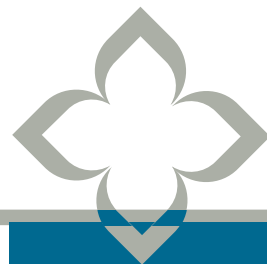


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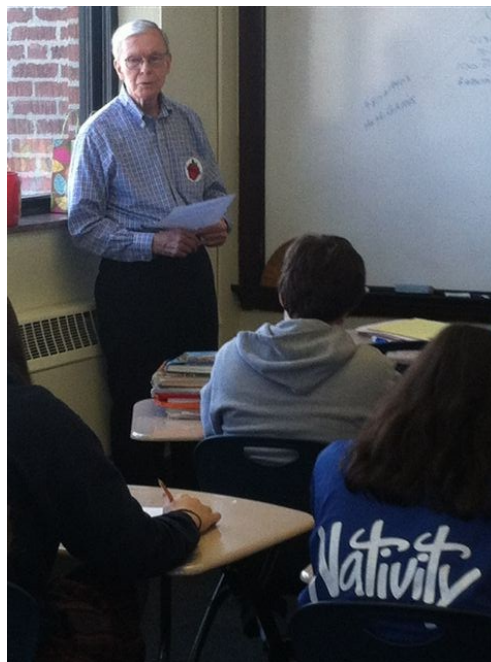
Stock Market Tips

Recently, eighth graders at Nativity School had the opportunity to learn about the stock market from a Deupree House resident. As a former broker and chartered financial analyst (CFA), Mr. Thomas Ottenjohn joined the class for a day to share some of his professional wisdom before the students embarked on a twelve week stock market project.

First and foremost, Mr. Ottenjohn stressed the importance of buy stocks for products that you are familiar with and companies that you know. He shared with students, "Keep your investments simple and high quality. If someone tells you 'you can't lose', grab your wallet and run the other direction. You can lose on anything." Mr. Ottenjohn went on to explain the history of the stock market from the early 1970's to present day.

Students also learned about one of the most famous, speculative bubbles of all time – the "Tulip Bulb Mania" in Holland in the 1600's. Mr. Ottenjohn explained that it all started with rare tulip bulbs rising in price, and buying spread to other tulip bulbs. However, there was no shortage of tulip bulbs, and individuals and banks began speculating. It ended with tulip bulb prices collapsing, and Holland was in a depression for 50 years.

The students were eager to learn some of Mr. Ottenjohn's suggestions for investors. These suggestions included the importance of diversify assets in categories, buying and holding high quality established companies that have consistent growth in revenue and buying stocks near highs when news is good and mar



kets are rising, and more. The class was able to gather a lot of helpful tips for their upcoming project.

At the end of the presentation, Mr. Ottenjohn provided the students with up-to-date prices, dividend yields, and earnings for several stocks to consider for their project. He also shared which stocks he would be interested in and how much he would invest in each if he was a part of Mrs. Gruenke's \$100,000 stock market project.

Students were excited to look up companies that they knew online, and asked Mr. Ottenjohn for his investment advice. Using Mrs. Gruenke's smart board, Mr. Ottenjohn looked up each company with the class online, and explained why he thought a particular investment would or would not be successful for their upcoming assignment. Students found this advice to be useful, and ended the session with Mr. Ottenjohn eager to take on their stock market project!

Are You Interested?

If you would like to be a part of the CLLE programs in the classroom, please contact Laura Lamb at llamb@erhinc.com or at 272.5555 ext. 6606.