

How to Avoid Being Scammed

Believe it or not, phone scamming is a real business! The average phone scammer's pay is \$53,614! Scammers are good at what they do, and anyone can be fooled. They play on people's emotions, needs and fears, hoping to create a situation where you are compelled to act immediately.



Recognizing the common signs of a scam is the first step to avoid falling for one:

- Contact from an organization you know (Amazon, IRS, Medicare, charity) that alerts you to a problem, virus, family emergency or a special offer that you must pay for immediately.
- Pressure to act through threats to arrest you, freeze your account, crash your computer, cancel credit cards or lose the special offer.

· Insistence that you send money immediately, usually in a specific way, such as a money transfer, gift card or by insisting you provide them with your bank or credit card information.

The best defense to avoid being scammed is to NEVER give your personal or financial information to resolve a problem or to take advantage of a special offer that appears too good to be true. Once you give out your bank/credit card information, scammers can easily use it for other purchases!

Legitimate organizations (banks, credit cards, and IRS) already have your personal information on file and they should be able to verify this information to YOU not vice versa! None of these will EVER ask you for your online password during a phone conversation. Keep your password safe!

To avoid a potential scam, block unrecognized calls and text messages. Do not click on any links or call a number given to you. When contacting a company, do so by calling or navigating to its website directly.

Before you respond to a potential scam, tell someone—a friend, family member, or a neighbor—what happened. Talking about it could help you realize it's a scam.

SUCCESSFUL *entrepreneur*

Bernard Marcus

Bernard (Bernie) Marcus is the co-founder of Home Depot. He was born in 1929 in Newark, New Jersey to a low-income family. Bernie started working in high school as a soda jerk and busboy. He aspired to be a doctor but could not afford the Harvard Medical



college tuition and instead earned a pharmacy degree at Rutgers College. While working as a pharmacist in a drug store/cosmetic company, he became interested in the retail side of the business. He accepted a job at Handy Dan Improvement Center, where he experimented with selling wholesale do-it-yourself merchandise. Due to an internal corporate power struggle, he and other executives were fired in 1978.

This firing motivated him to start his own business. With the support of venture capitalists and business partners, he launched his own home-improvement retailer—The Home Depot. The team converted two defunct Treasure Island discount stores to home improvement centers using an iconic orange color and square trademark to symbolize "energy" and "value."

They promised the best assortment, price and help from a trained person that provided "how to" advice. Employees wore orange aprons to stand out as beacons—ready to help customers. Upon opening, to encourage store traffic, employees' children handed out \$1 bills to anyone that walked into the store.

Bernie credits his parents for his success, emphasizing the need for an optimistic attitude and a forward-thinking mindset. He believes the way you handle and deal with life's setbacks creates the basis for what you'll accomplish in the future.

THAT REMINDS ME OF A *story...*

During the Revolutionary War, a man in civilian clothes rode past some battle-weary soldiers digging a defensive position. The men's commander was shouting orders, threatening punishment if the task wasn't completed within the hour.



"Why are you not helping?" asked the stranger on horseback. The commander shouted back, "I'm in charge! The men do as they're told. If you are so inclined, you can help them!"

The stranger dismounted and helped the men until the job was finished. He congratulated the men for their work and walked toward the commander, saying, "You should notify top command if your rank prevents you from helping your men. I will provide a more permanent solution to this situation."

As the stranger neared, the commander now recognized him...it was General George Washington!

Moral of the story: **Great leaders motivate through example.**



When investing, is greed a good thing?

As fictional investor Gordon Gekko (Michael Douglas) famously said in the movie *Wall Street*, "Greed, for lack of a better word, is good."

Historically, greed has been a tool for innovation, technology improvements, and new industries that can improve our standard of living. However, greed has a dark side—a selfish component that impedes judgment and blurs the difference between right and wrong. Greed is akin to never being satisfied, always wanting more.

Greed is a double-edged sword. One side is hope, the other regret. If the blade cuts one way, the result is great wealth. If it cuts the other way, you lose everything, sending you to the poorhouse.

At one point in the movie, Gekko protégé Bud Fox (Charlie Sheen) asks Gekko, "How much is enough?" Gekko replies, "It's not a question of 'enough,' pal. Somebody loses, somebody wins. Just don't let your emotions affect your investment decisions."

When investing, expect to win some and lose some. Investors should always remember that markets never ring a bell at either the top or the bottom. Therefore, rather than trying to time market movements, by making emotional decisions, have a plan to respond to market volatility, by staying disciplined to either realize profits and/or cut losses.

Among investors generally, greed tends to dominate the market during a boom, while fear prevails in a declining market. Both greed and fear create overreactions; therefore, adopting a contrarian investment approach can be an appropriate investment strategy. In other words, buy when others are panicking and sell when euphoria is high.

So, in this sense, incorporating other people's emotions into an investment strategy can be an advantage. But remember that neither greed nor fear is ever your friend. As Gordon Gekko said, "If you need a friend, get a dog."

LAUGH *studio*

Why couldn't the hamburger stop telling jokes?

He was on a roll!

What can you serve but never eat?

A tennis ball!

What has a head and tail but no body?

A coin!

What kind of ball doesn't bounce?

A snowball!

What do you call a rabbit with fleas?

Bugs Bunny!

KIDS: If you have a joke you'd like to share, please send it to info@monetta.com. If we use your joke, we'll send you a special prize!

YOUNG *investors*

HOLIDAY MOVIE CHARACTER ELIMINATION

Eliminate the characters that are in the photos and use what's left to decode the holiday message!

Audrey	George	Hope	Miss Piggy	Rusty
Charlie	Gizmo	Kermit	Neve	Sally
Clark	Gonzo	Kevin	Oogie Boogie	Scott
Don	Grinch	Marv	Raban	Uncle Leo
Eddie	Harry	Mary	Ralphie	Zuzu



Hint: You won't need to unscramble the remaining letters, just put the names in the correct order to find the message.

Email the holiday message to info@monetta.com or submit it online at www.kidsnewsletters.com and be entered in a drawing to win a \$10 Target Gift Card! (Entries must be received by March 1, 2023).