

The Investment Club Playbook: From First Meeting to Financial Growth

Keith Felton

President, NC Triad Model Investment Club

Agenda/Outline

- My Financial Journey
- BetterInvesting (BI)
- Investment Clubs
- Launching Your Investment Club
- Existing Investment Clubs

Disclaimer

- The information in this presentation is for educational purposes only and is not intended to be a recommendation to purchase or sell any of the stocks, mutual funds, or other securities that may be referenced. The securities of companies referenced or featured in the seminar materials are for illustrative purposes only and are not to be considered endorsed or recommended for purchase or sale by BetterInvesting™ / National Association of Investors™ or NC Chapter of BetterInvesting. The views expressed are those of the instructors, presenters, commentators, guests and participants, as the case may be, and do not necessarily represent those of BetterInvesting™. Investors should conduct their own review and analysis of any company of interest before making an investment decision.
- Securities discussed may be held by the presenter(s) in their own personal portfolios. BetterInvesting presenters and volunteers are held to a strict code of conduct that precludes benefitting financially from educational presentations or public activities via any BetterInvesting programs, events and/or educational sessions in which they participate. Any violation is strictly prohibited and should be reported to the CEO of BetterInvesting or the Director of Chapter Relations.
- This presentation may contain images of websites and products or services not endorsed by BetterInvesting. The presenter is not endorsing or promoting the use of these websites, products or services.

My Story – Keith Felton

Hometown Elizabeth City



- Family's money story
- My money story as a kid

My Story

- N C State University – BS Mechanical Engineering
 - Elective course sparked interested
- US Air Force
- Launched investment club
- Researcher and Engineering Manager



Launch of Investment Club

W.E.T.A.M.

What does WETAM mean?

What is an Investment Club?



- Group of like minded people
- Pool small \$ to become \$
- Grow stock investing knowledge
- Build relationships

Benefits of Investment Clubs

- Supportive environment
- Earn while you learn
- Enhance business judgment
- New ideas for your personal portfolio
- Bonus – Relationships and friendships

BetterInvesting (BI)

- Non-Profit Community
 - 40 online communities
 - ~ 50 model investment clubs
 - 10,000s investors
- 500 volunteer educators

“Community for Investors & Investment Clubs”

National Association of Investors Corp (NAIC), legal name; BetterInvesting (BI)-- brand name



BetterInvesting – Sample of Resources

- Start up kit for investment clubs
- Guidelines to buy stocks
- Strategies to manage portfolio
- 90-Day Free trial subscription



BetterInvesting Principles

Regularly
invest

Re-invest
earnings

Invest in high
growing
stocks

Diversify your
portfolio

Six Pillars of BI Stocks

**Strong
Revenue
Growth**

**Strong
Earnings
Growth**

**Pre-Tax
Profit
Growth**

**Pre-Tax
Profit
Margin**

**Return
on Equity**

**Low Debt
to Capital**

Fundamentals

Management

- Fundamentals: high single digit to mid-double digit CAGR
- Management: equal or better than industry average rates

BetterInvesting of NC Annual Meeting

September 12, 2026

High Point Library

10 am - 1 pm EST

Presenter:

**Cy Lynch, Vice-Chair,
Board of Directors, Better
Investing**



Workshops:

- 1. Centering Your Stock Portfolio
Management**
- 2. Improving Confidence in Your
Judgments**

Eventbrite link: https://www.eventbrite.com/e/annual-meeting-of-nc-chapter-of-better-investing-in-person-or-online-tickets-1994957203699?aff=oddtcreator&keep_tld=true

WWW.BETTERINVESTING.ORG

NC Triad Model Investment Club

Monthly Meetings

First Tuesdays of the Month

Start Time – 5:45 PM EST

Virtual Meeting

Email: Contact@northcarolina.betterinvesting.net

WWW.BETTERINVESTING.ORG

Sample Stock Investments for Investment Club, Personal Portfolio, and Model Club(s)

Investment Club = personal club Keith F started in the 1980s; Model Club = NC Triad Model Investment Club

Early Club Investment - PepsiCo



- Strong product sales; investments grew **160%** in 7 years

Early Club Investment – TCBY



- High growth stock, but bought too late
- Key Learning – low same store sales growth

Later Club Investment – FISV



- Sold FISV for 10 times original investment

Personal Portfolio Investments

Personal Opportunity Taken - MSFT

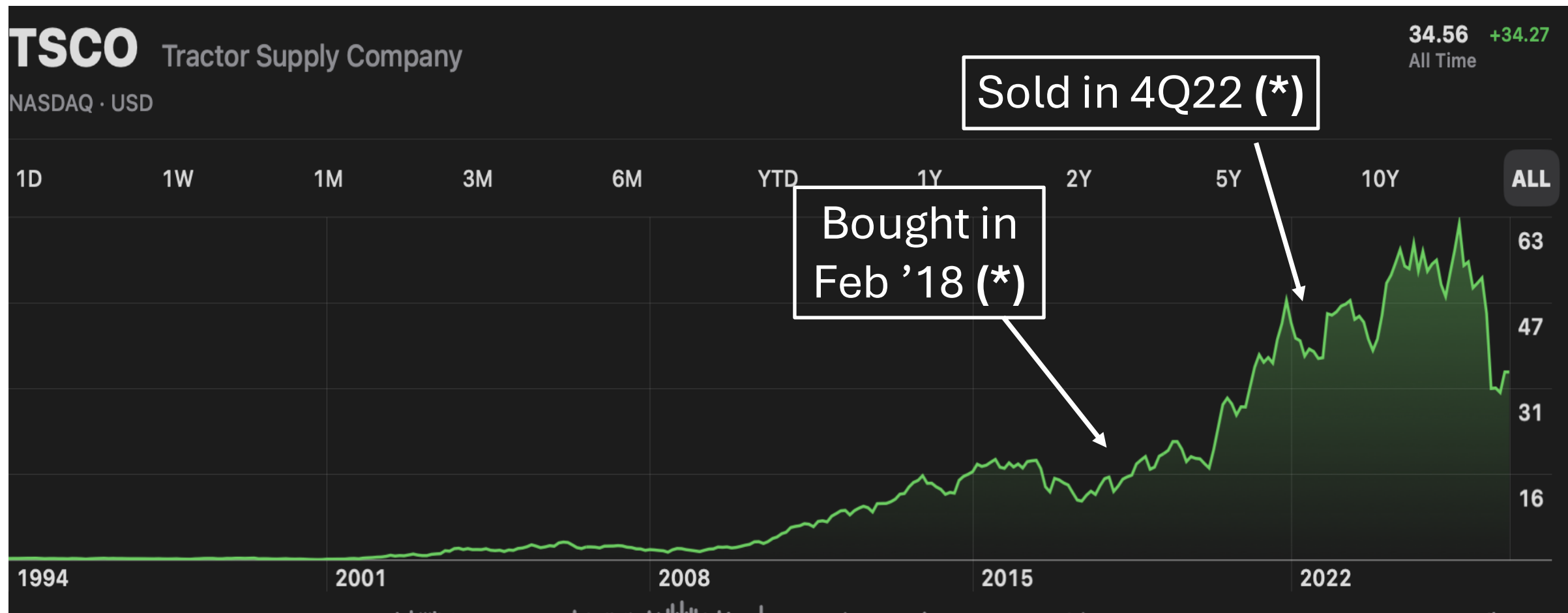


- +20% CAGR over 15 years

Personal = Keith's personal stock portfolio

MSFT still in portfolio as of August 2026

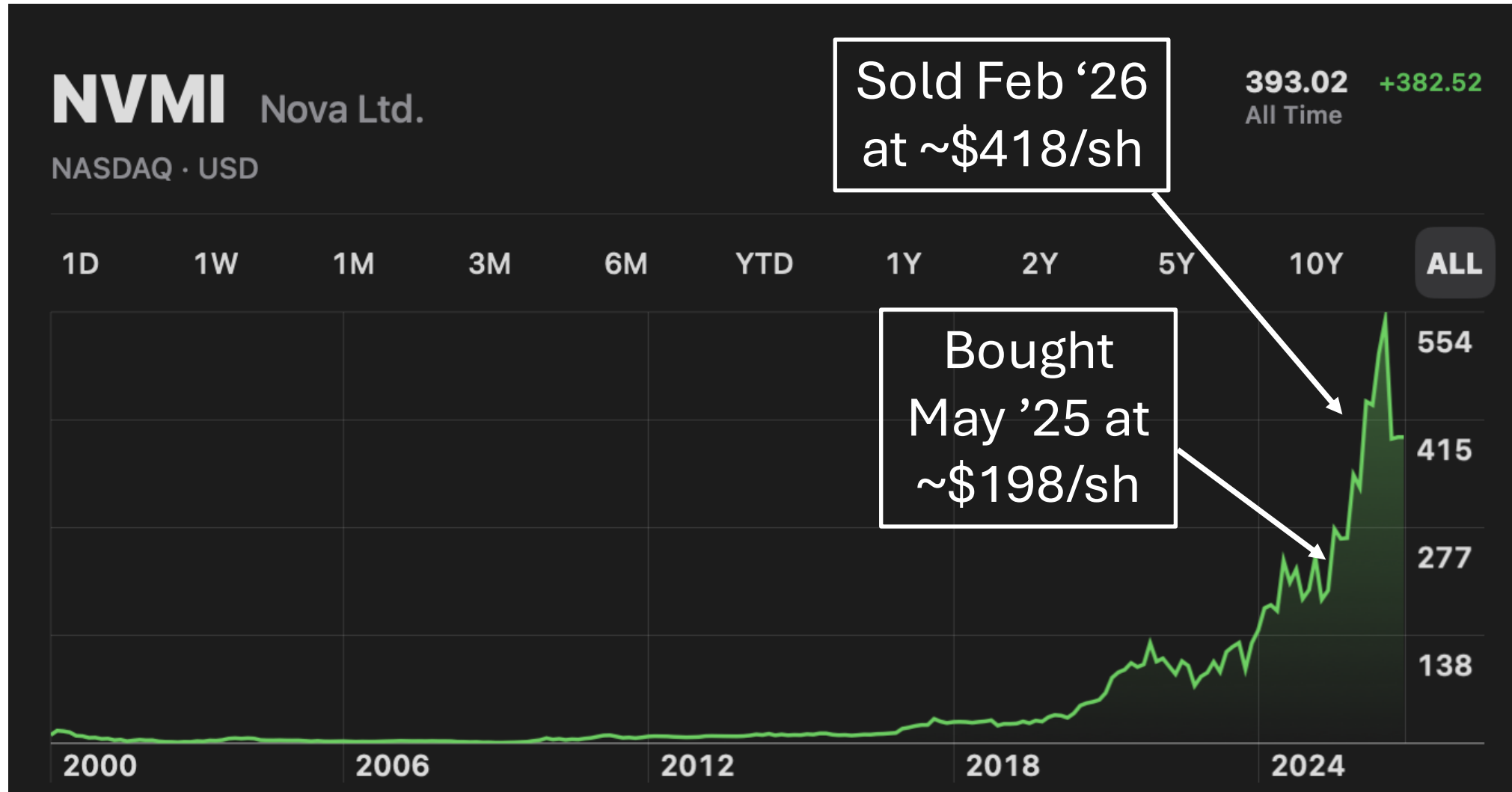
Personal Opportunity Taken – TSCO



- 30% CAGR over 4 years

(*) Correction – Bought in Jul '17 at \$20/share, Sold in 2Q23 at ~\$46.47/share; adjusted for stock splits

Idea from Model Club → Personal Portfolio



- +100% growth in 9 months

sh = share(s)

Model Club Investments

Model Club – Profit Loss



- Impacting by housing market slow down

Model Club – Exceptional Performance



- Growth is up almost 280% in 7 years

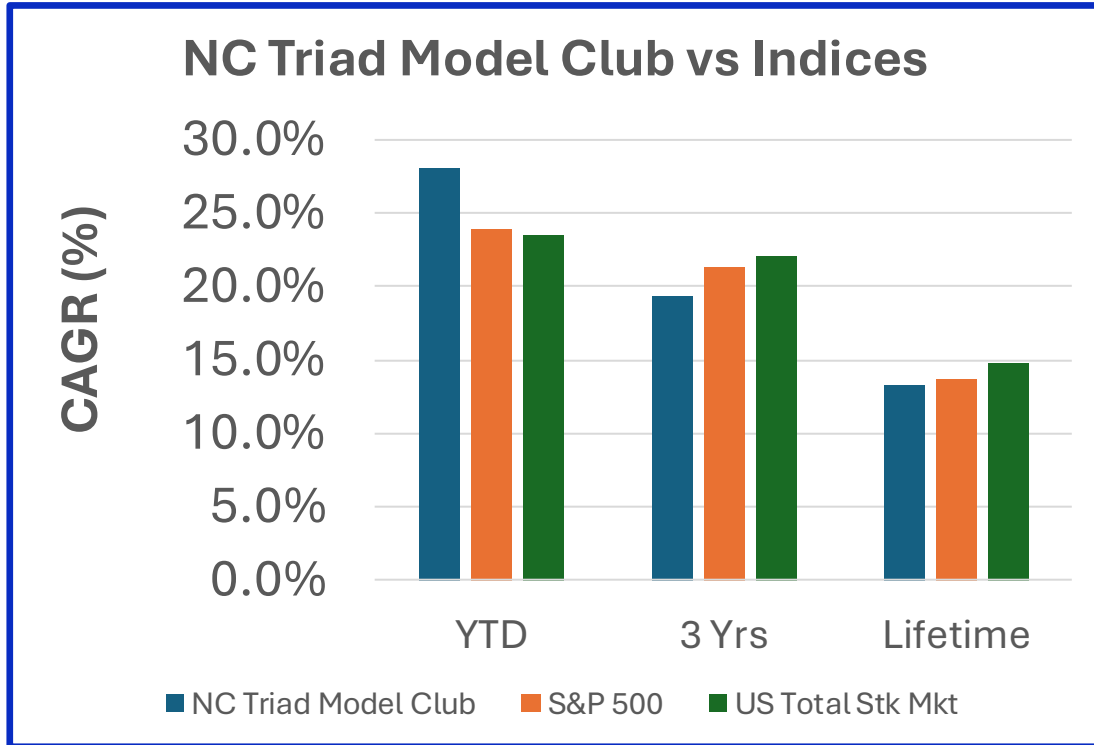
Model Club – Exceptional Performance



- Growth is up almost 1200% in ~10 years (*)

(*) Correction: up ~1100% in ~10 years

Are Investment Clubs Worth It?



CAGR = Compounded annual growth rate

- Outperforming indices YTD
- Slightly below indices for 3 years & Lifetime
- Held too much cash in under performing years

Investment Clubs are definitely worth the time and investment

Lifetime of NC Triad Model Investment Club = ~ 13 years as of August 2026 ; CAGR = compounded annual growth rate; YTD = year to date

Launching an Investment Club

Hurdles to Starting Investment Clubs



Unsure where
to start



Finding
members



Fear of failure



Time
commitment



Lack of
knowledge

Roadmap to First Meeting

1st Org. Mtg

- Recruiting
 - Set Purpose
 - Test Commitment
 - Officer Election
 - Initial documents
-
- Invite BI mentor
 - Leader is key; meet every 2 weeks

2nd Org. Mtg

3rd Org. Mtg

- Signed PA
- Endorsed Bylaws
- Monthly mtg agenda
- 1st Mtg Date & Regular Mtg
- State & Fed Reg.

Key Terms of PA

Purpose

**Gov. &
Voting**

**Contribution
&
Valuation**

**Entrances,
Exits &
Dissolution**

- Partnership Agreement (PA) is legal structure for club
- Contract between club members

Key Terms of Bylaws

**Meeting
Frequency**

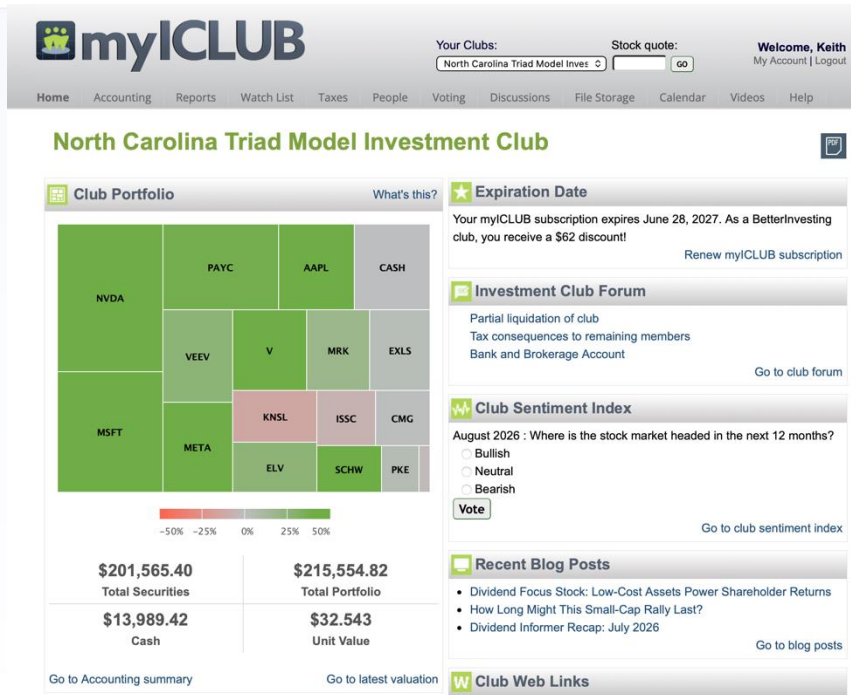
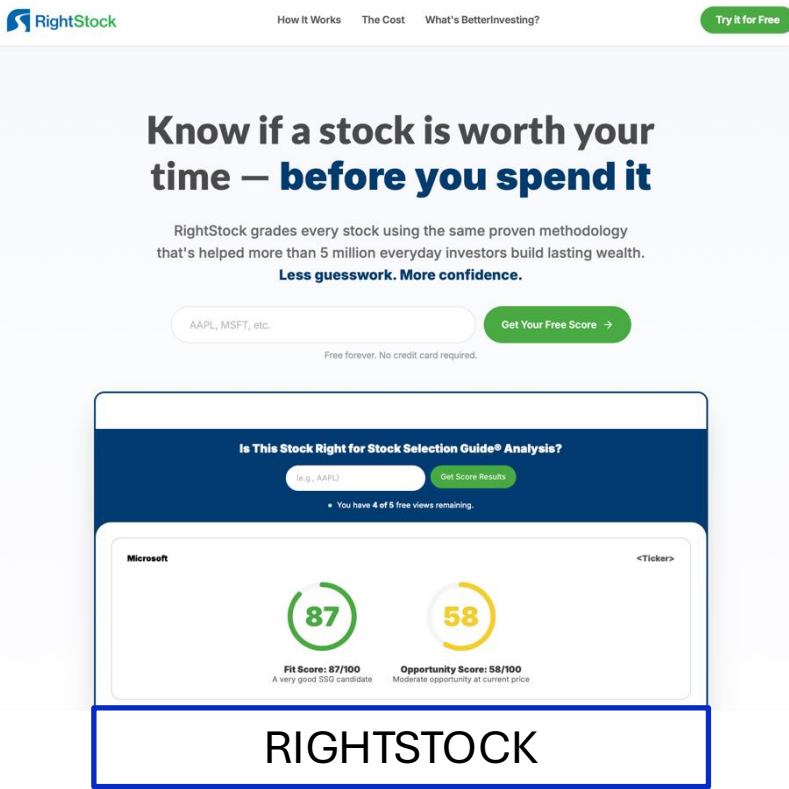
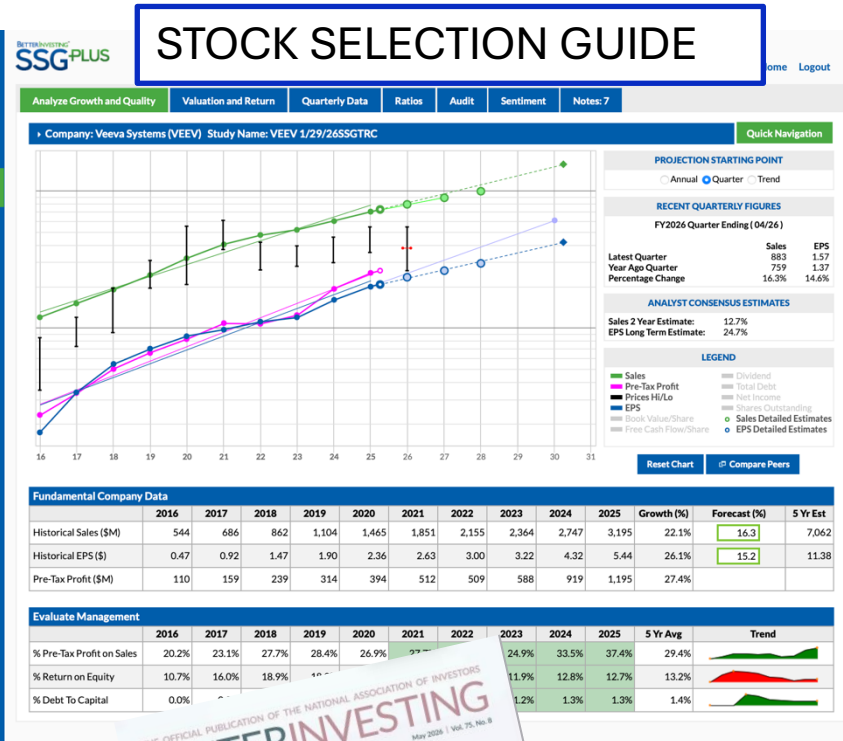
**Leadership
Positions**

**Investment
Policy
Guidelines**

**Membership
Requirements**

- Bylaws – how the club operates

BI Tools – Launch & Run a Club



Boost Existing Investment Clubs

- Structured agenda, but allow flexibility
- Participation by all members
- Remain consistent to purpose
- Periodic review of investment policy statement
- Conduct periodic stock challenges
- Consider including speculative or momentum stocks (*<10% of portfolio*)

Remember This!

- Can start small and build wealth
- Investment Clubs offer many benefits
- Personal and club learning
- Don't be afraid of mistakes
- Better Investing is an amazing resource
- You can launch an investment club

Back Up Slides

NC Triad Model Club – Recent Stock Purchases

- BLOOM ENERGY (BE)
- PARK AEROSYSTEMS (PKE) (*)
- INNOVATIVE AEROSPACE (ISSC) (*)
- VEEVA SYSTEMS (VEEV)

(*) Correction: Park Aerospace = PKE; Innovative Aerosystems Inc. = ISSC