

AAll Reno-Sparks Investor Education Group Meeting

Date and Time: Thursday, September 12, 2013, 7 to 9 p.m.

Location: Arrow Creek Residents Center, 2900 Arrowcreek Pkwy, Reno 89511.

Directions: Exit I-580 at Damonte Ranch and go west across Virginia St. Bear left onto Arrowcreek Pkwy and continue west about four miles to the entry gate of the Arrowcreek Community. Tell the guard you are attending the AAll meeting at the Residents Center. Proceed straight 1/2 mile to the first stop sign. Turn right (*downhill*) into the parking lot for the Residents Center. It's a 10 minute drive from I-580 to the Center building. [NOTE: If you arrive at the Arrowcreek *Country Club* by mistake, just go directly back across Arrowcreek Parkway to the *Residents Center*.]

Presentation Title and Synopsis:

A Primer on Stock Analysis

Very often people buy common stocks because they've heard or read a recommendation. They buy a pig in a poke on a whim. Maybe they've gotten enthusiastic about a product the company makes. Perhaps their broker calls and says "XYZ Company is the new Google" or "this IPO is the next Lululemon." It's fine to receive third party suggestions for investing... but what steps should you take to determine whether the investment idea is worthwhile before you take a plunge?

You'd need answers to questions like... How sound is the company's financial position? What are the prospects for making a profit? What's a sensible price to pay for this stock? Which data can signal the stock or its issuing company may be facing trouble? Who's running and directing the company?

This month we'll consider the basics for analyzing a common stock. Your investigation will involve getting to know the company but also becoming familiar with its industry and the nature of the risks to success. Some analysis can be done with numbers. Some analysis is qualitative [remember Buffett's admonition that he only invests when he trusts and likes the management team].

We'll review some market and financial terminology along the way. This will allow beginners to follow the concepts and remind experienced investors about some facts they once knew. The math we need is basically arithmetic; the challenge is to see which numbers are relevant and which superfluous.

Our short tutorial won't make you an expert but it will give you a way to start a stock evaluation the next time a purchase idea hits you. We'll also point you toward several clearly written books on stock analysis so you can continue your education.

Speaker / Discussion Leader: Alan J. Liebman

Alan Liebman has been helping investors for three decades. He earned a bachelor's degree from Columbia University in physics and a doctorate from Yale in applied physics. Liebman worked in corporate R&D at Xerox Corporation and AT&T for 15 years.

In 1984, Liebman founded American Superior Company in suburban Chicago, a fee-only investment advisory firm. During 29 years of practice, Alan has published a stock market advisory letter, managed stock and bond assets of \$50 million, led monthly meetings of AAll-Chicago groups, served as Vice President of the AAll-Chicago Board, and lectured across the country on investment topics.

In 2011, Liebman moved American Superior Company to Reno, Nevada where he continues to serve high-net-worth clients in six states and to help all investors make more informed choices.

Cost: Free

RSVP: To use the Residents Center facility, we must provide a list of attendees to the Arrowcreek Security Office prior to the meeting. Please e-mail your name to RenoAAll@AmericanSuperior.ORG.

NEXT Meeting Date: Thursday, October 3, 2013

7 PM

Arrowcreek Residents Center