

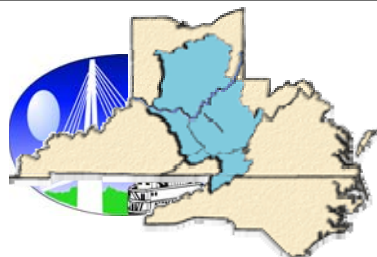


The Bridge



NEWSLETTER OF THE HUNTINGTON POST, S.A.M.E.

www.same.org/huntington



This Month's SAME Meeting 13 May

**Topic: MANAGING RISKS:
AN INVESTMENT PERSPECTIVE**

Presented by: Dane'e Maynard

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May Meeting

Topic: Managing Risks: An Investment Perspective

Speakers: Dane'e Maynard

Date: Tuesday May 13, 2008

Time: 1130 to 1300

Location: Cabell County Main Library, 455 9th St., Huntington, WV 25701

Cost: \$5.00 students \$7.00 members and \$8.00 non-members

RSVP: Tom MacFarland at:

thomas.g.macfarland@usace.army.mil

Office (304) 399-5369

Menu: Pot Luck.

MONTHLY POST MEETING SCHEDULE

May 13, 2008 – Monthly Meeting

June 10, 2008 – Monthly Meeting

July 8, 2008 – Monthly Meeting

Don't forget to ask Dave Meadows for a PDH certificate if you need one. david.f.meadows@usace.army.mil

Does your firm have a special announcement or major promotion on a SAME member?

If so, contact Tom MacFarland, thomas.g.macfarland@usace.army.mil or (304) 399-5369, and he will include it in the next edition of "THE BRIDGE".



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News From The President:

SAME Team,

This month we have several noteworthy events in addition to our monthly meeting and regional conference planning session.

First, our National meeting is 20-23 May in Minneapolis. Mark Kessinger will be setting our Post booth up so if you are attending, come on by and assist in telling the great things Huntington Post continues to achieve. Of course we will be promoting our region conference at this event. I plan to attend and represent the post at the post awards breakfast where we will receive all of the post streamers for 2007. Thank you again for your efforts in enabling the post to achieve all its goals last year.

Second, we say goodbye to a distinguished Soldier and leader, Brigadier General Bruce Berwick. Many of you were able to attend a ceremony held in his honor 30 April in Cincinnati. He will be sorely missed within the Great Lakes and Ohio River Division. We wish him and his family the best as he retires from the Army.

Last, we are getting close to our regional conference and finalizing many of our plans. If you haven't signed up, please do so. It's going to be a great event where we can expand our professional dialogue on "Managing Risk" as well as some excellent networking opportunities.

Best regards,

Dana R. Hurst
Colonel, U.S. Army
Post President



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This Month's Presentation:

MANAGING RISKS: AN INVESTMENT PERSPECTIVE

In the context of the financial-planning process, the purpose of portfolio planning is to help individuals develop an investment strategy based on financial goals and attitudes toward risk. A fundamental concept of portfolio planning is the relationship of risk and reward. Each investment has some level of risk associated with it, and there is generally a correlation between the potential reward an investment offers and the risk associated with that vehicle. Investments that grow and decline in value more than others are considered more volatile and have more risk associated with them. It is an investment's potential for loss and gain that determine its degree of risk.

In terms of individual investments, risk refers to the uncertainty that the actual return the investor realizes will differ from the expected return. This variability in returns is often differentiated into two types of risk: systematic and unsystematic risk. Systematic (*or nondiversifiable*) risk refers to those factors that affect the returns on all comparable investments. Unsystematic (*or diversifiable*) risk depends on factors that are unique to the specific asset. The total risk the investor bears therefore consists of unsystematic and systematic risk.

The sources of unsystematic risk may be subdivided into two general classifications: business risk and financial risk. Business risk is the risk associated with the nature of the enterprise itself. Financial risk is the risk associated with a firm's sources of financing.

The sources of systematic risk may be subdivided into market risk, interest rate risk, reinvestment rate risk, purchasing power risk, and exchange rate risk. Market risk refers to the risk associated with the tendency of a stock's price to fluctuate with the market. Interest rate risk refers to the uncertainty associated with changes in interest rates and the possibility of loss resulting from increases in interest rates. Reinvestment rate risk is the risk associated with reinvesting earnings on principal at a lower rate than was initially earned. Purchasing power (*or inflationary*) risk is the uncertainty that future inflation will erode the purchasing power of assets and income. The last source of systematic risk is exchange rate risk, which is the uncertainty associated with changes in the value of foreign currencies.

Attendees will be able to determine their personal risk tolerance using the Merrill Lynch Identifying Your Investor Profile Questionnaire. A discussion of the relationship between risk tolerance and investment allocations will follow. Attendees will be encouraged to check how well their current investment allocation matches their risk tolerance profile.

This Month's Speaker:

Dane'e Maynard, CFM
Financial Advisor
Merrill Lynch

Dane'e Maynard is a financial advisor that has been with Merrill Lynch since 1999. She has received her Certified Financial Manager designation and specializes in retirement planning for individuals and small businesses. Dane'e received a B.S. in mathematics and anthropology from Marshall University in 1990. During her tenure at Marshall, she was employed by the Huntington District U.S. Army Corps of Engineers through the student employment program. She was also a student member of S.A.M.E. during that time. Dane'e continued her education at the Ohio State University and received her M.A. in anthropology in 1992 and passed her Ph.D. candidacy exam in 1994. Before coming to Merrill Lynch, she was an instructor and adjunct faculty member at various academic institutions: Marshall University, Ashland Community & Technical College, and the Ohio State University.



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Sustaining Member of the Month



REI Consultants' main facility is located near Beckley, West Virginia, off Interstate 64, approximately 40 miles southeast of Charleston. This parent facility houses our 30,000 square foot up-to-date analytical chemistry division, consisting of seven laboratories, sample log-in and storage facilities, and administrative offices. Our biological division is located minutes away in a 7,500 square foot facility at Cool Ridge, West Virginia.

Eighty percent of REIC's environmental consulting capabilities is involved in analytical and biological testing and evaluations. The remaining 20 percent is devoted to program management, method development, treatability studies, and solutions-oriented consulting.

REIC provides more than 4500 various evaluations on a multitude of physical, inorganic, organic, and biological studies. Our biological division has on hand the equipment and facilities to conduct toxicity evaluations and large scale ecological studies. Virtually all testing components of REIC's environmental programs are conducted within our own facilities.

Complete sampling services include a variety of well purging pumps and controllers, generators, auto samplers, gas probes and other equipment, operated by trained and experienced personnel. Fully staffed and experienced field teams are available for any client's most technical and demanding sampling requirements.

REIC's in-house laboratories provide evaluations and remediation pertinent to groundwater, storm water, RCRA, industrial discharge, drinking water, employee exposure, indoor air quality, and biological issues; as well as study designs, sampling, data reduction, and subsequent statistical evaluations.

REI Consultants stands ready to provide the high quality environmental services you need and the exceptional level of professional performance you demand. Please [contact us](#) for a discussion of your needs in fullest confidence.