

UAS: Rod Scherba Meeting Minutes

Call to Order

A meeting hosted by Rod Scherba was held on 11/13/18.

Attendees

- Executive Board: All present
- Rod Scherba

“Investing for Dummies”

- Started his real estate career in the mid-80s in Temecula
- Restarted real estate career in the Bay Area after he got married
- Pro tip: don't put more money into investments than you can stand to lose
 - Even when recessions hit, you will still have enough regular/other income
- Return on failure (ROF): learn from your investment mistakes
 - Grow and learn how to not make the same mistakes again
- Great Leaders Theory of Investing (GLTI)
 - Success starts at the top
 - Look for great leaders who will leave a lasting impact on the company
- His own investment (returns not including dividends): Tesla (zero return), Customer-relationship Management (50% return), Intel (150% return), JP Morgan (200% return), Microsoft (400% return), Facebook (5x return), Apple (10x return), Nike (44x return), Cisco (12x return), Oracle (9x return)
- Longest bull market ever (from 2009 to now)
 - He buys in dips, but we are supposedly coming to the end of this bull market
- It's not all about return – it's about your lifestyle decisions (marriage, children, etc.)
- Keep a positive outlook – there will still be good investment opportunities in the future!

Adjournment

Rebecca Sonn makes a motion to adjourn the meeting, agreed upon at 7:34.



Internal Vice President

Undergraduate Accounting Society

11/13/18

Date of Approval