrationally. Learn key points that facilitate better investing decisions. Acquire a new array of tools for your collection of investment resources.

## ***Loch Raven***

**Phil Keating**

### **Weeding and Feeding Your Portfolio**

Using the power of stock study software, learn to cut the weeds and feed the flowers in your portfolio by combining the principles of good portfolio management. Gain knowledge about 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.

## ***Harborview I***

**Brad Taylor**

### **Portfolio Risk**

Gain an understanding of risk and learn how it relates to your portfolio. Explore how investor behaviors can affect investments negatively. Follow an in-depth exploration of stock betas, their utility, and their limitations.

## ***Harborview II***

**Doug Gerlach**

### **The Art and Science of P/E Ratio Analysis**

Learn to better use price to earnings (P/E) ratios in your stock studies, both when evaluating a company's past and in projecting a stock's likely future valuation. Learn

how to find a company's signature P/E, interpret relative value (RV), and make sensible P/E ratio projections in your stock studies.

### ***Camden***

#### **Brian Altschul, Bakul Lalla, and Saul Seinberg Stock Up – Veterans Share Their Secrets**

Panelists discuss the merits of potential investment candidate companies, focusing on techniques they employ to differentiate suitable companies from those likely to result in poor investments. They describe their preferred methods of performing stock studies along with some advice for finding stock candidates in the current economic environment.