

FALL 2024



# News!

## From The

## Oklahoma Chapter

NON-PROFIT • VOLUNTEER BASED • MEMBER DRIVEN

### BETTERINVESTORS

### ATTEND EDUFEST





# President's Letter

## Fall 2024



Hi Everyone,

We are winding down a sizzling, hot, fun summer and doing it in style with another successful EduFest event. If you attended, you know it was an entertaining and educational day. If you were not able to attend, you missed a real treat. Doug Gerlach was at his best talking about “Thriving in Our Current Economic Market.” Mostly, it’s stay the course and don’t get caught up in all the media hype. The stock market has ups and downs, but that doesn’t mean we don’t have to move around some stocks within our portfolio. Doug also discussed small-cap stock, the Magnificent Seven, and portfolio diversification. He was great! So was Christi Powell, who gave an excellent presentation on: “Tips to Lowering Your Taxes.”



On the evaluation sheet, we had a couple of questions:

1. Are you not in an investment club but looking to join one?
2. Are you in a club looking to add partners?

We had a surprising number of yeses to both questions. So, if you can answer yes to either question, check out Investment Club Connect at [www.betterinvesting.org/connect](http://www.betterinvesting.org/connect) Here is how it works:

1. Individual members express their interest in joining a club, and we maintain a confidential list of these individuals, along with clubs open to adding new members.
2. Our custom matching technology considers factors like gender, distance, and other preferences to present individual member information to existing clubs.
3. Clubs can then decide whether they wish to connect with a prospective new member, and if interested, they can reach out directly.
4. There is no obligation for either party – think of it as investment club dating.
5. Best of all, this service is entirely free for BetterInvesting members!



Are you reading the [BetterInvesting Weekly?](#) It is published every Thursday, and you should get it in your email. It's a member-exclusive e-newsletter that comes with your BetterInvesting membership. If you have not received this benefit yet, sign up at [www.betterinvesting.org/my-account?tab=2](http://www.betterinvesting.org/my-account?tab=2) The newsletter includes upcoming learning events. In the August 22, 2024 newsletter, it contained Upcoming Events information on:

The “**Introduction to the Stock Selection Guide Series**”

**9/5/2024 – Session 1 – 6:00 – 6:30 p.m. CT**

9/5, 9/12, 9/26, 10/3/24 - Session 2-5 – 7:00-8:15 p.m. CT

This newly updated 5-part series of classes teaches how to use and complete the Stock Selection Guide. The series is intended for new investors or those new to the SSG. Don't worry if you cannot attend all live classes. Recordings are posted in the Video Learning Library one day after each live session.

**Ticker Talk 9/17/24, 7:00 – 8:00 p.m. CT** Join us for this essential education to help you become a successful investor. A couple of this month's topics are **how artificial intelligence (AI) is used in the Healthcare sector** and **tips on completing an SSG for small companies with little analyst coverage**.

**AI Insights** was introduced in June as a new segment in Ticker Talk to help investors better understand artificial intelligence, how companies integrate AI into their business, and how related investment opportunities are identified. Check out the first installment, Learning a New Language, in the video. Use the “Open Chapters” icon in the lower-right corner of the video viewer to jump directly to “AI Insights.”

So, **what's happening with the Oklahoma Chapter?** We had our Planning Meeting in Lawton at the Great Plains Museum on July 20, 2024, and came up with several exciting educational ideas. Committees are meeting to discuss and finalize the who- what- when- where. Now is the time to join us and share your ideas. You can start by attending our next online board meeting on September 24<sup>th</sup> at 7:30 p.m. [Oklahoma Chapter Board Meeting -September](#).

Have a wonderful day,

Beverly Wooley

President, Oklahoma Chapter of BetterInvesting

[president@oklahoma.betterinvesting.net](mailto:president@oklahoma.betterinvesting.net)





# HAPPY ANNIVERSARY!

Congratulations to the following club on a job well done!  
The Anniversary Club Is:

**The Surfers Club**

**45 Years**



# A VISIT WITH THE SURFERS INVESTMENT CLUB

## Surfers Investment Club Celebrates 45 Years and Counting

This group of lovely ladies has been actively investing since 1979. Many of the 35 former members have passed on and the club currently has 14 active club members that meet once a month. “Surfers” encourages all those who are interested in learning and sharing information about stocks and investing, to contact them to attend a club meeting. It is social, educational and fun!

Each month, members pay dues, talk stocks, give reports and discuss current events. Every individual in the club is assigned a stock from their club portfolio to report status. Additionally, members educate other members by selecting articles from the Better Investing magazine, or they choose from other sources. Learning is key! To top off the fun educational environment of the club, they have a special project each year. Each member is given



\$20,000.00 “play money” to invest in 1 to 3 stocks of their choice. The winner of the competition receives a complimentary dinner at the club’s annual Christmas party held at a local restaurant. That is the point of it all – to educate and have fun while doing it. Excellent work ladies! And excellent portfolio balance.



The May meeting each year is a special occasion to share a salad supper and conduct the Installation of new Officers for the following year.

Surfers Investment Club would love to have new members! They encourage visitors to get familiar with the club process and environment. Don’t be thinking it is only for older adults. This is a great way to get a head start on securing a more financially stable future. It is great learning and great fun, to which the 45 anniversary celebration attests.



# How to Overcome 3 Unconscious Biases That Can Keep Your Financial Goals Out of Reach



By Christi Powell CFP, RICP  
Associate Director  
Oklahoma Chapter

In a perfect world, every money decision we make would be totally rational.

We'd consider all of the facts. Then, we'd balance them with the risks to make the most logical choice available.<sup>1</sup>

That sounds simple.

Yet it doesn't happen as much as it should in the real world.<sup>1, 2</sup>

That's because many of us aren't relying on logic and the facts to make financial decisions—and we probably don't even realize it.<sup>2</sup>

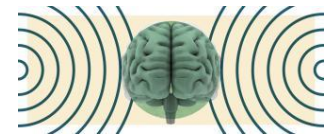
Instead, we could be letting some tricky biases get in our way.<sup>2</sup>

When that happens, we tend to depend on impulse, emotion, and flawed reasoning—not the facts.

And that can make it incredibly challenging for even the smartest folks in the room to make sensible financial choices.<sup>2</sup>

So, what does it *really* take to make better decisions with our money?

It takes a little knowledge of the mental biases that can trip us up with finance.<sup>2</sup>



## 3 Hidden Biases Behind Poor Investing Moves

Any of us can experience one or more of these unconscious biases at some point in life. Learning how to quickly recognize them, can help us stay open to new information, guiding us to make well-informed decisions and find better financial opportunities.

### 1. The Halo Effect

With the Halo Effect, we under-or-over value some options, based on arbitrary factors that we find attractive. Simply put, we see a “halo” around certain options just because of how those options are presented and not based on any facts or actual due diligence.<sup>1</sup>

**Investing Example:** You have the opportunity to invest in Company A or Company B. Company A is run by an Ivy League graduate who wears a suit during the investment pitch. Company B is operated by a non-Ivy-Leaguer who doesn't wear the suit when you meet him. So, you invest in Company A because it seems like a better investment, based on the “look” of it and not based on any facts about potential risks or payoffs.<sup>1</sup>

**Sign:** *“They look more professional, so they're probably more successful.”*

The halo effect can be *really* strong around certain brands. If you're wooed into an investment because of brand popularity, take that as a red flag of the halo effect—and make sure you're not skipping the due diligence before making an investment decision.<sup>1</sup>

## 2. Fast Thinking

Under the influence of Fast Thinking, we're primed to act NOW, without any checkpoints and as a reaction to taking in a lot of info pretty quickly. With that, our thinking speeds up and tends to cut corners, racing with thoughts of riches and making us feel like we have to make a choice—and sometimes a big one—ASAP.<sup>1</sup>

**Investing Example:** You're in a high-pressure seminar with a fast-talking pitchman who's highlighting a "golden" opportunity, and you have to act quickly to get in on it. Fast thinking can also take hold when you're researching investment options in internet rabbit holes, flooded with info and few filters.<sup>1</sup>

**Sign:** *"There's not a lot of time left, so I better jump into this "great" investment in a BIG way right now!"*

That need to rush is some classic Fast Thinking at play, and it's not usually behind the best financial choices. Instead, it tends to mislead folks into making big moves quickly, before they've considered all or any downsides.<sup>1</sup>

## 3. Future v. Present Self

When we're experiencing the Future v. Present Self bias, we think of ourselves as two different people, and we value our present self more. In other words, we tend to view our "future self" as someone else, and we don't recognize that our "other" self doesn't need the same things our "present self" does.<sup>1</sup>

So, we tend to make financial decisions that benefit our present self more than our future self, leaving us not as prepared as we'd like to be when the future ultimately becomes the present.<sup>1</sup>

**Investing Example:** You allot 2% of each paycheck, instead of 5%, to your retirement savings because you want more spending money day to day.<sup>1</sup>

**Sign:** *"Who knows if I'll live to be 90 or 95?! I'm here now, I'm going to treat myself now!"* Trading off the future to "live better" now is a telltale sign of the Future v. Present Self bias. It makes us want the sure thing now, and it can mean we end up stealing from our future self simply because we don't "know" them or take time to really consider ourselves in the future.<sup>1</sup>

## How to Stop Making Bias-Driven Choices in Finance & Experience Better Results

These aren't the only hidden biases that we can encounter in our financial lives. Unfortunately, there are many more, and they can subtly taint our perspective and reasoning abilities.<sup>2</sup>

That's more likely to happen when we're facing all-new decisions or the future seems particularly scary. We're also susceptible to biases when we just don't know a lot about the choices we have to make.<sup>2</sup>

The good news is that we don't have to navigate all of this alone and it's never too late to learn more and make better money choices tomorrow. Whether you're facing high-stakes financial decisions or you simply want to make better choices to stay on track for big-picture goals, touching base with a financial professional can help, *especially* when you're routinely checking in. That's how the sharpest investors typically fine-tune their outlook and choices for better results.

Sources:

1. [https://www.finrafoundation.org/sites/finrafoundation/files/Overcoming-Biases-to-Promote-Wise-Investing\\_0\\_0\\_0\\_0\\_0.pdf](https://www.finrafoundation.org/sites/finrafoundation/files/Overcoming-Biases-to-Promote-Wise-Investing_0_0_0_0_0.pdf)
2. <https://www.cfainstitute.org/en/membership/professional-development/refresher-readings/behavioral-biases-individuals>

## Important Notice to our Readers:

**BetterInvesting is a non-profit educational organization that sponsors programs and provides information through their local volunteer chapters for the education and use of individual investors and investment club members. BetterInvesting neither recommends nor endorses specific securities. Everyone is encouraged to do your own stock selection research.**

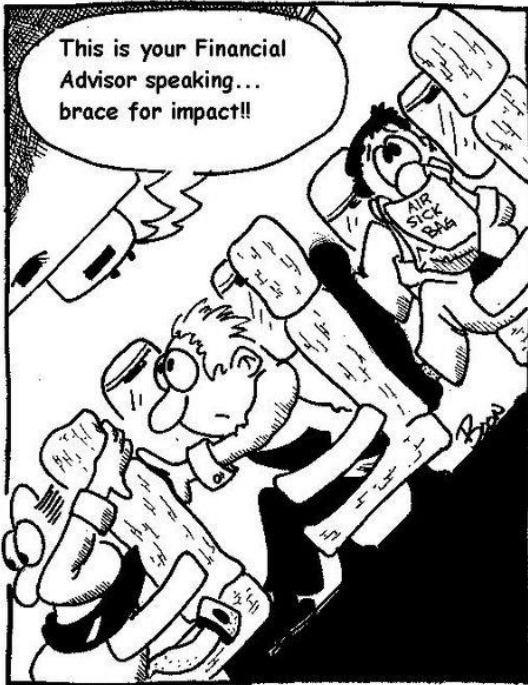


## What is Going On: *In the Oklahoma Chapter?*

2024 - OC EVENTS SCHEDULE		
September	2	<b>LABOR DAY</b> 
	2	Register @ <a href="#">Space Coast Model Stock Investment Club Meeting</a> North Florida Chapter, meets 1st Monday @7:30 PM ET
	3	To Join Joe's Stock Study Group @ 6PM Click <a href="#">Here</a> Contact Joe: <a href="mailto:Joeinvest2011@yahoo.com">Joeinvest2011@yahoo.com</a> 1 <sup>ST</sup> Tuesday of the month
	10	Register @ <a href="#">Lone Star Online Investment Club</a> North Texas Chapter, meets on 2nd Tuesday @7:00 PM CT
	14	Register @ <a href="#">West Texas Model Investment Club</a> : West Texas Chapter, meets on 2nd Saturday, @ 12:00 PM CT
	24	<a href="#">Oklahoma Chapter 2024 Board Meeting</a> Time 7:30 PM On-line For Information Contact: <a href="mailto:contact@Oklahoma.betterinvesting.net">contact@Oklahoma.betterinvesting.net</a>
October	1	To Join Joe's Stock Study Group @ 6PM Click <a href="#">Here</a> Contact Joe: <a href="mailto:Joeinvest2011@yahoo.com">Joeinvest2011@yahoo.com</a> 1 <sup>ST</sup> Tuesday of the month
	7	Register @ <a href="#">Space Coast Model Stock Investment Club Meeting</a> North Florida Chapter, meets 1st Monday @7:30 PM ET
	8	Register @ <a href="#">Lone Star Online Investment Club</a> North Texas Chapter, meets on 2nd Tuesday @7:00 PM CT
	12	Register @ <a href="#">West Texas Model Investment Club</a> : West Texas Chapter, meets on 2nd Saturday, @ 12:00 PM CT
	22	<a href="#">Oklahoma Chapter 2024 Board Meeting In Person @ Bell Isle Library</a> Time 6:30 PM For Information Contact: <a href="mailto:contact@Oklahoma.betterinvesting.net">contact@Oklahoma.betterinvesting.net</a>
November	4	Register @ <a href="#">Space Coast Model Stock Investment Club Meeting</a> North Florida Chapter, meets 1st Monday @7:30 PM ET
	5	To Join Joe's Stock Study Group @ 6PM Click <a href="#">Here</a> Contact Joe: <a href="mailto:Joeinvest2011@yahoo.com">Joeinvest2011@yahoo.com</a> 1 <sup>ST</sup> Tuesday of the month
	9	Register @ <a href="#">West Texas Model Investment Club</a> : West Texas Chapter, meets on 2nd Saturday, @ 12:00 PM CT
	11	<b>Veterans Day</b>
	12	Register @ <a href="#">Lone Star Online Investment Club</a> North Texas Chapter, meets on 2nd Tuesday @7:00 PM CT
	26	<a href="#">Oklahoma Chapter 2024 Board Meeting</a> Time 7:30 PM On-line For Information Contact: <a href="mailto:contact@Oklahoma.betterinvesting.net">contact@Oklahoma.betterinvesting.net</a>
	28	<b>Thanksgiving Day</b>



# Just For Giggles



And A

Few

More



Giggles





I know the last thing you ever want to cause is financial stress for your loved ones. With that in mind, I am going to ask you to take a deep breath and listen to me with an open mind and heart. The topic may not be easy for some of you to contemplate, but I hope you will see the tremendous help and security you can provide for your loved ones if you tackle this challenge right now.

The topic is the cost of paying for your funeral. It is not a small sum. The national average cost in 2021 (the latest data available) for a burial including a full service is more than \$8,500. Cremations cost about \$7,500 on average.

I think we can agree that's a lot of money. Moreover, there are so many decisions to be made about different services for burial and cremation it can impose emotional stress on top of financial stress for your loved ones, at a time when they will already be consumed with grief.

Again, that's the last thing you want to have any part in, right? So let's talk about tangible decisions and moves you can make right now to ensure you have done everything possible to reduce the financial burden your passing may cause. Follow through on this advice and you will have added such an incredibly loving coda to your legacy.

### **Decide what matters to you.**

It is going to be so helpful for your loved ones to know your wishes. Do you want a full funeral service, or do you prefer a graveside burial service? Cremation? Even if you don't care, make that clear. Otherwise, you leave it to everyone to guess, and that can lead to arguments, which is never your goal, and certainly not at such a sad time.

### **Communicate your wishes.**

Put it in writing. And I encourage you to also discuss it with your loved ones.

### **For burials, be explicit about what you want.**

An analysis of funeral costs by [Self](#), found that the cost of a casket is the single largest expense. That report noted that official government cost data found that the price of a casket appreciated at more than double the rate of general inflation between 1986-2017. The average cost is around \$2,500. The thing is, that average includes a wide range from simple (much cheaper) to ornate (much more expensive.)



The choice of what type of casket you want is yours to make. But what I hope you won't do is not make the choice yourself. Because if you leave it to your loved ones, it can become a hard decision to make at a hard time. They may feel compelled or pressured to purchase a more expensive casket, and that may become a financial burden for them. If you want a more ornate casket, I hope you will provide the funds for it. Which brings me to my last point.

### **Cover the costs, if possible.**

Given the rising cost of funerals and cremations, you might want to consider prepaying for these services today. Another option is to make sure there is always enough money in your checking account to cover the expenses, and that at least one other family member is a joint owner of that account, so they have easy access to the money.

Please don't think that just because people will inherit money from you, that they will have the cash at hand to cover your last wishes. Funeral costs have to be paid in the first few days after someone dies, and inheritances can take weeks to process, even if you have everything set up perfectly. (Ahem, if you're wondering what "set up perfectly" means, I encourage you to check out the [Must Have Documents](#) online program to help you create the same documents I use.) The last thing any of us want is for your funeral costs to end up on a loved one's credit card bill that can't be paid off. That you are still reading this tells me you are a strong and caring person. This topic may not be the easiest to think through. But acting on it now is such a powerful act of love.



**We are so happy all the members of the Mid-Del Investment Club attended EduFest 2024. Not only did they learn things they had a fun, fulfilling day of education and networking.**

## **The Old Woman and The Teller**

An older woman walks up to the bank teller. . .

The old lady handed her bank card to a bank teller and said, "I would like to withdraw \$10.

The teller told her, "For withdrawals less than \$100 please use the ATM."

The old lady wanted to know why ...

The teller returned her bank card and irritably told her, "These are the rules. Please leave if there is no other matter. There is a line of customers behind you."

The old lady remained silent for a few seconds, then handed the card back to the teller and said, "Please help me withdraw all the money I have."

The teller was astonished when she checked the account balance. She nodded her head, leaned down and respectfully told her, you have \$300,000 in your account and the bank doesn't have that much cash currently. Could you make an appointment and come again tomorrow?

The old lady then asked how much she could withdraw immediately.



The teller told her any amount up to \$3000

"Well, please let me have \$3000 now", she The teller then handed it very friendly and respectfully to her.

The old lady put \$10 in her purse and asked the teller to deposit \$2990 back into her account.

the moral of this tale .....

Don't be difficult with old people, they spent a lifetime learning the skills 😊😊😊😊

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**This Is All We Have For Now.  
We'll Have More In Our  
Winter Issue.  
See Ya Then!**

