

# Indiana MoneyWise



Will the October Effect

# Spook

Market Investors?

## The Fruit Of The Gods From An Indiana Tree?

Sweet Persimmons  
and the Origin

Election Myths Debunked and  
FAQs Answered

Visit Indiana's Fall Guide  
Corn Mazes, Hayrides, Festivals,  
and Halloween Spectaculars!

**Register to Vote by  
October 9th!**

Dear Hoosiers:

Thank you for reading the Indiana Secretary of State's e-magazine. The purpose of this publication is to provide Hoosiers with timely tips and information on smart money management and investment fraud prevention.



This past summer brought about some record-breaking heat, but fall is upon us and things are finally beginning to cool down! The trees are colorful and the air is crisp, just in time for the Midterm election season. This issue will focus on Indiana Fall tourism for the whole family and provide some tips to make sure you are ready to vote in November.

Being an active and prosperous citizen in Indiana means being financially responsible as well as civically engaged. Indiana MoneyWise has busted many voter myths to make sure Hoosiers are prepared to make their voice heard! Thinking about investing this fall? Read about the October Effect for stock market history. If hayrides and apple cider are on the list, this e-magazine will help you find just that, along with festivals to celebrate right here in the wonderful state of Indiana. Enjoy the 2018 Fall MoneyWise e-magazine!

A handwritten signature in black ink that reads "Connie Lawson". The script is fluid and cursive.

Connie Lawson  
Indiana Secretary of State

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**MISSION STATEMENT**

It is the mission of the office of Secretary of State Connie Lawson to deliver to the people of Indiana government-as-a-service that focuses on unqualified integrity and accuracy in our elections, consistent and principled regulatory methods, ceaseless protection of Hoosier investors, and the most efficient use of taxpayer resources.



# What services make up the Secretary of State's office?



Secretary Lawson with students at the Indy Home School Co-op

There are four main divisions that comprise the Secretary of State's office:

Business Services  
Securities

Elections  
Auto Dealer Services

The Office of Secretary of State is one of five constitutional offices originally designated in Indiana's State Constitution of 1816. Sixty-one Hoosiers have served as the third highest-ranking official in state government.

Duties of the office include registering new businesses, regulation of the securities industry, oversight of state elections, commissioning of notaries public, registration of trademarks and licensing of vehicle dealerships throughout Indiana.

# The Fruit of The Gods From An Indiana Tree

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*By Lenny D Farlee, Sustaining Hardwood Extension Specialist,  
Purdue University Department of Forestry and Natural Resources*



Ripe persimmon. Photo: Rebekah D. Wallace, University of Georgia, Bugwood.org.

The American persimmon tree's scientific name, *Diospyros virginiana*, is loosely interpreted "divine fruit" or "fruit of the gods" of Virginia. If you have tasted a ripe persimmon on a crisp fall day, you might agree with that assessment. Several persimmon tree species are found in both the new and old world and have been used for food and wood products for centuries. Our American persimmon is native to the southern half of Indiana but can survive in the northern half of the state as well.

The ripe fruit is famous for the sweet orange pulp used in puddings, cookies and candies. If you are unlucky enough to eat a persimmon that has not yet ripened, your opinion of its eating



quality will be quite different. Unripe persimmons have a high tannin content that makes the fruit very astringent – I describe it as feeling like your head is shrinking while simultaneously trying to expel a glue ball from your mouth! Most dedicated persimmon collectors wait for the fruit to become soft and fall from the tree before collecting to avoid this unpleasant experience. Contrary to popular belief, the fruit does not have to experience a frost to ripen. Persimmon fruit normally ripen in September and October, but some trees hold fruit well into winter.

A warning to those tempted to over-indulge in persimmon fruit: the tannin in the unripened fruit can combine with other stomach contents to form what is called a phytobezoar, a sort of gooey food ball that can become quite hard. One patient had eaten over two pounds of persimmons every day for over 40 years. Surgery is often required to remove bezoars, but a recent study indicated Coca-Cola could be used to chemically shrink or eliminate the diospyrobezoar. There is very little risk to those infrequently eating ripe persimmons.

Persimmon is related to ebony and has extremely hard wood once commonly used for golf clubs when “woods” were actually made of wood. The heartwood of persimmon can be black, like ebony, but significant dark heartwood formation may not occur until the tree is quite old. Persimmon is a medium-sized tree here in Indiana but can be over 100 feet tall in the bottomland forests of the Southern U.S. Where I grew up in Southern Indiana, my family ritual in the fall was to go to Brown County State Park and pick up persimmons, separate the tasty pulp from the skin and seeds and freeze the pulp for use in persimmon pudding and candy over the holidays. We might also collect some black walnuts or hickory nuts to include in the candy. We had to be diligent, as the opossums, raccoons and deer liked persimmon as much as we did.











The embryo in persimmon seed – is it a spoon, knife or fork?  
Photo: Lenny Farlee, Purdue Extension Forester

In addition to use for food, persimmon has some folk tradition related to winter weather forecasting. It was thought the shape of the embryo in the seed could predict the winter weather: a spoon shape indicated deep snow, a knife would indicate icy cutting winds and a fork meant it would be mild with plenty to eat until spring. I collected a few seeds from trees here on the West Lafayette campus and split them open to see what the tree wants to tell me – looks like a spoon to me, but you can make your own predictions.

The Indiana DNR Division of Forestry Nursery sells American persimmon seedlings. You can also find selections for fruit production being sold commercially, along with several Asian persimmon varieties. Male and female flowers are normally formed on separate trees, so plant several to get good pollination.

The following site has a wealth of information on persimmons, including several recipes and locations to buy pulp and seedlings, as well as natural and cultural history including the annual Persimmon Festival in Mitchell, Indiana: <http://www.persimmonpudding.com/>.



# **Elections** & **FAQs** & **MYTHS** **DEBUNKED**

*Article by Nicholas J. Duffy, Executive Fellow, Indiana Secretary of State's Office*







Election season is upon us once again, and the Secretary of State's office is here to help ensure you're ready come election day! This article addresses the Frequently Asked Questions (FAQs) surrounding general elections, so be sure to read carefully to make sure your vote counts this November!



# FREQUENTLY ASKED

**Q: What do I need to bring with me on Election Day in order to vote?**

A: All you need to bring is a valid government-issued photo ID! It's a common misconception that people must bring more official documents such as your birth certificate or social security card, but those documents won't be necessary. As long as you have an identification card that contains your photo, you will be ready to vote!

**Q: Does the address on my photo ID have to match the address on my voter registration?**

A: Fortunately, you will not be turned away from the polls if the address on your photo ID does not match the address on your voter registration. However, we recommend making sure that your voter registration and identification card match! You may update your voter registration in minutes at [www.indianavoters.com](http://www.indianavoters.com). If you need to update your photo ID to match the correct address, a quick trip to the BMV will help!

**Q: If the addresses do not match, where do I vote?**

A: You must vote at the precinct based on where you live. You may always check to see where you are supposed to vote at [www.indianavoters.com](http://www.indianavoters.com).



# ASKED QUESTIONS

**Q: If someone was recently released from being incarcerated, are they allowed to vote?**

A: Yes! If a citizen of Indiana is not currently incarcerated, they are welcome to register to vote. They will be able to vote in the state of Indiana if they are registered by the registration deadline of October 9th.

**Q: When does someone need to turn 18 years old in order to vote?**

A: If the voter is 18 by the date of the general election (November 6th), then they will be able to vote! They just need to make sure they are registered to vote by October 9th.

**Q: Where can I check my voter registration and verify my voting location?**

A: All of this information is available at [www.indianavoters.com](http://www.indianavoters.com) or on the Indiana Voters mobile app. On the app or the website, you will also be able to update your voter registration in the case that any information has changed since the last time you voted.







# MYTHS DEBUNKED

**Now that we've covered some of the most common questions, let's talk about some myths surrounding elections. These ideas are not true, and we're here to explain why!**

## MYTH 1

**If I can't make it to the polls on Election Day, I won't be able to vote.**

**FALSE.** Not everyone is able to take time away from work or school in the middle of a Tuesday. Luckily state government has found answers for that! In Indiana, voters can utilize an absentee-by-mail ballot to send in their votes. Just keep in mind that the deadline for absentee-by-mail applications is October 29th.

## MYTH 2

**Midterm elections don't really matter anyway.**

**FALSE.** Midterm elections are very important not only for local elections, but national elections as well! All 435 House of Representative seats are up for re-election, as well as 33 of the 100 Senate seats. Additionally, 36 of the 50 state governors are up for election. Your vote this November will have a great impact on the future of American government.



## MYTH 3

**My vote doesn't make a difference.**

**FALSE.** This is one of the most common myths that comes up every election cycle, and is always **NOT TRUE**. Every vote matters. There have been many elections throughout history that have been decided by just a handful of votes. Democracies give every citizen their own voice, so use it!

upcoming election!  
Visiting [www.indianavoters.com](http://www.indianavoters.com) and checking your registration takes only a few minutes. Make sure you are ready for the election on November 6th!

## MYTH 5

**If there is an issue with my registration on Election Day it will be impossible to cast my vote.**

**FALSE.** Indiana has implemented "provisional ballots" that may be used when a voter's registration is called into question. These provisional ballots are to be filled out by the voter and returned to their local county election official within a certain period of time. If everything checks out, their vote will be cast!

## MYTH 4

**Your voter registration automatically updates when you move.**

**FALSE.** It can't be said enough – your voter registration is not automatically updated. It is up to you to make sure you are properly registered for this



# Vote18

MIDTERM ELECTIONS





# A-Mazeing Fun

Few experiences are as signature to autumn in the Hoosier State as finding your way through a corn maze. This year you and your family can get lost in stalks of corn that pays homage to the Netflix hit show *Stranger Things*. Even though the show is set in the fictional town of Hawkins, Indiana, you can still visit "The Upside Down" at Exploration Acres in Lafayette. Of course, this is just one example of the MANY unique mazes around the state. Others include the logos of the Indianapolis professional sports teams, a giant gummi bear, a John Deere tractor and one includes a beer fest.









# Apples, Cider, and Pumpkins, Oh my!

Crisp fall days with family and friends at the orchard is the ideal way to bring the best of Indiana's bounty to your table. The Hoosier State is home to dozens of you-picks and markets. Get the perfect apples for pie or stock up on berries to preserve and enjoy throughout winter. Don't forget about the perfect pumpkin for your future jack-o'-lantern. After filling your bushel with the freshest produce, you can sip fresh, warm apple cider while taking a relaxing hayride.













# 'Tis the season

From unique foods to historic reenactments to classic cars and everything in between, fall is festival season! Indiana's largest festival is Parke County's Covered Bridge Festival. Thirty-one covered bridges are nestled among the beautiful fall foliage, including historic sites like the Bridgeton Mill. Another lure to this festival is shopping. Vendors sell EVERYTHING: candles and crafts, caramel apple slices, pumpkin ice cream, even paintings. This festival is also known for a strange culinary specialty called buried beef. That's right, beef cooked underground! Marinating in its own juices, this succulent dish is a must-try.





# Chills & Thrills

Haunted houses, haunted mazes, haunted cornfields, this list goes on! Indiana's ghostly attractions will be sure to give you the chills. There's spooktacular fun in being chased by the Headless Horseman at Conner Prairie or taking a plunge on an epic roller coaster at Holiday World! If thrills are more your style, ride an exhilarating zip line or take the Halloween Train at Hoosier Valley Railroad Museum for a magical show.









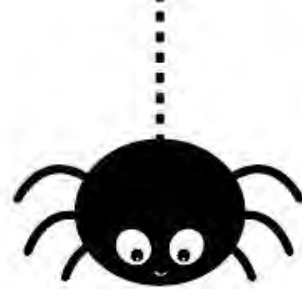
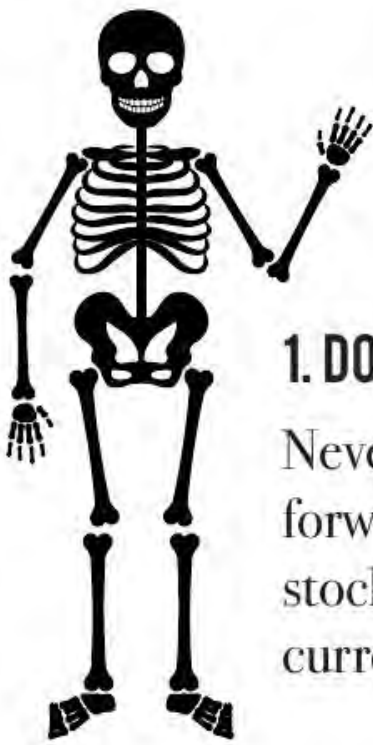
# DOES THE **OCTOBER EFFECT** REALLY EXIST?



According to Investopedia.com the October effect is the theory that stocks tend to decline during the month of October. This may be supported by historic market crashes that have happened in October; Black Monday, Tuesday and Thursday all of 1929, and Black Monday of 1987. Granted, the Dow did plummet 22.6% on Black Monday in 1987, but the statistics for this phenomenon oppose the concept. In fact, more historical down markets have occurred in September than October, and October has ended the month in more bear markets than led off at the beginning of the month. Slides in the years of 1987, 1990, 2001, and 2002 actually turned around in October, and despite the 1987 plummet, Black Monday has been one of the great buying opportunities of the last 50 years. The October effect is mainly considered a psychological expectation, a gut feeling mixed with a few random incidents to create a myth. October may get a bad rap in finance because so many black days fall in the month, but it's important to remember financial downfalls don't cluster. As wonderfully as it would be to have financial collapses held to one select month, October is no more susceptible to downfalls than the other 11 months, its negative view might even make it a better buying opportunity. Whether the market brings tricks or treats, here are three investment disciplines that never go out of style.







## 1. DON'T OBSESS OVER SKELETONS

Never mind the October effect myth, look forward, not backward. Be choosy with your stocks, think long-term and understand how current events could impact your portfolio.

## 2. VENTURE OUT

Explore outside of your comfort zone, consider stocks out of your region. If the U.S. market seems boring, stocks in Europe and Japan may be worth a look.



## 3. DIVERSIFY

Past performance doesn't indicate future returns. Spread your money around and combine investments in multiple sectors to alleviate risk.

As with all investments, careful vetting and due diligence is a must. Call our office at **1-800-223-8791** to check if both the professional and securities product being offered are registered.







# Indiana MoneyWise

## Financial Education Program

The Indiana MoneyWise Financial Education Program is delivered directly to community members who are at the brink of making impactful financial decisions for the first time - high school students. The Indiana Secretary of State's Office has partnered with EVERFI to offer digital financial education to high school students across Indiana at no cost to schools or taxpayers.

The 6-8 hour web-based curriculum prepares students to be responsible stewards of their financial future. The course covers everything from financing higher education to credit scores to investing. Each module provides bite-sized, instructional animations to make topics approachable and relatable to students.

The Indiana MoneyWise Financial Education Program started as a pilot program during the 2016-2017 school year, supporting more than 2,200 students in 26 schools with quality, accessible financial education. Thanks to overwhelmingly positive feedback from participating parents, teachers, and students, Secretary Lawson has expanded the program statewide.

The Indiana MoneyWise Financial Education Program is recommended for grade levels 9-12. There are nine course modules which take 40-50 minutes each to complete, for a total of 6-8 hours of education. The program aligns with Jump\$tart, national, and Indiana financial literacy standards and fits within business, career technical education (CTE), economics, and social studies classes.



The background features a complex line-art design. The top section shows a grid with a line graph, a gear, and various circuit-like lines. The middle section is a solid dark green band containing the main text. The bottom section features a large dollar sign, a profile of a head with circuit lines, and more technical diagrams.

Proud to be a  
**MoneyWise School**



## Teachers receive:

- Real-time student score reports on your teacher dashboard
- Supplemental, online lesson plans
- Detailed standards alignment guide with Indiana-specific standards
- Answer keys for all assessments
- Engaging discussion guides

## Students receive:

- Pre, post, and formative assessments for evidence-based learning
- Engaging animations providing explicit, direct instruction on new topics
- Guided practice activities that reinforce financial knowledge and skills
- Immersive, interactive learning experience

## Topics Covered:

- Saving
- Banking
- Payment Types
- Credit Scores
- Higher Education
- Renting vs. Owning
- Insurance and Taxes
- Consumer Protection
- Investing



If you are an educator interested in bringing financial education to your school, please visit [everfi.com/login](https://everfi.com/login) or contact our EVERFI schools manager, Marissa Moore at 847-804-8943 or [mmoore@everfi.com](mailto:mmoore@everfi.com).



# Indiana MoneyWise in the classroom



*Through Indiana MoneyWise, Indiana Secretary of State Connie Lawson offers financial fitness and fraud prevention programming to audiences of all ages, statewide. Indiana MoneyWise provides interactive learning experiences, tools, and resources to educators, and our outreach coordinators can travel to your classroom to provide programming directly to the youth you serve.*

**Pet \$ense: Magical Edition** - This game teaches children how to budget using magical creatures in place of more traditional pets. Children use an assigned allowance to make purchasing decisions for pet supplies. We throw in an emergency expense at the end to teach the importance of keeping some wiggle room in a budget.

**Financial Fitness Reading Program** - Children read books with financial messaging and reinforce what they read by completing several activities. Upon completion of the program, children are awarded a Secretary of State piggy bank.

**Fraud Fighting Force** - Children love escape room games, and we have created a simulation that uses many of the best parts, such as secret codes and invisible ink. Children are told they have a chance to join a superhero team, but they must first prove their worth by discovering a series of investment scams.



**How to Avoid Getting \$CAMMED** - This is a Prezi presentation developed by our office to teach teenagers and adults about various forms of financial fraud. We cover several popular scams, including the IRS scam, the grandparent scam, the tech support scam, and Ponzi schemes. We discuss methods of persuasion used by con artists and look at real life examples of investment fraud here in Indiana.

**Financial Fitness Jeopardy** - Just like traditional Jeopardy, but the questions center around money. This game allows for added discussion and in-depth learning. It's ideal for teenagers.

**Indiana MoneyWise BINGO** - Just like regular BINGO, only instead of simply reading numbers and letters, we provide fraud prevention tips along the way. This is a great game for engaging teenagers and adults.

*We encourage you to check out the Educational Resources page of our website. To schedule a visit to your school by one of our outreach coordinators, or to get more information about the programs above, please contact Kelly Griese and/or Kylee Hale.*



# FRAUD STOPPERS

## Real Life Stories of Investment Fraud

What would you do with a million dollars? Larry Westby, a licensed respiratory therapist, found weakness for a vintage personal basketball court. How did a respiratory therapist get a hold of a million dollars? Well this is where the story unfolds. Larry Westby was president of LMW, Inc., a company claiming to sell respiratory therapy protocols to doctors, allowing doctors to perform treatments inside their own offices, instead of in a hospital. In January of 2010, Westby decided to use the company website to contact prospective investors indicating he was thinking about selling his company for a large profit. Westby falsified company information, the financial stability of the company, as well as the investor risks. Westby said that LMW would be sold for \$36.5 million to a company called Global Spot, a made up entity. One big red flag; Westby never registered LMW with the Indiana Secretary of State's Office. The Indiana Uniform Securities Act (IC 23-19) requires the registration of securities offered or sold as well as registration of the person(s) offering or selling the securities or investment advice in the State of Indiana.

"Mr. Westby was not registered to sell securities with my office, this is often the number one warning sign that the investment may be a scam. I encourage all investors to do their homework and research investment professionals before making a deal. Hoosiers can ensure their investment professional is registered by looking on our website or by calling our office." – Indiana Secretary of State Connie Lawson

This case was investigated by the FBI, Internal Revenue Service-Criminal Investigation, and the Indiana Secretary of State. Westby took more than \$985,000 from hard working Hoosiers. In addition to the vintage basketball court, he used the ill-gotten gains to purchase two vehicles, repay personal loans and pay off credit card debt. In December of 2017, at age 65, Westby was sentenced to 90 months (7.5 years) imprisonment by Chief U.S. District Judge Jane Magnus-Stinson. Westby is also required to pay back over \$985,000 in restitution and serve three years of supervised release after his sentence.

**Protect yourself against investment fraud.**

**[www.IndianaMoneyWise.com](http://www.IndianaMoneyWise.com)**





# CAN YOU SPOT THE WOLF?

**\$CAMMED: Investment Fraud Revealed** is a 30-minute documentary featuring the stories of real investment fraud in Indiana. In watching **\$CAMMED**, you will experience these cases through the eyes of the victims who lost their hard-earned savings, and hear from the Indiana Secretary of State securities investigators who worked tirelessly to bring the fraudsters to justice. **\$CAMMED** is designed to be educational. You can watch the documentary on our website. Additionally, we are pleased to offer speakers from our office free of charge if you are interested in hosting a viewing party in your community.

<http://bit.ly/ScammedDocumentary>



# Indiana MoneyWise



Indiana MoneyWise is an educational program designed to increase financial fitness in Hoosiers while also providing information critical to avoiding investment fraud. Throughout the Indiana MoneyWise website and e-magazine, you will find interactive learning tools and resources to teach you the skills needed to be both financially fit and a wise investor.

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