

PUGET SOUNDINGS

Puget Sound Chapter - BETTERINVESTING

Winter 2019

Puget Soundings is the newsletter of the Puget Sound Chapter of BetterInvesting. The chapter's mission is to provide its members with investing education and club development information.

Circulation: 1100

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Club Profile: WOW Celebrates Its Anniversary in NYC

By Jean Peterson

The Women of Woodinville (WOW) club celebrated our 20th anniversary in October 2018 with a journey to New York City. We chose NYC as much for its storied financial history as its allure as "The Big Apple" and a chance to take in some of the iconic sights and sounds of the metropolis.

The trip included a tour of the financial district where we gathered at "The Bull" to receive a framed anniversary certificate from BetterInvesting. We spent a



At the Wall Street Bull. From left: Kim Hickman, Carol Son, Jean Peterson, Carol Stonich, Maureen Blum, Maureen Volz, Joyce McNeil and Suzanne Pettersson. Missing: Anita Isler and Elisa Schmitt

morning at the sobering and impressive 911 memorial, sang along to every song from "Beautiful" and even dropped into a Wash-

ington State University football viewing party at a Broadway district Irish pub!

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IEC Continues to Be Chapter's Premier Event; 2019 Conference Set for Nov. 9

Thanks to several excellent and enthusiastic new volunteers, and with guidance from a few longtime veterans, the 2018 Investors Education Conference, held Nov. 10, was another great success. Attendance was up substantially over 2017, with well over 100 participants. And no complaints about the lunch!!!! (Subway sandwiches).

Chapter co-president Gary Ball announced at the conference that with-

out more volunteer support, the chapter could not continue to offer the IEC and that 2018 could be the event's last year. In evaluation surveys at the end of the day, attendees made it clear they wanted IEC to continue. Given that response, the chapter will have an IEC in 2019.

This year's IEC will be held Saturday, Nov. 9, again at the Mercer Island Community Center. New volunteer Al Valencia, who organized the classes,

class schedules and instructors in 2018, will chair the entire conference this year. A huge thank you to Al! And he needs additional volunteers!

Thanks to the hard-working committee that organized the 2018 event: Bob Adams, Gary Ball, Pam Birch, Shaun Danielson, Diane Ellison, Jackie Hertel, Susan Kirsop, Mikel Oswald, Cecil Penberthy, Chris Reightly, Lisa Robertson, Betty Taylor, Carol Theine, Bev Tiedje and Al Valencia

2018 Portfolio Contest Winners

The 2018 contest recognized three clubs based on their performance of exceeding the S&P 500 benchmark for **5, 3 and 1 years**. Winners were announced at the Investors Education Conference in November. Returns cover the period ending within two weeks of 9/1/2018. *Note: Learn and Earn was also the top performer over 3 years (28%), and Women Organizing Wealth was the top performer over 1 year (43%). Second- and third-place awards were given to the next-highest performing clubs.

Period	Club Name	Rate of Return
5 years—1st Place	Learn and Earn—Seattle	24.96%
3 years—2nd Place*	Women Organizing Wealth	28.04%
1 year—3rd Place*	Investment Disciples	27%

Major Holdings of the Top Three Clubs

Learn and Earn	Women Organizing Wealth	Investment Disciples
Amazon (AMZN)	Alaska Airlines (ALK)	Apple Inc (AAPL)
Apple (AAPL)	Alphabet Cl A (GOOGL)	Applied Optoelectronics (AAOI)
Boeing (BA)	Alphabet Cl C (GOOG)	Booking Holdings (BKNG)
Celgene Corp (CELG)	Amazon (AMZN)	Celgene Corp (CELG)
Cisco (CSCO)	Columbia Banking System (COLB)	CVS Health Corp (CVS)
Costco (COST)	Costco (COST)	Facebook (FB)
Exxon Mobil (XOM)	Duke Energy Corp (DUK)	Five Below (FIVE)
Fortive Corp. (FTV)	Exxon Mobil (XOM)	FleetCor Technologies (FLT)
General Dynamics (GD)	Johnson & Johnson (JNJ)	Gentex (GNTX)
Google (GOOG)	Nike Inc Cl B (NKE)	Horton DR Inc (DHI)
Home Depot (HD)	Rio Tinto (RIO)	Jazz Pharmaceuticals (JAZZ)
Microsoft (MSFT)	Starbucks (SBUX)	LKQ Corp (LKQ)
Powershares QQQ	VISA Inc (V)	Tractor Supply (TSCO)
Raytheon (RTN)		Ulta Beauty (ULTA)
Stryker (SYK)		

Winner: Learn and Earn

When the Learn and Earn investment club of Seattle formed in 1981, it invested primarily in Northwest stocks such as Nordstrom and Boeing, because there was more news available locally, said club member Theresa Nilsen. Over the years, it has stuck to that strategy, adding Costco, Starbucks, Microsoft and Amazon. Having those two local tech giants helped the club earn a 33 percent rate of return last year and nearly 25 percent over the past five years.

The club was formed by three women after they attended a class on women handling their finances and were inspired by a woman relative who belonged to a club in California. One of those women — Juliet Beard — is among the club’s current seven members, who range in age from 40 to 77.

The club’s portfolio usually does well, at least matching the market. The club tries to buy quality stocks with good management, and as a result tends to hold its stocks for a considerable amount of time.

In addition to its “real” portfolio, each year each member picks a fantasy stock and tracks how it does against other members’ picks. At the club’s annual Christmas dinner, the winner’s dinner tab is picked up by the other members. “It is fun and we sometime actually buy the stock for real if it proves to be doing well,” said Nilsen.

See club photo on Page 3

Contest Winner: Learn and Earn



Top L-R: Carolyn Ballo, Helga Moen, Theresa Nilsen, Linda Cranfill; bottom L-R: Cynthia Stross and Juliet Beard.

Model Club and Kitsap SIG Workshops

The Puget Sound Chapter's **Model Investment Club** is an operating stock investment club intended to demonstrate best practices to those already in or interested in joining a club. We welcome BI members and the public to observe meeting operations, stock studies and investment decisions. Membership is open to investors of all levels residing in Washington state.

Most meetings are online and are usually held on the third Monday of the month, from 7 to 8:30 p.m. Advance registration required. For links to online meetings: betterinvesting.org/puget

The **Kitsap Special Interest Group** meets the second Monday of each month, September through May, from 12:30 to 3:30 p.m. at the Sheridan Park Community Center, 680 Lebo Blvd. Bremerton. Coordinator is Don Brown: 360-692-2651, donbrown679@wavecable.com

Feb. 11: BI website features

Future topics are announced via email a few days before meetings.

Club Profile: Women of Woodinville Celebrate Anniversaries in Style

(Continued from page 1)

WOW formed in 1998 when women from the Hollywood Hill neighborhood decided to add some purpose to their social encounters by forming an investment club. Three original members remain: Kim Hickman, Suzanne Pettersson and Carol Stonich. Membership ebbed to a low of eight and now sits comfortably at 10. Our diverse group includes teachers, professionals, homemakers and business women. The role of grandparent often dominates meeting "good to the order" discussions, but sharing wisdom with the mothers still raising children is a common thread as well.

We meet monthly and mark the seasons with a summer retreat, a fall annual meeting and a festive Christmas

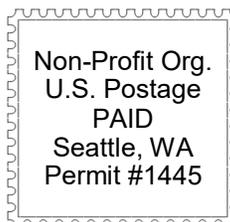
meeting. We have invited professional brokers, planners and advisers to speak at meetings and once enjoyed an evening with horticulturist Ciscoe Morris. We've enjoyed our annual meeting at the top of the Space Needle and in a gourmet chef's kitchen learning culinary techniques.

For several years, we have supported the microfinance organization KIVA, loaning money to women around the world who use their entrepreneurial skills to make a better life for their families. Our contributions have allowed us to share some of our good fortune to support other women in their quest for economic freedom.

While we take a serious approach to analysis using the BI online tools, mak-

ing sure our stocks are "up and to the right," the most important aspect of our group is camaraderie, support and encouragement. We make this mission statement in club promotional materials: "We are a community of women committed to an environment that is safe, respectful and supportive. We enjoy meetings held in an informal atmosphere that encourages fun and socialization. We seek fundamental and expanded financial knowledge to achieve wise investments. We believe in a progressive, socially responsible investment strategy that develops a diversified, profitable portfolio."

In 2008, we marked our 10th anniversary with a trip to Las Vegas and ideas are already surfacing for the journey in 2028 at year 30.



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To Stay In Touch, Make Sure You're Getting Chapter Emails

Over the last few years, we've reduced the frequency and size of this printed edition of our chapter newsletter. To make sure you're hearing about chapter events and news, **make sure you're getting our chapter email newsletter**, Puget Soundings. We try hard not to inundate you with emails; we generally send only one a month.

To subscribe, log in to your BetterInvesting account at betterinvesting.org and click on the "Update Profile" link at the top of the page. You can opt in to various kinds of news and notices. To get Puget Sound Chapter news, be sure to check "Local Chapter News and Events."

You can also keep in touch by visiting our website: **betterinvesting.org/puget**

To contact a board member, email: **contact@puget.betterinvesting.net**

Schedule a Club Class or Visit

We now offer our core Stock Selection Guide classes to clubs "on-demand," where our excellent instructors come to you. We can offer any of the core classes to your club at a mutually agreeable date and location.

Fees are flexible based on number of hours, number of students and instructor travel distance. We can also publicize the class to BI members in the area to build up a larger class.

You provide the classroom and a screen (or blank wall), and we'll provide the instructor, equipment and materials. We can teach one of these standard classes or customize a class to meet your club's needs:

- Introduction to BI Methodology--Core Class I
- Stock Selection Guide (SSG) Judgment--Core Class II
- Portfolio Management --Core Class III

We also offer one-hour **club visits**, to discuss a topic of interest or to review your club's portfolio. To arrange a class or visit, email contact@puget.betterinvesting.net. Visits are free if instructor's travel is within 50 miles.