7 Principles of Investing in a Volatile Market

article provided by Fidelity Investments

In volatile markets, it’s common to feel uneasy about your investments. It’s only natural but rest assured, market volatility is completely normal and is to be expected. In fact, whether you invest in a lifecycle fund, manage your own investments, or choose to have them managed by a professional investment manager, the current market conditions may actually work to your advantage.

1. **Clarify your investment strategy.** Living with market volatility is a lot easier when you have a firm investment strategy in place. To create your strategy, you’ll need to understand several key factors, including:
   - Your time horizon
   - Your goals
   - Your tolerance for risk

   Your time horizon is determined by counting the number of years left until you plan to retire. Your primary goal is to accumulate enough savings to create the income you need in retirement. And your tolerance for risk reflects your broader financial situation — your savings, your income, your debt — and how you feel about it all. Looking at the whole picture will help you clarify if your strategy should be aggressive, conservative, or somewhere in between.

2. **Match investments to your comfort level.** As a legendary mutual fund manager once put it, “The key to stock investing isn’t the brain. It’s the stomach.” Never is this statement more true than in a volatile marketplace. Even if your time horizon is long enough to warrant an aggressive-growth portfolio, you need to make sure you’re comfortable with the short-term ups and downs you’ll encounter. If watching your plan balance fluctuate is too nerve-racking for you, think about a portfolio that feels right and set realistic expectations.

3. **Diversify, diversify, diversify.** One way to protect yourself from market downturns is to own various types of investments. First, consider spreading your investments across the three asset classes — stocks, bonds, and short-term investments. Then, to help offset risk even more, diversify the investments within each asset class. Keep in mind, however, that diversification doesn’t ensure a profit or guarantee against loss.

4. **Invest for the long term.** To help calm the jitters caused by short-term fluctuations, it’s best to focus on long-term trends and your long-term goals. Market volatility decreases over time. Holding a stock for 20 years reduces its volatility by two-thirds, compared with keeping it in your portfolio for just a year. Of course, volatility isn’t necessarily a bad thing. Dramatic short-term changes in value can be positive or negative. And historically, time has reduced the risk of holding a diversified stock portfolio.

5. **Don’t try to time the market.** No one can consistently predict the market, not even the experts. Yet many investors think they can guess what will happen, based on hunches or rumors. Unless you know precisely when to buy or sell, you can, and probably will, miss the market. That can really cost you. Most of the market’s gains occur in just a few strong, but unpredictable,
trading days here and there. To benefit from the market’s long term performance, you need to be in the market on those days. This means you have to invest for the long run and stick with it throughout the market’s ups and downs.

6. **Do well “on average.”** By investing regularly over months, years, and decades, you can actually benefit from a volatile market. Through a time-proven investment technique called dollar cost averaging, you simply put a set amount in each of your plan investments every pay period, regardless of how the market’s doing. Over the years, your money buys more units of each investment option when prices are low, and fewer when the prices are high. In the end, you get an averaged return that could be higher than if you invested all your money at once. More importantly, you avoid the temptation of trying to time the market.

7. **Consider a hands-off approach.** To help ease the pressure of managing investments in a volatile market, some investors prefer to take a “hands-off” approach by utilizing managed accounts or lifecycle funds. A managed account service enables you to delegate the management of your workplace savings plan to professional investment managers. Lifecycle funds, on the other hand, offer management assistance by providing investments that represent various asset classes and investment styles in a single fund based on a single retirement date. The investments are then rebalanced on an ongoing basis to become more conservative as the fund approaches its target retirement date and beyond.

Volatile markets can make you wonder if you’re on track to meet your investment goals. Now it’s time to put that uncertainty to rest. Colgate retirement providers, Fidelity and TIAA-CREF, will have representatives on campus to provide individual counseling sessions throughout the upcoming months. These individual meetings provide you the opportunity to examine your fund selection, discuss how to achieve your financial goals, and review your retirement income options with a retirement counselor. Information on how to schedule an appointment is listed below. All meetings will be held in the human resource conference room.

**Fidelity:** To schedule an appointment call 1-800-642-7131 or visit [www.fidelity.com/atwork/reservations](http://www.fidelity.com/atwork/reservations). Visit their website at [www.fidelity.com/atwork/](http://www.fidelity.com/atwork/) for more information.

**TIAA-CREF:** To schedule an appointment, please visit [www.tiaa-cref.org/moc](http://www.tiaa-cref.org/moc) or call Janice Bolton at (315)477-9001. Visit their website at [www.tiaa-cref.org](http://www.tiaa-cref.org/) for more information.

Colds and the Flu: How can I tell if I have a cold or the flu? by familydoctor.org editorial staff

Although the common cold and the flu share many similar symptoms, they are two different conditions. The symptoms of a cold develop slowly and can include: fever up to 102 degrees, runny or stuffy nose (often with green or yellow-colored discharge), sore throat, cough, sneezing, fatigue and muscle aches, headache, and watery eyes. Cold symptoms are generally more mild than flu symptoms. Flu symptoms usually appear very suddenly and can include: fever over 102 degrees, stuffy nose, nausea, chills and sweats, fatigue and muscle aches, especially in your back, arms and legs, cough, headache, and loss of appetite.

**What causes colds and the flu?** Viruses cause the common cold and the flu. Over 200 different viruses can cause colds. There are not as many viruses that cause the flu. That’s why there’s a shot for the flu and not for colds.

**What can I do to feel better?** There’s no cure for the common cold. All you can do to feel better is treat your symptoms while your body fights off the virus. For the flu, your doctor will probably recommend that you treat the symptoms until you feel better. In severe cases, your doctor may prescribe an antiviral medicine.

**Ways to treat your cold and flu symptoms.** Get plenty of rest, especially while you have a fever. Stop smoking and avoid secondhand smoke, which can make cold symptoms worse. Drink lots of fluids like water and clear soups. Fluids help loosen mucus. Fluids are also important because they help prevent dehydration. Gargle with warm salt water a few times a day to relieve a sore throat. Throat sprays or lozenges may also help relieve the pain. Avoid alcohol and use saline (salt water) nose drops to help loosen mucus and moisten the tender skin in your nose.

**Can I prevent catching a cold or the flu?** You can reduce your risk of catching a cold or the flu by washing your hands frequently, which stops the spread of germs. Eating healthy, exercising and getting enough sleep also play a part in preventing colds and the flu because they help boost your immune system.

**The best way to avoid getting the flu is to get the influenza vaccine.** See page 3 for information on upcoming Flu Shot Clinics being offered here at Colgate.

Some people who get the vaccine will still get the flu, but they will usually get a milder case than people who aren't vaccinated. The vaccine is especially recommended for people who are more likely to get really sick from flu-related complications.

If you are sick, make sure that you cover your mouth when you cough and wash your hands often to prevent giving your cold or flu to others.

Reminder: Flu Shot Clinic

Monday, October 27 from 8:00 a.m. – 1:00 p.m.
in the lobby of Reid Athletic Center.
The clinic is open to staff, faculty, retirees*, significant others and employees’ children who are 13 years of age or older (if under 18 years of age, must be accompanied by adult).
Campus-wide flu shot clinics (for all students, faculty and staff) are scheduled as follows:
- October 28 from 4 p.m.-7 p.m. in Curtis dormitory
- November 4 from 10 a.m.-2 p.m. O’Connor, TV room
- November 18 from 11 a.m.-1 p.m. O’Connor lobby, Health Center Coop table

Please wear a short-sleeve (or easily rolled up) shirt to make the process easier.
The cost of the flu shot will be $15, cash or check made payable to Colgate University accepted. (Medicare cards cannot be accepted at these clinics.)

Remember: Getting a flu shot is an excellent way of protecting yourself from getting the flu.

ALLERGIC TO EGGS, NO FLU SHOT FOR YOU!

If you are PREGNANT, we cannot administer the flu shot. You will need to make an appointment with your doctor.

*For Medicare Part B recipients there is a special clinic being offered on Friday, November 14 from 8:00 a.m. to 12:00 p.m. in the Wooster Room, Huntington Gym. There is no charge for those who bring their Medicare Part B card. (The cost is $30 without the card.)

In Our Own Time

The Third Annual Benefit Art & Craft Sale
Sponsored by Colgate University PAC and Human Resources Department

Date: Saturday, November 15
Time: 10:00 am – 2:00 pm
Location: 565 Case-Geyer Library
(across from Hieber Café)

* Hand crafts * Art * Food * Holiday Items
* Scrapbooking * and lots more.

Come see what your colleagues and peers love to do outside of business hours by attending in this wonderful event.
The sale will be open to everyone in the Colgate community, and community-at-large.

For Your Benefit

Benefits for Dependents
Dependents (unmarried children) can remain on an employee’s health, dental and optional life insurance until the age of 19 or the age of 25 if they are enrolled as a full-time student at an accredited college or university. Please contact the Human Resources Department at ext. 7565 if your child did not return to college this year or does not plan to return at the end of this semester. COBRA continuation of coverage information will be sent to your child.

Open Enrollment is Coming
This year packets are scheduled to be mailed by November 3 with open enrollment running through November 14.

Benefits Fair
Date: Wednesday, November 12
Time: 11 a.m. - 1:30 p.m.
Location: Hall of Presidents
Lunch served: 11:30 a.m. - 1:30 p.m.
Come find out the many opportunities you have and register for a grand prize.

A Note to Remind You…
All requests for reimbursement from your 2008 Flexible Spending Account must be incurred by December 31, 2008 and submitted within 90 days of that date. Protect yourself from losing unclaimed funds by taking the time to look over your eligible expenses and submit them to PayFlex for reimbursement.

If you would like to find out the balance on your account, make an online reimbursement request, download claim forms or view a listing of eligible expenses, visit www.mypayflex.com. Reimbursement forms can be found on the Services tab on the portal at https://cu.colgate.edu.

If your PayFlex debit card is denied because of insufficient funds in the account and you still have a balance in your account, you will need to submit claims and receipts online or by mail to expend the remaining funds.

Start thinking about and calculating how much you anticipate your medical and daycare expenses will be for 2009. If you need to see a physician or orthodontist in order to help determine your expected medical expenses, you should schedule an appointment to see the doctor as soon as possible.
EMPLOYEE NEWS

PROMOTIONS
Brendt Simpson was promoted to director of institutional planning & research effective October 6.

I would like to thank everyone in the Colgate Community who have sent get well wishes, emails and remembered me in their prayers for the last several months of my illness. I especially want to extend a thank you to all my co-workers in B&G for the gifts and the luncheon that was held for me on October 16.
—Lynn Basher

Reminder: Information about Job Postings
For complete information on position vacancies and to submit an application visit our website at: https://careers.colgate.edu
Due to technical issues, this link is not available on the portal. [Note: Bargaining Unit positions will continue to be handled in accordance with the Collective Bargaining Agreement.]

Angert Climbing Wall hours for faculty and staff
November 3 through December 8 the climbing wall will be open on Mondays from noon - 1 p.m.

WEDDINGS
Congratulation to Jennifer McGee and Alexander Karn; they were married on July 18. Jennifer is a project manager, communications and Xan is a visiting assistant professor of history.

Congratulations to Danielle Callard and Domenic Bertoni. They were married on September 20. Dom is an equipment cage attendant at Reid Athletic Center.

BIRTH ANNOUNCEMENTS

Ashley and Andrew Osborne welcomed Phiona Berenice (7 lbs. 11 oz.) born September 16. Phiona has a lot of Colgate connections in her family. Paternal grandmother is Berenice Osborne. Bernie was the cook at ATO for many years. Phiona’s paternal grandfather is the late Phil Osborne who worked as a stock clerk. Maternal great-grandparents are Lewis and Jeannine McGregor who work at the Colgate football and hockey games. Proud grandparents are Michael and Wendy Wells. Wendy is manager of student accounts.

Lesleigh Cushing and Ben Stahlberg welcomed son Ezra Paul (8 lbs. 9 oz., 22” long) on September. 20. Lesleigh is an assistant professor of philosophy and religion & Jewish studies and Ben is a visiting instructor in religion.

CLASSIFIED ADS

POSITION VACANCIES
Administrative Assistant, Off-Campus Study
Assistant Dean for Administrative Advising
Athletics Event Staff (pt-no benefits)
Bowling Alley Attendant (pt-no benefits)
Campus Safety Officer/Dispatcher (pt-no benefits)
Custodian - Persson Hall
Director of Advancement Services
Director of Alumni Affairs
Foreperson, Heating Plant
Grants Assistant
Human Resources Data Entry Assistant (pt-no benefits)
LASR and Stacks Management Supervisor
Marketing Production Coordinator (pt-no benefits)
Millwright - renewable
Regional Advancement Director (2)
Staff Nurse (per diem)
Technology Support Analyst
Temporary Office Assistant to Director of Leadership Giving (pt-no benefits)

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COLGATE UNIVERSITY IS AN EO/AAE
Developing and sustaining a diverse faculty and staff to further the University’s educational mission.

SELL & SWAP
For Sale: 1980 El Camino, maroon, 305 V8, 70,000 original miles, 2 extra mounted tires, new headliner, registered with vintage plates, $4000. Call: 837-4753

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QUOTE OF THE MONTH
Every day that is born into the world comes like a burst of music and rings the whole day through, and you make of it a dance, a dirge, or a life march, as you will.
—Thomas Carlyle