



**Waunakee  
Rotary  
Club**

**Oct. 16, 2008  
Vol. 42 No. 13**

Shelley Moffatt, financial advisor with Edward Jones in Waunakee, said life and the stock market can be charted on a clock. Shelley gave her classification talk at the Oct. 9 Rotary club meeting.

Noon is the high point – marriage, children, moving to a new home. In the stock market, it's that euphoria of stocks at their high. Six p.m. was Shelley's low point – divorce and the death of her father. In the stock market, we're at about 4 p.m.

But most of life – and the stock market – lies in between those two points.

Shelley was born in 1960, one of 10 children, in Renton, WA, near Seattle.

Shelley began her career as a part-time teller at a bank, and when she left, she was a lending manager.

She then went to work at Edward Jones and at this part of her life, she started over. She was at a convention when she met Tom Fendrick of Stoughton, WI, another Edward Jones advisor.

Tom Fendrick pursued her, as he continues to today, and the couple married in 2005. They had a long distance relationship until the opportunity for Shelley to work at an Edward Jones branch in Waunakee opened up.

Shelley had been a single mom. Her daughter is now 17. Tom has three teenage children, and Shelley loves the combined family. Previously, when she lived with her father, she had three generations in one home. Now her in-laws live across the street, she said.

Shelley said this is time in the stock market when people are nervous. And she admits that short-term money does not belong in the market. But now is the time to take money that you won't need until later and invest it, she said.

For a long period in recent history, the market only went up. Few people remember the Great Depression, when it sank low. But the stock market corrects itself every three to four years, Shelley said.

With the market at a low, this is an opportunity to buy that normally doesn't present itself. In particular, it's the opportunity to buy stock in good, quality companies. If you have money to invest, it's times like these when you should do so.

"This is the only thing with a big 'Sale' sign that nobody buys," she said, adding that any investments should be for the long-term.

It's important to stay calm in the midst of the crisis. The media paints a bleak picture in order to draw attention. But these times are different than the Great Depression era. Back then, 25 percent of the U.S. was unemployed and no safeguards like FDIC were in place.

As an investor, Shelley looks at the big picture. She works with clients and tells them if they have long-term money to invest, now is the time to do so.

"Every day, babies are being born," Shelley said. "We're still using core products."

**Other news:**

- Phil Willems reported that Ralph Montello, former district governor and a Waunakee Rotary Club member, passed away.

- Phil also mentioned that he was the limburger cheese eating champ at Wauktoberfest, and he extends a challenge at next year's event.

- Rotarians are invited to be part of a focus group with the village's economic consultant on Oct. 16 at 10 a.m. at the Village Hall, Phil mentioned.

- President Dan Statz said the club received a \$5,000 grant from the

**OFFICERS**

DAN STATZ, PRESIDENT • TOM REIS, PRESIDENT ELECT  
PHIL WILLEMS, CLUB SECRETARY  
BOB PULVERMACHER, RECORDING SECRETARY • AL DASSOW, TREASURER

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**Calendar of Events:**

•Nov. 19, Service Club luncheon.

Rotary District for the Rotary Walk. He urged Rotarians to do their part in the "Every Rotarian, Every Year," effort.

- A sign-up sheet circulated for the Rotary in Lights event, both for setting up and greeting at the event.

Guests: Linda Zander, guest of Bud Zander; Joy McMerty, guest of Ellen SchAAF.

Birthdays: Oct. 17, Bob Kase; Oct. 21, Linda Olson.

Anniversaries: Oct. 19, David and Candace May; Oct. 21, Ted and Cathy Pertzborn; Oct. 21, Ed and Rita Endres.

Prayers: Oct. 16, Patrick Durden; Oct. 23, Susan Vergeront; Oct. 30, Leonard Allen.

Programs: Oct. 16, Steve Royco, Cornerstone Business Services; Oct. 23, Jim Raymond, Philippines book project; Oct. 30, ??; Nov. 6, Club Assembly.

Greeters: Oct. 16, Joyce Maly and Traci Mann; Oct. 23, Gordon Meicher and Jim Meyer; Oct. 30, Danny Miller and Shelley Moffatt.

**Make up  
meetings online**

It's easy to make up a meeting on the Internet. The site is [www.rotaryclubone.org](http://www.rotaryclubone.org). Print out the form and give it to Phil Willems, the club secretary.