



Kevin Forristall

**Behavioral Economics**

Kevin Forristall, Vice President of Risk Management at TS Bank, spoke at the Treynor Optimist Club on January 12. Kevin never took a deep interest in studies until he took some psychology classes in college. They finally engaged his interest in a subject. Kevin talked about the role of psychology in business decision making.

"Do we make decisions

based on our automatic inherent knowledge or on calculated decisions?" For example, a master chess player can look at a chess game and immediately assess the next move. An antique appraiser may make an immediate assessment of the value of an item even though he has not seen one like it before. A fireman can make a rapid assessment if a building is safe to enter or not.

Intuition does not always lead to the right conclusion. For example, Pepsi and Coke have had a long-running competition. In taste tests, Pepsi consistently won taste tests over Coke. However, Coke always sold better. Why. Further study determined that the difference was between drinking one ounce test case and a twelve ounce can. Coke tasted better when people drank the entire can.

**Calendar**

- Jan 30 – Can Kennel Sorting, Jr. Sr. Prom, 3:30 p.m.
- Feb 9 – Pinewood Derby

**Birthdays**

- Jan 19 – Dennis White
- Feb 12 – Richard Vorthmann
- Feb 13 – Gary Funkhouser

**Anniversaries**

- Feb 6 – Jon & Debra Jacobsen

**Programs**

- Jan - Bill Matthew (2nd two weeks)
- Feb - Bob Mantell (1st two weeks)
- Feb - Jon Jacobsen (2nd two weeks)
- Mar - Dale Willenborg

Stock markets are another example of something based on emotion instead of long term potential. Markets change on a single indicator.

There is also the phenomena of hindsight bias. In hindsight, you can always be right. Hindsight bias can make you overconfident.

**Meeting Minutes**

Ken Graham opened the meeting on January 12. Keith Denton and Mick Gutttau provided jokes before the Pledge of Allegiance. Gary Gutttau offered the opening prayer.

Gary Gutttau contributed to the Youth Fund for the good performance of the Boys and Girls Dance Team. Bill Vorthmann contributed because of a successful spaghetti supper. Richard Vorthmann contributed to recognize the players for the basketball games last night. Gary Funkhouser said that Steve Irvin's daughter should be recognized because of her success in teaching reading.

The spaghetti supper Friday night server about 220 people. Last year there were about 145. Income before expenses was about \$1300.

The can kennel this week had 35 bags of cans and 19 bags of plastic. There was a lot of help, but it still took an hour.

There was a Zone meeting Thursday night in Underwood. Three members from Treynor participated.

There will be a board meeting next week. Saturday, Feb 9 is the Cub Scout Pinewood Derby. Judges are needed.

Bill Vorthmann won the 50/50. Bill Matthew won the attendance award, but did not collect. There were 17 members and one guest at the meeting.

- Apr - Chad Gutttau
- May - Gary Funkhouser
- Jun - Gary Gutttau

**Speakers**

- Jan 19 - Cynthia Angerth, Outreach Coordinator for Iowa School for the Deaf
- Jan 26 - Eric Koch U.S. Constitution and his Campaign experiences.

**Prayers**

- Jan 19—Steve Irvin
- Jan 26—Dee Gutttau
- Feb 2—Mick Gutttau
- Feb 9—Judy Gutttau

Joe has been seeing a psychoanalyst for four years for treatment of the fear that he had monsters under his bed. It had been years since he had gotten a good night's sleep. Furthermore, his progress was very poor, and he knew it. So, one day he stops seeing the psychoanalyst and decides to try something different.

A few weeks later, Joe's former psychoanalyst meets his old client in the supermarket, and is surprised to find him looking well-rested, energetic, and cheerful. "Doc!" Joe says, "It's amazing! I'm cured!"

"That's great news!" the psychoanalyst says. "you seem to be doing much better. How?"

"I went to see another doctor," Joe says enthusiastically, "and he cured me in just ONE session!"

"One?!" the psychoanalyst asks incredulously.

"Yeah," continues Joe, "my new doctor is a behaviorist."

"A behaviorist?" the psychoanalyst asks. "How did he cure you in one session?"

"Oh, easy," says Joe. "He told me to cut the legs off of my bed."