

“Investments that do not meet today’s objectives should be changed”

Mark Generales and **Mark McCaw** set out to give us some information that we could use in our own investing.



Generales pointed out there are only two basic ways to invest your money:

Own something or **Loan** it to someone.

He emphasized that one nice thing about the stock market is you can always get

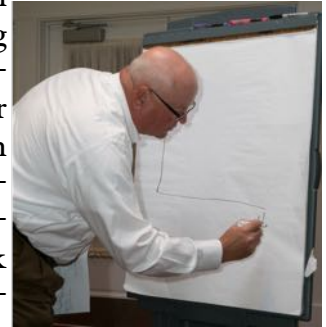
out. Other “Own something” investments may be difficult to liquidate when you need to. However, the stock market Specialist is required to maintain the market in his stocks so you can always sell.

One problem investors face is making changes in investments as conditions change. The principal reasons for not changing are not paying attention; sentiment; false hopes; and/or lack of knowledge.

He says, “There are plenty of opportunities in the market today depending on the risks you are willing to take...in my career, since 1978, every market decline has been followed by an increase. I’ve been hearing ‘yeah, but things are different now’. I’ve been hearing this for 38 years and yet every-time ‘they are different’ the results turn out **very much the same.**”

Mark McCaw went to the easel to give us some advice about the practical limits of “diversification” and refresher course in Statistics 1/2.

It is pretty well known that owning one stock has a significantly higher risk of loss than holding 10-20 different stocks. Statistically, the risk continues to become less up to



about 27 different stocks. Holding more than 27 does not reduce risk further. He says “80% of mutual funds do not outperform their index before fees”. Given that, then the disadvantage of mutual funds is they almost always underperform and their trading activities may create undesirable tax consequences.

Mark then went back to the easel to demonstrate some applicable statistics. Over the long term the S&P average has returned about 8%. The standard deviation of returns is 12%. Statistically, this says that 2/3’s of the time the returns have been between -4% and +20%, and 96% of the time between -16% and +32%. This analysis can be applied to different classes of ones investments to quantify the potential risk.

President **Tom Briers** presided. Week 35. **Dave Shellenbarger** presented the invocation; **Geoge Cohan** led the Pledge of Allegiance; and **Vince Modarelli** recited the Four Way Test flawlessly. **Ron Anderson** led the singing of *Michael Row the Boat Ashore*.

Tom welcomed **Kenny King** and **Dick Fredrickson** both of whom are recovering from recent surgeries. Tom reported that **Gary Price** was in NCH following some heart issues.



Chris Riesen presented **Carrie Reynolds** with her Blue Badge signifying completion of the club's indoctrination tasks.

Last week's "membership drive" meeting was apparently

successful. There have been two applications, another promised and four other prospects.

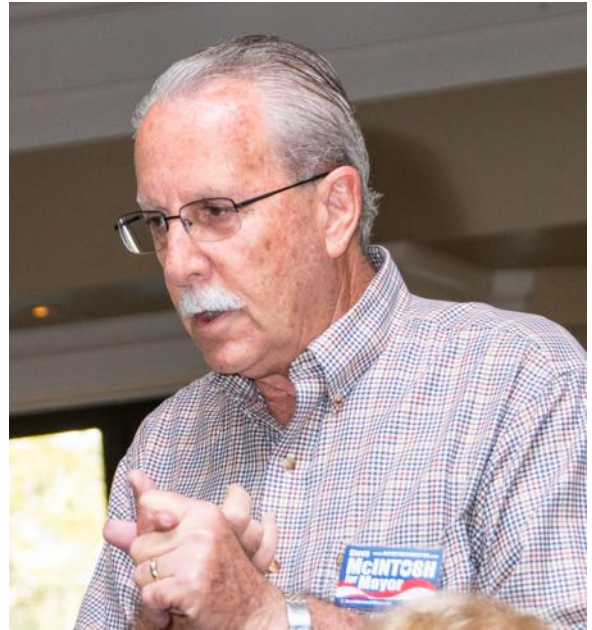


Bob Lombardo came forward to urge signups for the upcoming Nautical Flea Market, March 18, 19, 20. This is a joint venture

with the Friends of Lover's Key. We are splitting the expenses and profits from the event. Please signup to help. Shifts are mornings, 8:30 to noon, and noon to

5:30pm. Bob guarantees this will be easier than unloading Noble firs.

The annual **Installation Banquet** will be April 23rd at Bonita Bay. Save the date. Details will be forthcoming.



George Cohan renewed his "retirement from the Reverse Raffle" vows, but said he would do one more year after a personal appeal by President Tom. This year's event will be Saturday, April 30th. Each member is responsible for selling at least three tickets. This is a great value; a \$100 ticket gets **sit down dinner, open bar, and dancing for two, AND a chance to win \$15,000.** Let's all get behind this event and send George happily off in the sunset.

George praised the Rotary Regulars who work hard and get behind the club's activities. **"We appreciate all of you."**

Photos from Friday Social



Adam Botana takes us to the Party

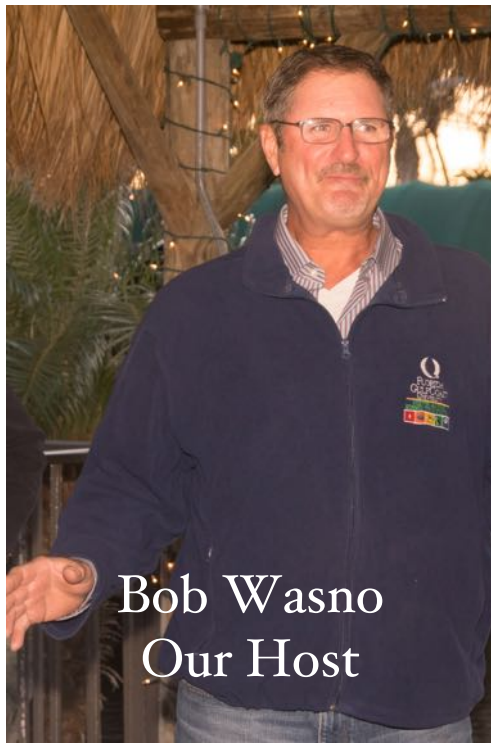


Tom and the Vesters



Tom, Adam, and Adam's Helpers





Bob Wasno
Our Host









VOCATIONAL SERVICE MOMENT

Ray Faubion



Ray Faubion, presented his Vocational Service Moment. He was our second “native” Floridian following Mary Saunders. Ray, however, claims to have seen snow four times. He is a life long Miami Dolphin fan and season ticket holder.

Ray’s dad moved the family to Fort Myers in 1961 and opened a State Farm Insurance agency. Ray began his career in insurance at age nine as the janitor for the office.

Ray met his wife Jean in high school. They have three sons and are planning a trip to Hawaii for their 35 anniversary. One of their sons will be graduating this year and has taken a job with Hertz.

Ray is Vice President, Family Risk Management at BB+T. He is a Past President of the club, and was chairman of the Foundation, 2006 Man of the Year in Bonita, and, in 2013, was named Love of Bonita Award recipient.

He says, “One of the best things I get from Rotary is the friendships made. Mark and Karen McCaw have become our very best friends and many members have been close friends for a long time. We make those friends while serving others. That’s as good as it gets.”

Ray ended by quoting Muhammad Ali, “Service to others is the rent you pay for your room here on earth.”

2016 District Conference



The 2016 District 1960 Conference will be held at the **Sanibel Harbor Marriott Resort** and Spa. We are hosting the Saturday morning breakfast.

Attendees will have a chance to celebrate Bobbi Bird’s installation as District Governor.



Rotary Club of Bonita Springs, chartered November 3, 1978. The Club may be contacted through its mailing address P.O. Box 474, Bonita Springs Florida 34133. You can reach **The Spoke** through its email BonitaSpoke@aol.com. **Scott Gerrish** issue editor.

President	Thomas B. Briers
President-Elect	Steven Slachta
Secretary	Jon McLeod
Treasurer	Bob Lombardo
Sergeant-at-Arms	George M. Cohan III

Proxy drawer Rick Barber drew the K ♠



The 50/50 is \$500

The 4-Way Test
of things we think, say or do.

Is it the **TRUTH**?

Is it **FAIR** to all concerned?

Will it build **GOODWILL** and
BETTER FRIENDSHIPS?

Will it be **BENEFICIAL** to all
concerned?

Your finances. Your future. *Our focus.*

McCaw Wealth Management Mark W. McCaw

Sr Vice President--Wealth Mgmt, Sr Portfolio Manager
8000 Health Center Blvd., Suite 150, Bonita Springs,
FL 34135-8175
239-495-4192 888-300-9001
mark.mccaw@ubs.com

ubs.com/fa/markmccaw



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Rotary Sings: Smile, Sing A Song

Smile, and the world smiles with you,
Sing a song.
Don't be weary, just be cheery
all day long.
whenever your trials,
Your troubles and your cares,
Seem to be more
Than you really can bear,
Smile and the world smiles with you,
Sing a song.

This Week

Club Assembly

Birthdays

Jim Renfro Mar 2
Roger Kemper (rr) Mar 7

This Morning's Invocation

O God of amazing grace and goodness, as we gather again for fellowship and pursuit of our reasons for being Rotarians, we give thanks for blessings received since last we met.

We pray that in the renewal of relationships enjoyed here today we might experience a new surge of confidence and hope for going forward.

Help us not to be weary in well doing, but to be buoyed up with faith and assurance that we are not alone in life and work. Rekindle in us a sense of purpose in life, in the community, and in this club.

We pray that the work of our officers and committees will prosper, to the end that our service in the community and in the world may be enhanced.
Amen