



The StockCentral Street Team presents...

# Investor Education Workshop

## Saturday, May 9, 2009

## Smarter Stock Investing in These Times

with **Doug Gerlach**,  
*President, ICLUBcentral Inc. & Founder, StockCentral*



Doug Gerlach is the author of several financial books, including **The Complete Idiot's Guide to Online Investing**, **The Armchair Millionaire**, **Investment Clubs for Dummies**, and the **BetterInvesting Guide to Computerized Investing & the Internet**. As President of ICLUBcentral Inc.—the leading provider of tools for investment clubs and fundamental stock analysis—Doug has spearheaded the new online community website and stock analysis data service at **StockCentral.com**. In addition, he is the editor-in-chief of ICLUBcentral's *Investor Advisory Service*, a newsletter for the long-term investor. A frequent and popular speaker at investor events and conferences, Doug is praised for his ability to make often-complex topics understandable to even beginning investors.

***Just as every dark cloud has a silver lining, bear markets can offer compelling opportunities. Smart investors use these markets to expand their knowledge and work to improve their portfolios. Join us!***

### The Day's Schedule

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|---------------------|---|
| 8:00 a.m.           | <b>Registration Opens</b>   |
| 8:30 a.m.           | <b>Welcome &amp; Introduction</b>   |
| 8:45 – 10:00 a.m.   | <b>Secrets of Wall Street Analysts</b><br>How much can you trust Wall Street analysts? Get the inside scoop on what really happens at investment banks and brokerage firms when they say <i>buy, sell, or hold</i> . Also, learn the basics of how to build a model to fine-tune your own earnings projections just like analysts do.   |
| 10:00 – 10:15 a.m.  | <b>Break</b>  |
| 10:15 – 11:30 a.m.  | <b>A Structured Approach to Stock Analysis Using Toolkit 6</b><br>Since its release last year at InvestEd, the many innovative features of Toolkit 6 have been wowing individual investors. Learn how to use the program to analyze quality-oriented growth companies using a structured, time-tested methodology. <b>Event Special:</b> <i>If you see what you like, take home a copy of Toolkit 6 at a reduced price, only at this event!</i> |
| 11:30 a.m. – 1 p.m. | <b>Lunch Break/Tabletop Exhibits</b>  |
| 1:00 – 3:30 p.m.    | <b>Dealing with the Dogs of Your Portfolio</b><br>Every investor has a stock or two that doesn't live up to their expectations. Should you hold on to these under-performing companies and exercise patience as long-term, buy-and-hold investors are taught? Or should you take action sooner? Learn how to identify problem stocks before they become distressed and discover strategies for knowing when to sell -- and when not to sell.    |
| 3:30 p.m.           | <b>Grand Prize Drawing/Adjourn</b>  |

### Ayres Hotel Orange

3737 W. Chapman Avenue  
Orange, CA

[www.ayreshotels.com](http://www.ayreshotels.com)

(I-5 at Chapman Avenue/State  
College Exit)

### Class Schedule:

Check-in: 8:00 a.m.  
Classes: 8:30 a.m. – 3:30 p.m.  
Lunch on your own.

Free for StockCentral  
Members;  
\$15 for Non-Members

### How to Register:

It's easy! Just go to:  
[www.iclub.com/registerCA](http://www.iclub.com/registerCA)  
and follow the online directions,  
or call 1-877-33-CLUB.  
Seating is limited – register early  
to reserve your place!

### Website & Software Demonstrations!

### Door Prizes!

AAll and BetterInvesting  
members welcome!