

Reaching for the Stars for Self-Growth with Women and Investments

Linda Schmidt - Zeta Epsilon #2344 - Overland Park - 1987

Diane Olson came to speak to us about investments for women on Tuesday, November 11, 1987. Diane is an investment broker for Edward D. Jones Co. She has raised a family and always felt she could not do anything as complicated as investments. After her children *were* grown she decided to return to college to fill a void. She was not a business or finance major, but took a few business courses and was fascinated with them. After graduation, she was approached by someone who told her she should become an investment broker. After thinking about it she decided to try it. With much studying, and learning all she could, she joined Edward D. Jones Company and has become very successful during the last six years.

Women are better at investing than most men. We are more careful before we decide to “take the leap” at buying stock. We study, think, and figure out our next move before we make our choice. Men do not always do that. It could almost be called women’s intuition. If you have a certain stock that you are interested in, you will probably be making a correct choice if you have researched it and feel it is the one to invest in.

Out of 100 people, 98 rely on friends, relatives, or social security after retirement. Americans are not savers. Everyone should save and invest a portion of their money each paycheck, even if it is only \$5.00 a week or a month. This is a start, and you should save this amount until you have enough to invest. Diane believes you should start with a good financial foundation, and build from there.

Do not invest entirely in stocks. The easiest thing to start with is mutual funds — government funds, bond funds, stock funds, etc. To buy stocks or mutual funds, you simply need to open up an account with a brokerage firm. They require name, address, phone number, date of birth, social security number, and a bank reference. Most mutual funds can be purchased with a minimum of \$250.00, and you can add \$50.00 or more a month, or year, whatever you may choose. Stocks can be purchased in any amount you choose, from one share to any number. There is a \$35.00 fee on a stock purchase. There is a price on stocks to buy and a price to sell

There is also an upfront fee on mutual funds. The fee is usually recouped within the first six months, and everything after that is profit for you.

Diane advised us to start studying different company’s portfolio now for future investments. The next two to three years will be a good market for stocks. You want to buy when the stocks are at a low price — not a high one. If you study you

will be prepared to buy when the price is lower. Follow your instinct. One at the tips she gave us is to buy into water conservation and clean water. Diane predicts this will be a great investment move in the next live five to ten years.