

SPRING 2021

IN F O R M A T I O N A L

02 Buying Memories

Over time we can experience decreased satisfaction with the things we buy, but is it possible to have sustained satisfaction?

03 Encore

Your opportunities are endless and we want to help. Find a few new ways to continue to thrive in retirement!

05 Over halfway to go!

Have you considered what different choices you would make if you knew you still had over half your life left to live?

Spring Forward

by Luke Kuchenberg CFP®, CPWA®

I think it could go without saying, but these last 12 months have been a challenge. On the lighter side, we have all worked to navigate life in different ways. Figuring out how to work, getting kids through school, or visiting with loved ones virtually has been an interesting process. Even how we approach our neighborhood restaurant, or grocery store has also been different. But there is also a more profound and more meaningful impact this last year has brought as well, and I believe there isn't one of us that this virus hasn't touched in ways we will remember for a long time. The question I ask myself now is, "What can I use from these varied experiences of the last year in my life ahead?"

When the COVID shutdowns started, there were several families we know that took that time to try to improve. While they remained safe and vigilant with the latest protocols of life, they took on some tasks they could control and still do with a new zeal. Some who had the skills remodeled portions of their house. Others created a list of books to read, organized their basements, or pursued new outdoor activities. And some families made "safe circle pacts," where a group of family members or friends quarantined together to enable them to have those

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SHRED EVENT

COURTESY OF
FORM WEALTH ADVISORS

To shred or not?

At this point, our Shred Event cannot be scheduled due to ongoing COVID limitations with the shredding company. Once we can confirm a date, we will post the date on our website and send out an email. We hope to get this scheduled as soon as possible and apologize for the delay. 🙏

"Acknowledging the good that you already have in your life is the foundation of abundance."

Eckhart Tolle

Buying Memories

by Tyson Ray CFP®, CIMA®



Science is catching up to what hundreds of clients over the course of my career have taught me: Good memories make us much happier than any material possession ever does.

We live in a society that teaches us that we are valued by our 'stuff.' This philosophy says that if you want to be happy, you should own nice stuff. I have experienced this myself: upon graduating college, I set a goal of owning a very nice watch. I would get up every morning, go to work, and do what was necessary so I could acquire a very fine watch. After buying the nice watch and wearing it all the time, I noticed that the face became scratched. It also had gotten dirty, and it now sits in the box and I almost never use it.

I have had the same experience each time I bought a new car. I love the new car smell and the spotless interior; and then it gets a dent and, all too soon, it is just a car. When we built our house, it was new and perfect; a year later, the house settled and the dry wall cracked. Then Jenny and I added three sons to the house and it is definitely no longer new. We have decided not to fix anything until after the boys are out of the house.

I have found that every new purchase initially made me feel happy, but with time, that satisfaction is often gone without a trace. The act of making the purchase brought temporary happiness but not long-lasting, true happiness.

It turns out that the main impediment to happiness is adaptation. As soon as we adapt to having something, it becomes ordinary and unexciting. The level of life satisfaction we feel falls, and we're forced to search around for the next purchase. This process is repeated again and again.

However, research carried out at Cornell University has found a way to break this damaging cycle. Psychology professor Thomas Gilovich has shown that we experience the same increase in happiness when we buy something we want and when we go traveling. But — and here's the most important point — the amount of happiness we derive from our purchase falls over time, whereas the memories of our experiences continue to supply us with happiness hormones for much longer. (Source: fastcoexist)

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2021 PRESENTATION

TAX STRATEGIES

Pre-registration is required.

Learn about the latest tax law changes and which investments and tools can help you manage your tax liability.



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Is It Time for an Encore?

by Luke Kuchenberg CFP®, CPWA®



It was Bob Dylan who wrote the song, “The Times They Are A-Changin’,” but did he ever think his work would open up an article on a life planning topic? Probably not.

Nevertheless, the times have changed, especially with respect to retirement and the thoughts that surround many of our clients as we walk through that transition. This is a time when there will be not only financial questions and planning points, but also an increasing amount of discussion around what comes next: What will retirement look like? Once you have the freedom that financial independence can provide, what will you do?

Over the last 20+ years, we have created many financial plans with clients. We’ve discussed investment and income strategies, tax and estate planning, and conversed at length on Social Security, insurance and pensions. However, over the last 10 years, we find we are spending an increased amount of time talking about a different kind of transition - not one of finance, but rather one of continued engagement. It has been labeled “The Encore,” and the ranks of its followers are growing by the day.

Retirement - what does it mean to you? Is it a time to escape, to withdraw from active work and to rest? Or is it something else - different than maybe your parents’ or grandparents’ generation?

If you struggle with these thoughts, you are not alone. Every day there are over 10,000 Baby Boomers who turn age 65. With that, many thousands are looking ahead to a future not of naps, walks to the mailbox, or dinner specials for the early bird, but toward a time when they can apply their time and talents in a different manner. Bring on the Encore!

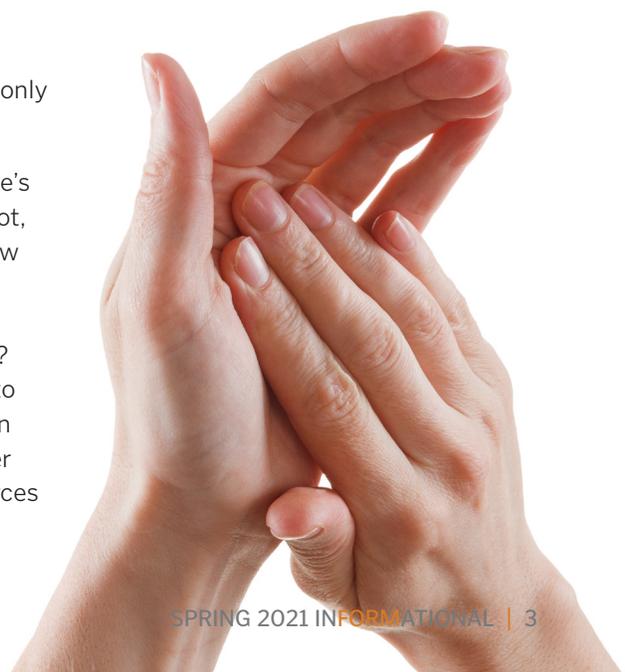
As you might imagine, our clients come from all walks of life and experiences. Some worked as tradesmen, others as educators. Some were business owners or in the medical field, while others worked in advertising and sales. We have a handful of great scientists, too. Those different backgrounds bring many divergent thoughts about retirement. For some, an encore might include a part-time or seasonal position that may be hobby-related. For others, a volunteer opportunity with a purpose or social impact fits the bill. Either way, your encore is generally a pursuit in which you were not able to immerse yourself until now. Whatever it is, experience tells me your continued engagement will lead you to be not only happier, but much healthier as well.

If you need help getting started, here’s a little advice. The key question is not, “What is my encore?” but rather, how do you find what’s right for you? Is it continuing to have impact in your field but perhaps from the sidelines? Or are you feeling called to delve into something totally new, perhaps even out of your comfort zone? No matter the direction, there are many resources for you to find inspiration or help.

First, if this is a topic that we have not already discussed as part of our ongoing planning relationship, we would surely welcome that conversation. Second, there is a wonderful resource at your fingertips with AARP’s *Life Reimagined* website tool (lifereimagined.aarp.org). Here you can explore everything from articles and online courses, to the latest in collective creativity on finding balance and well-being. It is an extensive interactive tool, and it’s fun!

In addition, while doing some research for this piece, I discovered excellent opportunities within many local area institutions of higher learning. The Osher Lifelong Learning Institute offers programs at over 100 college campuses nationwide, including the University of Wisconsin-Milwaukee (http://uwm.edu/sce/program_area/osher-lifelong-learning-institute/). Please take a look at their catalog. I think you will be

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My Why

by Christine Hayward MBA, CIS



It is not what you do, but “the why” that is inspiring. Being introduced to the financial planning industry early on in life helped me catch the vision of what it would be like to help people on a very personal level.

Attending conferences with my parents throughout my upbringing helped guide me in my educational pursuits. After graduate school, I began my journey as a financial advisor and was blessed to work with my parents in Middleton. The hands-on experience I gained working alongside my father helped deepen my passion for helping our clients live a better life.

Every day I come to work, I look forward to my interactions with everyone in the FORM Wealth Family – coworkers and clients!

We get to create plans to help clients achieve their goals. Our heart is to help others and getting to do that every day is a gift.

I value the trust and relationships I have built with our clients. Whether it is encouraging you to take the bucket list trip, purchase your dream home, or acquire a boat to create new memories in retirement. I feel the financial planning process is all about those relationships and conversations to learn more about the FORM your life is taking – Family, Occupation, Recreation, and Mission.

Walking our clients through the various life phases allows us to walk alongside one another through many life events. We love getting those calls that a grandchild has just been born or that you’ve crossed off another item on your bucket list. We also have the privilege to

walk alongside you through difficult experiences. We are humbled to be there through it all.

Growing up, I heard the old phrase, “If you love what you do, you’ll never work a day in your life.” I feel very fortunate to understand and agree with that statement. Every day I walk into the office, I look forward to the calls and meetings with each of you. One of my biggest goals is to help others, and by helping you achieve your financial and life goals, you have helped me achieve mine. 🍀



Tyson Ray CFP®, CIMA®

CONGRATULATIONS

2021 Forbes designation and 2021 Barron’s Top 1,200

I am excited to share that I was named #15 on the 2021 Forbes Best-In-State Wealth Advisors list and the 2021 Barron’s Top 1200 Financial Advisors list. I am very honored to work with my team here at FORM Wealth, who helped me earn my spot on these lists. I am very proud to work on a team where we are **all** focused on A Better Life for our clients and those in our community. 🍀



BARRON'S
**Financial
Advisors
2021**



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More than Half-Way to Go!

by Tyson Ray CFP®, CIMA®

I turned 46 years old in March, and about 30 years ago, I began investing \$100 a month from my busboy wages and tips.

I would work two jobs all summer, and throughout the school year I would spend half and invest half of my earnings in two different mutual funds. It is striking for me to realize my strategy of spending half and saving half began 30 years ago.

Two days before I celebrated my birthday, my grandma (Grams) turned 102 and is doing well. She survived COVID-19 (was asymptomatic) and, outside of some hearing issues, enjoys her life in a senior care facility funded by Medicaid. She and my grandfather seemed rich when I was a little boy. They built a brand-new house right across the street from mine, and I spent as much time at my grandparents' as possible. Their home was new, clean, had a color tv and food, and often lacked my three sisters.

My grandfather had a golf membership to Big Foot Country Club, a convertible I dreamed of driving, and a beautiful house. Unfortunately, their good life was funded by two social security checks and my grandfather's pension, not by investments. They enjoyed every bit of that lifestyle until it ended. My grandfather passed away in 1998 at the age of 78. While his death was not entirely unexpected, no one expected what happened over the next few years.

It was slow at first; no one noticed for the first year or two.

I first noticed when the convertible was gone. I would sit in that car and pretend I was driving with the top down until I walked into the garage, and it was not there. Next, Grams sold the house and moved away. It was about the time I got to college that I found out what happened - Grams ran out of money.

How? Well, for starters, whenever they got a paycheck, they spent the money. There were some savings but not much. When Grandpa retired early, taking his full pension, he picked the option with the biggest paycheck; however, it was for his life only. So, upon his passing, there was no more pension. With Social Security being the other source, the surviving spouse only receives the larger of the two checks. So, with no backup plan and three income sources down to one, Grams' lifestyle changed forever.

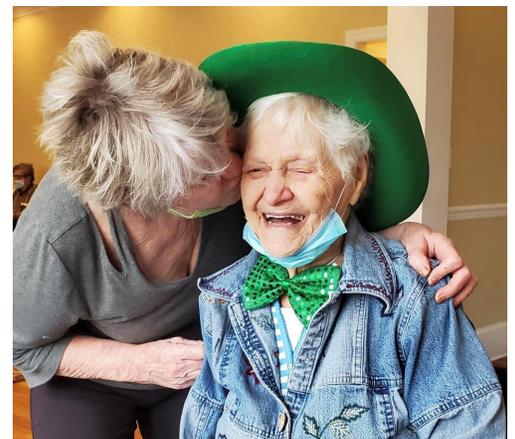
At first, Grams was not too worried because she was almost 70 years old at the time. When she graduated high school, her life expectancy was around 65. Her attitude was, "Might as well enjoy it while you can."

I never realized until writing this how much their losing everything caused me to start saving and investing for my future. Spending half and investing half is not the typical mindset of a 16-year-old boy. Many of us make decisions with our money because of how our parents or grandparents made their financial decisions. This personal experience truly helped fuel my passion for helping others plan their future and avoiding my grandparents' mistakes.

I have loved my career since it started some 23 years ago, because helping others is still my passion.

Every day I get to help you, our clients, spend now, save for later, and invest for the future. I get to help others avoid the same mistakes by learning from those who came before us, and I am honored to do so.

I am excited about my future. I am excited that I might not even be halfway done with my life if I am anything like Grams. Each day I strive to pour into the lives of others, passionately help solve problems and make this world better. I am incredibly proud of our practice, the team of people who helped lay the foundation that was decades in the making before I took over, and the team we have now who will continue this good work.



It is my hope our practice will be helping future generations. Grams' advice at age 102, "Slow down - you have more time than you realize!" 🍀



Spring Forward

CONTINUED FROM PAGE 1

critical relationships face-to-face. I applaud these families for taking the initiative to use this time as wisely as they thought they could with what had been given. Our family used the time to pursue new adventures in the outdoors. As you read this, think about some of the ways you made this past year productive and useful. Like many things in life, some of us may feel we could have been better with that time. Maybe we could have tried one more new experience or finally tackled that project in the garage. Whatever it may be, please don't get yourself down about

it. Alternatively, I encourage you to now be mindful of it and pursue that goal or activity with a new sense of urgency.

As I write this, the calendar is turning the page to April. While I know April can still feel and look like winter, I start to think of the upcoming spring season. It's a bit trite, but spring is the season of new beginnings. With that, how can you use this past year of experiences to live out these next months better? I continue to hope with further vaccine rollout and warmer weather, we can all soon feel free to go back to the activities we knew before COVID; seeing family, workouts in a gym, and who doesn't have travel on their list? It is the

planner in me, but I encourage all of you to make a list.

What are you looking forward to most? Write it down, start planning on it, and how you will spring forward when you have the chance. You may be surprised how just the act of thinking, discussing, and planning these goals will put you in a better place.

Either way, I look forward to hearing from all of you about what you have planned and how we can help you live it out. 🍀

Seared Short Ribs with Mushrooms



Ingredients

- ✓ 1lb. 1½"-thick boneless beef short ribs
- ✓ 1 tsp. kosher salt, plus more
- ✓ Freshly ground black pepper
- ✓ ½ cup finely chopped hot cherry peppers or other hot pickled chiles, plus 3 Tbsp. brine
- ✓ 1½ tsp. honey
- ✓ 5 Tbsp. extra-virgin olive oil, divided
- ✓ 1¼ lb. mixed wild mushrooms (such as maitake and/or oyster), stems removed, torn into 1½" pieces
- ✓ 1 large shallot, thinly sliced crosswise
- ✓ 5 garlic cloves, thinly sliced
- ✓ ½ cup finely chopped dill
- ✓ Flaky sea salt

Preparation

1. Pat short ribs dry with paper towels; season all over with kosher salt and pepper. Let sit at room temperature at least 10 minutes and up to 1 hour (go the full time if you can).
2. Whisk hot cherry peppers, brine, honey, and 1 Tbsp. oil in a small bowl to combine; season vinaigrette with kosher salt.
3. Heat a large heavy skillet over medium-high 5 minutes. Pat meat dry again and rub all over with 1 Tbsp. oil. Cook meat, turning occasionally, until deeply browned and crusty, 6–8 minutes. Transfer to a cutting board and let rest while you cook mushrooms.
4. Wipe out skillet and return to medium-high heat. Add mushrooms and remaining 3 Tbsp. oil and toss well to coat. Sprinkle in 1 tsp. kosher salt, toss to incorporate, and cook, undisturbed, until mushrooms are golden brown and crisp underneath, about 5 minutes. Stir mushrooms and continue to cook until golden brown all over, about 5 minutes longer. Remove skillet from heat and add shallot, garlic, and dill; stir until shallot is softened, about 1 minute. Season with more kosher salt if needed.
5. Slice short ribs against the grain; transfer to a platter. Pile mushrooms on top, spoon vinaigrette over, and season with sea salt.



Is It Time for an Encore?

CONTINUED FROM PAGE 3

impressed at the number of interesting offerings, short courses, special interest groups, and even educational travel and tours to many wonderful and historic locales! More institutions are listed on the Osher Foundation website [osherfoundation.org/olli_list.html].

Local to Lake Geneva, Covenant Harbor is the largest Roads Scholar program in Wisconsin and puts on quality programs for adults seeking life-long learning. Check out their offerings on the website (covenantharbor.org/adult-family/road-scholar/).

Local to Madison, Participatory Learning and Teaching Organization (PLATO) is the Road Scholar

organization in the area providing a wide variety of programming, courses, lectures, cultural activities and online resources (platomadison.org). The University of Wisconsin-Madison has over 200 offerings in their Continuing Studies department ranging from Art to Languages and Writing (continuingstudies.wisc.edu/classes/).

In the end, we are all unique and the road ahead is varied. Remember that, whatever you decide and wherever that may take you, we are honored to be on this journey with each of you. I look forward to hearing from you soon and learning about your encore. Happy spring to all! ❖

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Buying Memories

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Making memories - going to various events, taking a vacation, learning new skills - is an ideal source of happiness for each and every one of us.

Specifically, taking a vacation has also been shown to improve your health through promoting brain function, decreasing risk of a heart attack, and depression (Source: Global Coalition on Aging). Owning nice stuff has not been known to produce good long-term memories much less improve your health. Nope, a new device, even a new car, will eventually become just another ordinary object we own. Every new memory, on the other hand, is a real source of joy that stays with us for our whole lives.

Knowing this, we strive to help our clients avoid focusing on their money or on the stuff that money can buy. Instead, we encourage turning money into memories. Unlike 'stuff,' a memory often gets better over time. As we look ahead to the future, what is your next memory that we need to fund? ❖



CWI UPDATE

CWI Golf Outing date change August 9th!



Come join us for the 7th Annual CWI Golf Outing on August 9th on the Palmer Course at Geneva National Golf Club. Registration will open on June 1st. Please follow Children's World Impact on Facebook for weekly updates on the event. We are looking forward to seeing everyone and having a wonderful day of golf. Please email kim@cw.org with questions about the business sponsorship opportunities. ❖

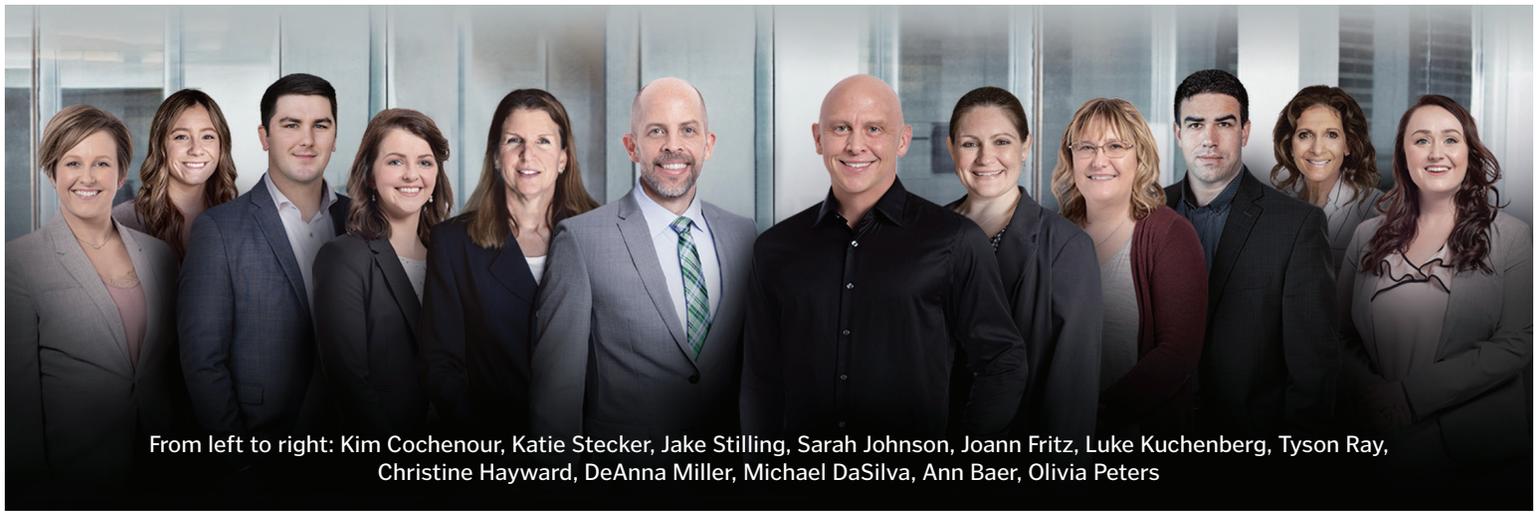
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Children's World Impact
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www.cwi.org





From left to right: Kim Cochenour, Katie Stecker, Jake Stilling, Sarah Johnson, Joann Fritz, Luke Kuchenberg, Tyson Ray, Christine Hayward, DeAnna Miller, Michael DaSilva, Ann Baer, Olivia Peters

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Tyson Ray was named to the 2021 edition of the Forbes Best in State Wealth Advisors

*The Forbes ranking of Best-In-State Wealth Advisors, developed by SHOOK Research, is based on an algorithm of qualitative criteria, mostly gained through telephone and in-person due diligence interviews, and quantitative data. Those advisors that are considered have a minimum of seven years of experience, and the algorithm weights factors like revenue trends, assets under management, compliance records, industry experience and those that encompass best practices in their practices and approach to working with clients. Portfolio performance is not a criteria due to varying client objectives and lack of audited data. Out of approximately 32,725 nominations, more than 5,000 advisors received the award. This ranking is not indicative of an advisor's future performance, is not an endorsement, and may not be representative of individual clients' experience. Neither Raymond James nor any of its Financial Advisors or RIA firms pay a fee in exchange for this award/rating. Raymond James is not affiliated with Forbes or Shook Research, LLC. Please visit <https://www.forbes.com/best-in-state-wealth-advisors> for more info.

Tyson Ray was named to the 2021 edition of the Barron's Top 1200 Financial Advisors list

**Barron's "Top 1,200 Financial Advisors," March 2021. Barron's is a registered trademark of Dow Jones & Company, L.P. All rights reserved. The rankings are based on data provided by over 5,000 individual advisors and their firms and include qualitative and quantitative criteria. Factors included in the rankings: assets under management, revenue produced for the firm, regulatory record, quality of practice and philanthropic work. Investment performance is not an explicit component because not all advisors have audited results and because performance figures often are influenced more by clients' risk tolerance than by an advisor's investment picking abilities. The ranking may not be representative of any one client's experience, is not an endorsement, and is not indicative of advisor's future performance. Neither Raymond James nor any of its Financial Advisors pay a fee in exchange for this award/rating. Barron's is not affiliated with Raymond James.