1st Quarter 2014 Newsletter

Monetta

YOUNG INVESTORS

Becoming an...

Informed Investor

Creating a Superhero Portfolio

How to Create a Superhero Portfolio
Investing in stocks can be a challenge, but with the help of a few "Superheroes," you can develop a stock selection process that can help you become a more informed investor. The following are some investment guidelines based on the powers of a few "Superheroes:"

Focus on Established Companies (Strongest, Well-Known)
Like "Superman," you should look for companies that have strong financials and a proven record of earnings growth. Consider companies that you know and understand that produce products and services you use.

Look for Improving Earning Trends
"Green Lantern's" strength comes from his ring which gets its power from his Lantern. A company's power comes from improving quarterly earnings. Look for companies that meet or exceed earnings estimates reflecting higher earnings trends.

Learn from the Past...Stock Charts
The Superhero "Flash" can move so fast that he can travel through time to observe the past. Investors can do the same by reviewing long-term charts which reflect past price movement and chart patterns. Although past charts do not predict the future, they may provide you with some insight as to how events can affect the stock price and help you determine current stock price trends.

Determine a Company's Worth
"Thor" is similar to a skilled analyst/warrior who can hammer down a company's worth at any point in time. Analyst stock valuations are available on financial websites which provides a one-year price target on a company's future worth.

Although "Superheroes" can help, there are no fool-proof systems for fighting villains or picking the best stocks. For example, as strong as "Superman" is, if there is Kryptonite around he becomes weak and struggles to regain his power. A similar Kryptonite event could happen to a company you own or consider purchasing, which may require you to act quickly to buy, hold or sell the security.

Stocks are not guaranteed. Investments in equity securities involves risks such as volatility and the potential for loss of principal.

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Successful Entrepreneur Ruth Wakefield

Chocolate chip cookies are a favorite treat for people of all ages, but without the famous inventor Ruth Wakefield, born in 1905, the world might never have tasted these sweet delights.

In 1930, Ruth and her husband Kenneth Wakefield purchased a tourist lodge named the "Toll House Inn." Ruth cooked home-made meals and incredible desserts for guests of the inn. One of her favorite recipes was Butter Drop Do Cookies. One day she realized she was out of Baker's Chocolate. She found a semi-sweet chocolate bar given to her by Andrew Nestle. Using it as a substitute chocolate, she cut the bar into tiny bits and added them to the cookie dough. When she removed the pan from the oven she noticed that the chocolate did not melt but rather held its shape and softened to a delicately creamy texture. Ruth had accidentally invented chocolate chip cookies and called this new dessert "Toll House Crunch Cookies."

When this new recipe was published in a Boston newspaper, Mr. Nestle saw sales of his Semi-Sweet Chocolate Bar skyrocket. Ruth and Mr. Nestle reached an agreement that

resulted in Nestle cutting its chocolate bar into small chips and packaging the product with Ruth's Toll House Cookie recipe on it. The rest is chocolate chip history.

What is A Bitcoin.

A bitcoin is a virtual currency that exists only online. It is not controlled by a bank or government and consists of 21 million mathematical coins that can be used as money. There are a limited number of bitcoins issued, they are difficult to counterfeit, and they can be divided into small amounts to pay for things.

You hold bitcoins in an online virtual "wallet" on a secure third-party website, which consists of your bitcoin address and private key password.

Bitcoins may appear like coins from video games, but they are real currency that can be traded from one person to another or used to purchase the things you want.

Holding bitcoins involve various risks. These risks include but are not limited too a limited track history, illiquidity issues, volatility and lack of regulations. Investors should fully understand the possible restrictions and limitations that bitcoins may have before holding them.

Laughing Studio

What do you call a bear with no teeth?

A gummy bear.

What happened when the lion ate a clown?

He felt funny.

What do snowmen like to eat for breakfast?

Frosted Flakes!

Why couldn't the teddy bear eat his lunch?

He was stuffed.

What did the duck say after he went shopping?

Put it on my bill!

Submitted by Tatum in Dover, MA. Winner of the $10 Target gift card.

KIDS, if you have a joke that you would like to submit, please send it to info@monetta.com. If we use your joke we'll send you a special prize!

Ha Ha Ha

COMPANY SPOTLIGHT

- General Motors (GM) was founded by William Durant in 1908 with the Buick Motor Company. He grew the company through acquisitions of 20+ companies including Oldsmobile, Cadillac, and Pontiac.
- During World War II GM was a major supplier of airplanes, trucks and tanks. By 1942, 100% of GM production supported the allied War effort.
- In 1974, GM was the first to offer an air bag in a car.
- In 2008, a major recession forced the company to restructure into a smaller, leaner company with four major brands in the U.S. which include: Chevrolet, Buick, GMC, and Cadillac.
- Currently, 70% of sales come from outside the U.S., with China being the largest market.

This is not intended as a recommendation to buy or sell a security

GAME STUDIO

Answer all questions correctly and we will enter you to win a collector's edition car bank! (*Only one shareholder will win.*)

FACTORS	POWERS	SUPERHERO
1. Industry Leader	Innovative	_____?
2. Well-known companies with a strong brand	Super-Strong	_____?
3. Competitive Advantage	Invisible Plane	_____?
4. Scalability of Product	Web-based	_____?
5. Management Integrity	Genuine	_____?
6. Fundamental Analysis	Analytical	_____?
7. Technical Analysis	Travel in the Past	_____?
8. Improving Earning Trends	Recharging Power	_____?
9. Company Worth	Hammering a Value	_____?
10. Knowing when to sell	Hit the Target	_____?

Answers:
Green Lantern, Flash, Batman, Green Arrow, Iron Man, Spiderman, Captain America, Wonder Woman, Thor, Superman

SUPERHERO

DIRECTIONS FOR THE QUIZ ON SIDE

Listed are the ten factors that you should consider in selecting stocks. Try to match a Superhero with the various factors/powers.

Name _____

Address _____

City _____ **State** _____ **Zip** _____

Phone _____

E-mail _____

Age _____

Mail or email to:info@monetta.com

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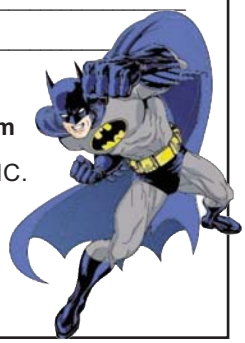

Mail back the quiz with your name and address to above mailing address or email to: info@monetta.com.

Entries must be received by March 30, 2014.