



4TH QUARTER 2016 NEWSLETTER

YOUNG INVESTORS SOCIETY

A GREAT SCULPTOR

Always Learning

When Michelangelo, the great Italian Renaissance artist was 88 years old and about to die, he uttered his last words, "Arcora imparo". These words were not a surprise to anybody who knew him because

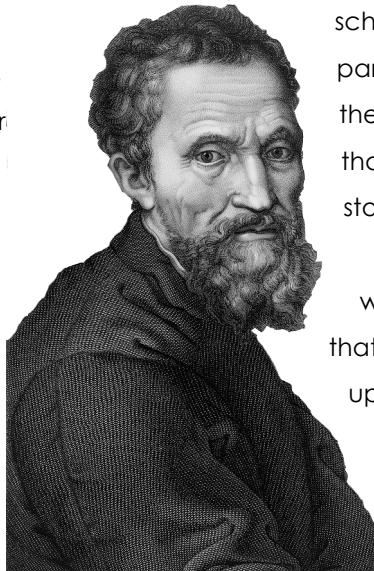
they had been his personal motto for decades. I love the simplicity and the profundity of this phrase, which means

"I'm still learning". It reminds me of our model at

Young Investors Society, which is **"Learn, Invest, Inspire"**. Now halfway through our second year at YIS, we stay hungry to keep learning, to find ways to better engage students, and to keep aspiring to make our organization better!

So how are we doing?

Learn: 41 Schools



Our first goal is that we want kids to learn! Learn about investing, learn how to analyze a business, learn about accounting, and learn about themselves. We track our success here by the number of school actively participating in YIS, and the number of students that participate in the stock pitch competition.

As of Dec 31, 2016 we had **41 high schools** that had teachers signed up on the MyYIS portal and are offering the program.

There are also a handful of schools that are actively running YIS but where their teacher has not yet signed up online. We've also heard that a few schools are planning to getting started this semester. In short, we are closing in on our goal of 50 schools for this year. It's amazing to think that the total number of students that have gone through at least

ONGOING PROJECTS

MyYIS App. Who: Achint and Luutaa team.

Cost: \$2,500

School Support:

Part time staff (Romina and others) , look to transition to full time position when we have funding.

Insurance / Legal: In discussions, currently receiving quotes

Grant writer (s): In interview stage, plan to hire someone in 1Q17.

Dollar-a-Day

Matches: Goal to sponsor 50 kids in 2017 = \$18,250

Gala: In discussions.

one lesson this year is already at about 500-600 kids!

In terms of how schools are preparing students to enter the Stock Pitch Competition, there are varying degrees of activity by school. Some are very active programs (+20 students) and are flying through the lessons, others are slowly getting up to speed and some are struggling. In general, the clubs that are in their second year tend to be some of the strongest and most active schools, a great sign.

Invest: Ready for Launch

The second metric that we measure is the number of kids that begin investing. After all, it's one thing to learn about investing in theory, it's a far more powerful thing to actually begin investing! In this regard, our KPI is the number of kids enrolled in the Dollar-a-Day Challenge.

A lot of work this quarter has gone into the **development of the Dollar-a-Day Challenge**; a great effort was spearheaded by Dave and Lee. We think we have a good plan going forward this year, led by partnerships with Fidelity and Stockpile, both of which offer different strengths. At the end of January we'll be educating schools about the details and encouraging students to open custodial accounts to be eligible for matching grants.

Further details can be found at yis.org/learn/programs/the-dollar-a-day-challenge/. Our goal for this year is to sponsor 50 eligible students.

Inspire: Ready for Launch

"Inspire" is all about kids going on the bigger and greater things. Here we track students' college readiness and high school and college graduation rates. Since our program is still in its early years and the CYFA Certification will only be launched next year, this is a more difficult indicator to track at the moment. But anecdotally we have seen our graduates from last year exhibit both a high degree of college success and a strong desire to stay involved with YIS (for example, Kacey D., Matthew L. and Nathaniel D. have remained strong brand ambassadors for YIS even at college).

YIS Live Broadcasts

This quarter, we began our YIS Live events, which is a live YouTube broadcast format with guest speakers open to YIS members to tune in and ask questions. The goal here is to build a bridge between famous investors and CEOs with high-school students. This quarter, we had **Guy Spier**, renowned billionaire value investor and **Paul Smith**, CEO of the CFA Institute speak, who were both really

fantastic. And this second semester looks to build on that momentum, beginning with the huge win of getting Shark Tank panelist **Mark Cuban** to join YIS Live. Amazing!

Fundraising

We had a fairly light quarter of fundraising this quarter, **raising \$5,025 during the quarter**.

Andy Davis has joined the Development Committee as a Co-Chair, and Jane and Andy have laid out a good plan for ramping up the fundraising efforts. We have begun interviewing to hire an experienced grant writer who will begin submitting YIS data to foundations and corporations. 1H17 is a window when many of the grants are open, and we're looking forward to seeing some fruits of our labors here. With our focuses on education, financial literacy, and low-income sponsorships we are eligible for numerous grants, but it is a matter of finding the right match given our relatively short track record.

New Team Members

We've always said that we think we can attract the best talent to help out with YIS because of how important our program is, and we think we have continued to do so this quarter.

Derek Westra. Derek has brought leadership and

experience to the YIS Marketing Committee. Derek currently works as a Director of Communications and Marketing for the LDS Church, where he led many social media and advertising campaigns. He has also done marketing for various start-ups, including part of the early team of Qualtrics.

Bryan Jack, CPA. As we begin applying for grants, we knew that we needed to ramp up our accounting efforts so we hired Bryan Jack, CPA to run our books for us. Bryan is currently controller at First National Bank of Layton, and is President of Jax Accounting. Bryan has gone above and beyond, both in sourcing potential donations from

companies in Utah, including his own, and helping us ramp up in schools.

Ben Carlson. In my opinion, Ben is one of the most thoughtful and engaging writers of investment articles out there

through his popular blog

awealthofcommonsense.com.

Ben is also the Director of Institutional Asset Management at Ritholtz Wealth Management. Ben joins the Curriculum Team as an expert contributor.

Romina Rodriguez. As we look to scale up and grow YIS, providing the right teacher and school support is going to be paramount. Romina began doing small outsourced projects for us, and showed great

enthusiasm and ability, so we have hired Romina to spend up to 10 hours per week conducting regular teacher support as an Education Programs Manager.

On the executive board, we have moved Lee Mackay to Secretary and Andy Davis to Treasurer.

Conclusion

As always, I just want to express my enormous thanks to each of you. When we were writing the “annual review” letters to each of you for 2016, it was awe inspiring to reflect on the amount of skills and contribution that we have on the team of YIS.

And even better, as Michelangelo said, “we’re still learning!”

- James

“I’M STILL LEARNING”

(MICHAELANGELO)