

TOM CROOKER INVESTMENT FORUM AGENDA FOR WEDNESDAY, OCTOBER 3, 11:45 AM

The Forum will meet at 11:45 AM through November 14 (one week past the end of the Fall term)

The Week that Was. A down week (DOW down 1.0%; S&P down 1.3%; and NASDAQ down 2%) to end a good third quarter (S&P up 5.7%) and good YTD performances. Anybody acting on the time-worn predictions ("sell in May," Septembers in elections years are terrible) is regretting it. The third quarter promises to be a white knuckle experience!

Anybody thinking about buying Apple (AAPL) since it has taken a dip the past few weeks?

Going with the Trends. Gloria Loew will discuss looking at trends, not just moving averages but others, as an alternative to trying to predict price movements.

Oil Industry Strategies. Tom will look at Devon Energy (DVN) and also recent articles on changes in oil industry strategies, and how it may impact investors in Big Oil and related sectors.

Searching for Yield: Use of Leverage. Using leverage is usually considered high-risk, and "don't try this at home." However, leverage can come from several sources that serve different investment purposes. The strategy that uses leverage to boost the yields has become less risky, with the ZIRP (zero interest rate policy) of the Fed, that will stay in place for several more years. Over several weeks or months, I will discuss sources of leverage, within funds but also from other sources. It will be in bite size pieces.

Fund Price War! Charles Schwab lowered the expenses on a number of its ETFs to as low as 0.04%. That is 4/100ths of 1% annual expenses, or \$4 per year on a \$10,000 investment. You can bet that other fund managers will lower their expenses. Fund expenses, especially ETFs, have been dropping for years. That along with the price war on brokerage fees about three years ago, is good news for individual investors.

Kraft (KFT.) All you Kraft owners will find an analysis of Kraft's upcoming spin off (to become New Kraft (KRFT) and Mondelez International (MKLZ) in this week's Barron's.

Bill Stapp. The Friday OLLI newsletter noted the passing of Bill Stapp on 9/7, age 67, from "complications from elective surgery." Bill joined OLLI in August 2011 and had been a regular member of the Forum since then.

Buys and Sells.

Member buys and sells was not gathered last week. We will start that again this week.

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