



Ellenbecker
Investment Group

In Touch

Since 1996

2nd Quarter 2018

Defining the Purpose of Your Wealth

Purpose: the reason for which something is created.

Financial strength provides many benefits; it can help you sleep at night, provide peace of mind, give you the ability to maintain your lifestyle, help you achieve a legacy plan, offer the opportunity for charitable or family gifting and much more. Sometimes people forget their investment portfolio is a means to meeting their life goals rather than their investment portfolio being their life goal.

When people transition into retirement it is often hard to go from a savings account to a spending account mentality. Sometimes, not being able to spend your money can be just as detrimental as spending too much. Smoothly transitioning to retirement and having a healthy distribution plan starts with identifying the true purpose and intention of your money.

- Did your parents or another loved one earn this money and you are protecting their legacy?
- Did you scrimp and save every year early in your life so you could have a higher standard of living in retirement?
- Did you save this money to protect for your future health care?
- Do you want to maintain your same standard of living in retirement?
- Did you want to retire early?
- Is your investment portfolio meant to pass on to your children or grandchildren?

Investments are a way to meet your goals, but they are not necessarily meant to be the goal itself. Identifying

the purpose of your wealth helps you create a strategy with the goal of feeling confident with your spending plan. Revisiting your plan to make sure it is in alignment with your purpose is very important. Understand that as your life changes your purpose may change as well.



Julie Ellenbecker-Lipsky, CFP®
President and Wealth Advisor
Ellenbecker Investment Group

For example, my husband and I have talked often about the purpose of our investment portfolio. Starting the conversation early made it much easier for us to save for our goals. We want our money to provide the same standard of living for us in retirement that we have had during our working years. We want our investment portfolio to provide a philanthropic component for our children and grandchildren to participate in while we are alive and far beyond. We want our wealth to provide a safety net in case of a health care or family emergency. We also want our finances to help educate our grandchildren and great-grandchildren. Like you, we also have many intentions for our investment portfolio and likely those goals will change over time.

Notice that I didn't say that my goal is to beat inflation, earn 5% annually, pay less fees or avoid volatility. As your financial advisors, we are responsible for making sure your portfolio is positioned from a tactical and logistical standpoint to achieve your purpose. We are also expected to help you determine if your goals and objectives are attainable.

Let's start the conversation... share your true intentions with your EIG wealth advisor and we will help you create a plan that points to your purpose. ■

Visit moneysenseradio.com to listen to the Money Sense radio show with Karen & Julie.



N35 W23877 Highfield Court, Suite 200 | Pewaukee, WI 53072 | (262) 691-3200
705 E. Silver Spring Drive | Whitefish Bay, WI 53217 | (414) 727-6920
27499 Riverview Center Blvd., Suite 210A | Bonita Springs, FL 34134 | (239) 444-6110

When is Cash King?

Determining how much cash you should keep on hand can be difficult. First, you need to figure out how much cash you will need to spend on a monthly and annual basis. Many of us have extra expenses that fall at different times of the year such as gifting, insurance payments, taxes and travel. Once you know your expenses (cash outflow) you can deduct those expenses from your income (cash inflow). Income examples include social security, annuity payments, pension payments, part-time job income and required minimum distributions. The difference between your cash outflow and cash inflow will determine any shortfalls or surpluses in income.

Imagine owning a business, if you have orders to build a particular widget and you do not have enough employees to get the job done, you will be unable to meet the expectations. Conversely, if you have too many employees and not enough work then you again have a problem. In the first scenario, you are short employees and will have to scramble to make good on your commitment. You may have to borrow employees from another part of your company or get temporary help. If you don't meet your delivery obligations you will likely lose the business altogether. In the second example, you have too many employees potentially hanging around the lunchroom drinking coffee and not being productive. Both scenarios are negative and will minimize the likelihood that you will meet your goals and objectives in the long-term.

Start thinking of every dollar you have as an employee of your personal business. It is very important to make sure you have all the right employees doing the most efficient job. If you have too much cash sitting on the sidelines, it is like having too many employees who are not working for you. If you don't have enough cash on hand, you might be unprepared for possible unexpected expenses. So how do you determine the right amount of cash to have available? First, make the decision to deal with the real numbers. It doesn't help the outcome to over or underestimate your needs. Start with your true cash outflow and cash inflow numbers, knowing that you can modify the numbers once you determine the right cash amount.

Once you determine your annual shortfall or surplus it is actually quite easy to determine how much cash you should maintain on hand. For example, if your annual shortfall after your income is \$30,000 then you might feel comfortable keeping around \$30,000 in your savings account or money market. This way you know that you

don't have to access your investments for one full year, unless an unexpected emergency arises.

Now it is important to determine how much money you want to have in fixed income securities within your investment portfolio. If you multiply 5 years of expected income shortfall at \$30,000 annually then it would make sense to have \$150,000 in fixed income or cash-like securities. This would mean you have 6 full years of income protection in case of a down market. Many times it makes sense to pad that number by another two years of income to plan for unexpected expenses. If you are more risk averse, you could add another two years to fixed income. That is a total of \$210,000-\$270,000 in fixed income to cover the next 7-9 years of cash flow. You have set aside enough fixed income to protect your cash flow requirements regardless of market fluctuations. The good news is that your cash flow will be stable and your lifestyle will remain unaffected by market volatility. Ideally, you would invest the fixed income in an investment-grade laddered bond portfolio that matures each year. The rest of your portfolio can be positioned for growth in alignment with your risk tolerance and investment objectives. If your cash inflow is greater than your cash outflow, an easy way to manage cash is to determine an amount you are comfortable keeping in your money market or checking account. Once you determine that number, for example \$30,000, then when your savings account grows to \$35,000 you can invest the surplus of \$5,000. Keeping your eye on cash flow is the key to a successful retirement.

Remember, too much cash is like having too many employees hanging around with nothing productive to do. In that case, cash is not necessarily the best asset. Cash is definitely king when it comes to providing you with a peace of mind and protecting your lifestyle needs.

Goldilocks said "this porridge is too cold, this one is too hot... but this one is just right". We all want our plan to be just right! ■



Karen J. Ellenbecker
Founder & Sr. Wealth Advisor
Ellenbecker Investment Group

Advisors who
inspire
confidence

Programmable Money: Bitcoin 101

With its exponential growth in 2017, Bitcoin has become a familiar name, yet most investors still don't understand what it is and how it trades.

What is Bitcoin? In the simplest terms, Bitcoin is a type of digital currency. Bitcoins are held, traded and exchanged electronically. Unlike dollars, Bitcoins aren't printed. They are produced, or "mined", by computers worldwide.

How is it different than other currencies? One of the biggest differences that sets Bitcoin apart from other currencies is its limited supply. Dollars, Euros and other currencies can be printed, thus creating an unlimited supply. Central Banks can always print more and can manipulate the price of their currency up or down. Bitcoin's supply is limited. It's controlled by an algorithm. Only a small number of Bitcoins are produced every hour and will continue to be produced until a maximum of 21 million are reached. Bitcoin is also decentralized, operating independently of banks with transactions taking place directly between users. Transactions are irrevocable once sent.

How are Bitcoins mined? The process of producing Bitcoins is called "mining". Miners are problem solvers, seeking to solve a complex math problem posed by an algorithm. The more computers that mine bitcoin, the harder the math problem becomes. In this process, computers are in a race to process new transactions coming into the network. The fastest computer wins, getting a reward in the form of Bitcoins. Bitcoins can be mined by anyone with a computer, but typically only those computers with special hardware will win the race. This process will be repeated until all Bitcoins are mined (estimated to be 2140).

What is the Blockchain? Bitcoin wasn't the first attempted digital currency, but it was the first to use a blockchain to keep a ledger of who owns what with the ability to verify transactions. The blockchain is a transparent, public ledger system. Every transaction that has ever taken place and will ever take place



Kristina Schnuckel, CFP®, AIF®
Wealth Advisor
Ellenbecker Investment Group

appears in the Blockchain. This is public and the record is verified by all market participants. This is why Bitcoin is considered pseudonymous – every transaction that takes place in the Bitcoin network is recorded in the blockchain. Everything you do can be tracked to your web address.

What are the uses of Bitcoin? In theory, anything that can be purchased can be purchased with Bitcoin. While having a high price (\$10,650 at the time of this publication), Bitcoins are highly divisible. A single bitcoin can be divided into 100,000,000 satoshis. While a dollar can only be divided into 100 cents, this allows for very precise payments. Bitcoin is also attractive as a currency due to its low fees. Millions of dollars can be sent for just pennies.

Why is Bitcoin so volatile? Like all assets, the price of Bitcoin is determined by supply and demand. With such a finite supply and rising demand, there are many risks to owning Bitcoin. It is estimated that nearly 96% of all bitcoins in circulation are owned by just 4% of investors. Bitcoin is very thinly traded. Similar to a closely held stock, a large transaction on the market can cause the price of Bitcoin to swing wildly.

Is Bitcoin safe for most investors? As it stands today, Bitcoin is not suitable for most investors. It's new and its market is young and illiquid. We are still lacking understanding of Bitcoins' long-term impact. We will most likely see the volatility continue for some time to come, making Bitcoin too much of a risk for most investors. ■



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The Power of Pets

Ask anyone who has ever had a pet and it's likely they have a story to tell! Memories from the first pet as a child to reasons why they now have one or more dogs, cats, goldfish, birds, rabbits or other. Pet stories are a great conversation starter and a way for all ages to easily communicate. Last summer my husband and I added two "kitties from the shed" to our family. We had been without a cat for seven years and were looking for one calm adult-rescue cat. Instead we ended up with two kittens – high energy, high maintenance and full of crazy! I like to say it was a result of the EIG employees always looking out for each other. Jill Economou came to the office one day with a box of kittens, who were born in a shed at her mom's house. They needed homes and Jill thought we would be a perfect fit!

Pets have so many positive influences on our lives. They provide companionship, give us purpose, get us out walking, are calming or energizing, make us laugh and offer unconditional love. For kids or grandkids, taking care of a pet can instill responsibility and provide life lessons. Animal lovers can earn income by walking dogs or pet-sitting.

Barbara Ballinger, author of the article "The Healing Power of Pets for Elderly People" writes that pets can help reduce stress, lower blood pressure, increase

social interaction and physical activity. And pets can reduce depression and lesson loneliness. For the full article, visit www.agingcare.com/articles.

There are many great examples of how pets provide purpose to seniors, including one senior living community, Catalina Springs Memory Care, where seniors feed newborn kittens. There are many more if you have time for a quick internet search.

When you add pets to your family it's good to think about the financial and lifestyle considerations. We hope to "share the love" with our friends who don't have pets, meaning we'll bring our cats to their house when we're traveling. Also, we will update our estate planning documents to make financial and caregiver provisions should our cats outlive us.

Our office is pet-friendly. As long as your pet is well-behaved, he or she is welcome to join you when you come in for a meeting. And if you are in the office on a Friday, you may see one or more of our employees' dogs. Pets are such a positive part of our lives and we'd like to share that positivity with you! ■



Diane Byrne, CFP®, AIF®
Senior Wealth Advisor
Ellenbecker Investment Group



Polly Deaton

"She grounds us, makes us laugh, gives us unconditional love and keeps us active."

~ Heather Deaton



Lola Janusz

"Lola keeps Emme sleeping in her own bed instead of mine! Spending time with Lola calms us when we are feeling anxious."

~ Kate Janusz



Livvy and Sammy Economou

"Light to my darkness, sunshine to my rain, unconditional love."

~ Jill Economou



Gus Peterson

"Gus brings me unlimited joy each and every day."

~ Pam Peterson



Peanut Janke

"She improves our life just by being loyal and protective."

~Lauren Janke



Percy Range

"In a small family of three, Percy provides so much positive energy and comfort."

~ Jean Range

Interpreting an Insurance Policy Statement

You received your insurance policy statement in the mail. What should you do with it besides pay the policy premium and file it with your important paperwork?

I recommend you look at some key information that may be included in the statement:

- What is the policy death benefit?
- What is the annual premium?
- If this is a term policy, how long will the premiums remain level? Is it convertible to a permanent policy?
- If this is a permanent policy, how long will the death benefit remain in force based upon contractual guarantees and current projections?
- Is the beneficiary designation current and in line with your overall financial and estate planning objectives?

I understand that insurance can be complicated and not necessarily "fun". However, it is important for you to look at it at least every year or two to make certain you understand how your policy works and to confirm that the benefits will be there when you or your loved ones need them. If you do not understand the

guaranteed and projected performance of your policy, you may be surprised by an unanticipated premium increase or coverage lapse.

Life insurance, long term care insurance and disability insurance can be great financial tools to address specific planning concerns. As your circumstances change, it is important to make certain that the insurance coverage you have still works for you.

It is also important that your financial advisor understands what insurance coverage you have, both individually owned and employer sponsored. This information allows your advisor to integrate the insurance planning into your big picture.

Give me or your advisor a call if you have questions or are interested in having us look at your policies to explain how they work, to evaluate how they are performing and to determine how they fit into your overall financial plan. ■



Diane Gastrow
Director of Insurance Planning
Ellenbecker Investment Group

Visit moneysenseradio.com to listen to the Money Sense radio show with Diane Gastrow.



Sophie Miller

"She brings me joy!"
~Sandy Miller



Jake and Elwood Byrne

"They make us laugh!"
~ Diane Byrne



Bear Lipsky

"His goofiness makes us laugh!"
~ Julie Ellenbecker-Lipsky



Bucky Bitter

"She reminds us to be happy about the littlest things."
~Wendy Bitter



Box of Kittens

(as brought to the office)

diversified
by Design™

Asset Allocation

My mother was an elementary school teacher and was always hoping one of her four children would continue in her footsteps. I am the youngest and during my second year in college, it was pretty clear that none of her children would become a teacher. However, in the end, I really did follow in her footsteps but my classroom is a little different from hers. My classroom is a conference room with one or two students (my clients) or it is at a corporation providing financial education to a group of employees. Education is a huge part of my daily life at EIG and I think being a teacher really is part of my DNA. One topic I often find myself educating investors on is Asset Allocation. This is a very timely topic with the market volatility we have been experiencing lately.

Let's first start with the basic definition of Asset Allocation.

Asset allocation is an investment strategy that aims to balance risk and reward by apportioning a portfolio's **assets** according to an individual's goals, risk tolerance and investment horizon.¹

Asset Allocation in very basic terms is determining how much a person should allocate to cash, fixed income (bonds) and equities (stocks). In very general terms, you could consider having your cash accounts to be large enough to cover living expenses for the next six months. Bonds or fixed income investments could be considered a buffer or safety net if we experience a market correction. Sure, bonds will fluctuate in value, but they offer income in the form of interest payments and high quality, short term duration bonds should not experience large price fluctuations. Stock investments may play two roles in a portfolio: income in the form of dividends and growth, hopefully in the form of price appreciation. Stock investments tend to have the most volatility in a portfolio. I often refer to stocks as a tool to hedge against inflation.

One tool we use at EIG to help determine a client's capacity to endure risk is the Investment Policy Statement. A client that cannot stomach market volatility will have a greater percentage of investments dedicated to bonds and cash. Whereas a client that wants an aggressive portfolio will have more stock investments. Clearly, the higher percentage allocated to stocks, the higher risk and potential return or loss. On the other hand, the higher percentage allocated to bonds, the less volatility, as well as lower growth potential compared to the stock allocation. The balance of risk and return is subjective and must be discussed in detail with each client. I enjoy educating my clients on this concept because it helps me really listen to their goals and concerns to then develop a portfolio that fits their needs.

Once a portfolio is designed and allocated appropriately, it must be reviewed periodically to make certain market movements have not changed the risk level of the portfolio. For example, a 60% stock/40% bond portfolio could have easily become an 80% stock/20% bond portfolio during 2017.

Talk with your financial advisor to make sure your Investment Policy Statement reflects your true tolerance of risk and your portfolio is invested accordingly. ■

¹Source: Asset Allocation - Investopedia <https://www.investopedia.com/terms/a/assetallocation.asp>



Jean Range, CFP®
Senior Wealth Advisor
Ellenbecker Investment Group

move
forward
with EIG™

Giving Back Through Volunteering

Are you interested in volunteering in your local community but aren't sure where to begin? Do you want to find organizations that align with causes you feel strongly about that need your talents and skillset? With so many nonprofit organizations out there it's difficult to know where to begin. One resource to try is VolunteerMatch.org. This website allows you to create an online personal profile by defining your preferred location, required skillsets and causes you are passionate about. The system then provides you with a filtered list of recommended opportunities.

Explore each opportunity and click "Learn More" to read about the organization, understand the commitment and see what skills are required. Once

you find the organization you'd like to serve, click "I want to help!" to send a message and express your interest.

Someone from that organization will reach back out to you to begin the onboarding process. VolunteerMatch supports over 118,000 nonprofits every year by helping them connect to the volunteers needed to achieve their missions. ■



Gabby Urquizo
Wealth Advisor Associate
(to Diane)
Ellenbecker Investment Group

New Radio Show

Passion is contagious. Talking with someone about something they are passionate about creates a desire to share your own passion. Couple that with sharing your gifts and you have a recipe for success both personally and professionally. Philanthropy, outreach and education are important to the employees of Ellenbecker Investment Group and it is a gift that both Karen and Julie Ellenbecker wish to share. They believe that when you do the right things, success will happen. When they asked me to host a new radio show called the EIG Community Connection, which highlights how people and organizations in our community are making a difference, I was excited to be a part of it. Karen often says that a gift isn't a gift until it is given away and this new show is a testament to that thinking. We want to highlight how wonderful people and organizations are using their time, talents and resources to bless others with the hope of inspiring others to do the same. It is our intention to shine a light on the goodness in our community and to ultimately ignite a passion for a collaborative and unified approach to giving back. "Be the change you wish to see in the world" is a plaque I have prominently displayed on the dashboard of my car. When we all

aspire to this goal, we can be the catalyst needed to set this world on fire... let the blaze begin!

EIG Community Connection airs alternate Saturday evenings at 5:00pm on WISN AM 1130 News Talk Radio. You can listen live on the radio, via the iHeartRadio app, or try "Alexa, play WISN AM1130" on your Amazon device. Once the show airs, it can be found as a podcast on iTunes or on our website at Ellenbecker.com under the Radio Show tab. ■



Jill Economou
Director of Community Outreach
Ellenbecker Investment Group

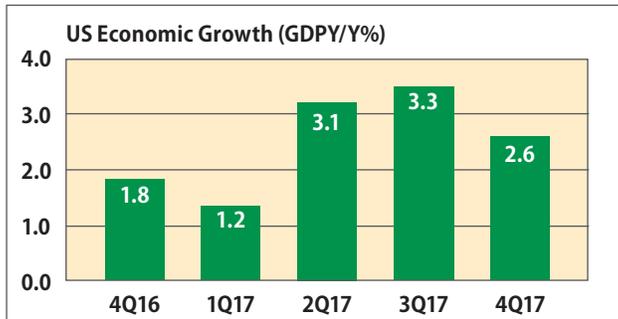
The meaning of life is to find your gift.
The purpose of life is to give it away.

~Pablo Picasso



Economic Update

Indications are that the economy will continue to accelerate in 2018. According to Kiplinger, this year should see growth of 2.9%, up from 2.3% in 2017. That may not sound like much, but it is a 26% increase in the rate of growth. Because GDP is almost always expressed in percentages, it is easy to underappreciate the magnitude of this difference. So, consider this: In 2017, US GDP was about \$19 trillion, therefore, the difference between growing at



Data Source: FactSet

2.9% vs. 2.3% this year will be \$114 billion. How much is that? It is enough to employ 2,425,531 more workers at the current average wage. Alternatively, it is enough to give every household in America a check for \$900. Looking at the economy this way makes it pretty easy to see the significance of faster growth.

Accompanying faster growth, we also expect somewhat higher inflation. Already, there have been numerous

announcements of wage increases and there is some evidence that employers are having trouble finding workers. Whenever there is a shortage of something, in this case workers, the price rises. So, we expect wages to continue to rise and hence, a pickup in inflation. Offsetting higher wage inflation will be higher interest rates. So far this year, rates have jumped materially and there are good reasons to think rates will go higher still. First, for the past eight years, under its policy of Quantitative Easing, the Fed has been a buyer of trillions of dollars of bonds. A few months ago, it reversed that policy and that should put downward pressure on prices. Secondly, fearing a pickup in inflation, the Fed will continue to raise short-term interest rates.

However, all of these trends are really a return to normal. The last decade has been notable for its slow growth, low inflation and low interest rates. For perspective, here are some long-term averages: GDP growth has averaged 3.2% over the past sixty years, inflation has averaged 3.8% over the past seventy years and 30 year mortgages rates have averaged 7.1% since 1986. ■

Visit moneysenserradio.com to listen to the Money Sense radio show with Terry Pavlic.



Terry Pavlic
President,
Pavlic Investment Advisors, Inc.
terry@pavlic.com
(262) 646-4300

Estate Planning

Everyone should have an estate plan. An estate plan is a roadmap for you and your family. It provides guidance to your loved ones in making decisions for you in the event of your incapacity and guides your family in implementing your wishes for the distribution of your assets after your death. A modern estate plan includes a number of documents including Wills, Trusts, and Powers of Attorney.

Last Will and Testament ("Will")

A Will is a basic document that provides direction for the distribution of your property to beneficiaries after death and allows you to appoint guardians for your minor children, as supervised by the probate court ("Probate"). Probate is a public record process that takes time and money to complete.

Revocable Living Trust ("Trust")

A Trust is similar to a Will because it is a way to transfer property at death to beneficiaries, but when proper planning is done, there is no Probate involvement in a Trust. Additionally, Trusts are private documents that do not require publication of private information after your death. Trusts may also be used to make estates more tax efficient, allowing more assets to reach your beneficiaries rather than the government. A well-designed Trust may also include a Lifetime Creditor Protection Trust, which can protect assets, including inherited IRAs, for your beneficiaries from divorcing spouses, creditors and even in the event of bankruptcy!

Market Update

Even though the current economic expansion is entering its ninth year, there are few signs of a slowdown. In fact, much of the recently reported data regarding unemployment, industrial production, real estate sales and real personal income are supportive of faster economic growth. At the same time, fourth quarter 2017 corporate earnings reports have been largely in line to ahead of expectations, and we are beginning to also see a bias toward upward revisions for 2018 earnings estimates due to the impact of tax reform.

	Fed Debt Held by Public (Billions)*	Interest on Debt (Billions)	Average Interest Rate Paid
2000	\$3,410	\$223	6.5%
2005	4,592	184	4.0
2010	9,019	196	2.2
2015	13,117	223	1.7
2017	14,824	276	1.9

*Excludes debt held by Federal Government accounts.

Source: Office of Management and Budget

Higher interest rates will accompany the improved economic backdrop. The Fed is expected to implement three 0.25% increases to the Fed Funds rate in 2018, to take the target rate to 3% from 1.5% currently. While rising rates

will be a gift to some and a curse to others depending upon their positioning, it's important to keep the absolute level of interest rates in context. Interest rates remain low relative to their historical averages. The 40-year average for the Fed Funds rate is 5.25%. The benchmark 10-Year Treasury's current yield is 2.85% as of this writing, compared to its 40-year average of 5.85%.

One thing to watch for as rates rise, however, is the increased cost of debt service for the Federal government. The ultra-low interest rate regime of 2009-2017 allowed deficit spending to expand dramatically without meaningful near-term consequences in the form of higher interest expense. The interest expense on \$14.8 trillion in debt in fiscal 2017 (9/30 fiscal year end) was \$276 billion, compared to the \$223 billion cost of carry on \$3.4 trillion in debt in F2000 because the average rate paid in 2017 was 1.9% vs. 6.5% 17 years earlier. ■

Visit moneysenseradio.com to listen to the Money Sense radio show with Mary Brown.



Mary Brown

Campbell Newman
Asset Management

mbrown@campbellnewman.com
(414) 908-6670

Financial Power of Attorney ("FPOA") and Health Care Power of Attorney ("HCPOA")

Everyone should have a FPOA and a HCPOA in place. These documents allow you to name an agent to make decisions for you in the event of your incapacity. If you don't have these documents and you do become incapacitated, a loved one will probably need to go through a costly Probate to be named your guardian.

Authorization for Final Disposition ("Authorization")

In an Authorization, you name a representative to implement post-death decisions for you including burial or cremation and religious observance determinations.

Conclusion

Having a comprehensive estate plan will help you and your family in making difficult transitions during life in the event of your incapacity and after death. Working with your financial advisor and a competent estate planning attorney to put in place a plan is the right thing to do for your family. ■



Bill Lyne

Attorney,
Lyne Law Firm, LLC
wjlyne@lyne-law.com
(414) 847-6290

Visit moneysenseradio.com to listen to the Money Sense radio show with Bill Lyne.



An Introduction

Tax Planning

Tax planning is my passion and I am excited to share it with all Ellenbecker Investment Group (EIG) clients. I've had the pleasure of working with many of you already and in my new role, as Director of Tax Planning Services at EIG, I look forward to sharing my excitement with many more.

By way of introduction, let me share a few details about myself. My husband, Kevin, and I recently moved from Eagle to downtown Milwaukee. It's been quite a change in lifestyle, but we are embracing the city as our new home. Our three adult children are in various stages of adulting and we are having fun in the city together. Whenever we have a chance (after tax season!), we spend time at our cottage in Egg Harbor enjoying all Door County has to offer. In addition to my role as an EIG business partner over the last 10 years, we have been clients for over 20 years (where does the time go?). Now that I have been a client, business partner and employee, I can honestly say I couldn't be happier to be part of the EIG team.



Sandra Giesler, CPA
Director of Tax Planning
Ellenbecker Investment Group

Our new tax division is designed to not only provide annual tax preparation services, but to enhance your client experience with on-going tax planning. Tax planning is an important component of your overall financial picture and I will now have an opportunity to work with each advisory team on your specific tax needs.

Tax planning will be especially important this year. The Tax Cuts & Jobs Act that passed in late 2017 is the most significant tax reform we have seen in 30 years. I can't wait to dig in to the new code to help clients make good financial decisions in 2018. Please don't hesitate to contact me if you have any questions about your specific tax situation. If you are as excited as I am to learn more about the 2018 tax changes, please join me on April 24 from 3-5pm in the EIG Education Center for a seminar on 2018 Tax Reform. I can't wait to share it with you! ■

Caregiving for Special Needs Children

Are you a caregiver? Do you take care of a special needs child, someone with a disability or an elderly parent? As a caregiver, we shoulder a lot of responsibility and we want to help and protect the ones we love. We take on the responsibility of caring for them, wiping their mouth, taking them to appointments and putting them to sleep at night. There is a lot of information we control and know as caregivers! But what would happen to all that knowledge if you were in the hospital unconscious or unfortunately passed away? How would that individual, and the person who is now responsible for that individual, manage to get by? They would probably survive without you but would it be an easy transition?

This is one area that is commonly overlooked as we are planning for a future without "us" in the picture, but this might be one of THE most important areas to consider. So what can a caregiver do? A good place to start is with a Letter of Intent. Occasionally update and share this Letter with the person who would take your place if you were no longer able or around to care for this individual.

There are many different parts to this Letter, so pick and choose what works best for your situation. This is not a legal document so feel free to make it your own. You could record a video with this information, attach pictures to the document or whatever you feel would make the transition as easy as possible. Losing you will be devastating to the person you are caring for, but having a Letter of Intent will help ease



Anne Mank, CPA
Wealth Advisor
Ellenbecker Investment Group

the transition in an already stressful situation. So let's get started!

It is important to include the following information: family history, medical history and current medical plan, social life, finances, daily schedule, behavioral tips and a personal letter to the individual from you. One good way to make sure you are including everything is have the person who would be caregiver in your absence walk through a day with you and see everything that you do for the individual. Plus, have them review the document to make sure everything makes sense to them. A lot of times caring for the individual becomes second nature and we do not realize everything we do.

Creating this Letter of Intent is not an easy process and can be a bit emotional (at least, I know it was for me when I was putting this together for my daughter), but it could be one of the greatest gifts you can give to them and their new caregiver. They won't be able to replace you, but they will be able to carry on the care you have nurtured and perfected over time giving them a Better than Ordinary life.

For more information and a free template to use, please email me, anne@ellenbecker.com or call me (262) 691-3200. ■

Calendar of Events

To register or learn more about our events, please visit: ellenbecker.com/events.
To receive our weekly emails, please email: info@ellenbecker.com.

April 2018

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SAT/SUN
					1 MoneySense
2	3	4	5	6	7/8 MoneySense
9	10 Better Than Ordinary* 5:30-7:00 p.m.	11 Spring Bible Study 5:30-7:00 p.m.	12	13 EIG Charity Casual Dress Day	14/15 MoneySense
16	17 Armchair Travelers 3:00-5:00 p.m.	18 WI Widows Connected 5:30-7:00 p.m.	19	20	21/22 MoneySense
23	24 2018 Tax Reform Seminar 3:00-5:00 p.m.	25 Spring Bible Study 5:30-7:00 p.m.	26 Family Wealth Series #1* 6:00-8:00 p.m.	27 EIG Charity Casual Dress Day	28/29 MoneySense
30					

May 2018

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SAT/SUN
	1	2	3	4	5/6 MoneySense
7	8 Better Than Ordinary* 5:30-7:00 p.m.	9 Spring Bible Study 5:30-7:00 p.m.	10	11 EIG Charity Casual Dress Day	12/13 MoneySense
14	15 Armchair Travelers 3:00-5:00 p.m.	16 WI Widows Connected 5:30-7:00 p.m.	17 Family Wealth Series #2* 6:00-8:00 p.m.	18	19/20 MoneySense
21	22	23	24	25 EIG Charity Casual Dress Day	26/27 MoneySense
28 Office Closed Memorial Day	29	30	31		

June 2018

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SAT/SUN
				1	2/3 MoneySense
4	5	6	7	8 EIG Charity Casual Dress Day	9/10 MoneySense
11	12 Better Than Ordinary* 5:30-7:00 p.m.	13	14	15	16/17 MoneySense
18	19 Armchair Travelers 3:00-5:00 p.m.	20 WI Widows Connected 5:30-7:00 p.m.	21	22 EIG Charity Casual Dress Day	23/24 MoneySense
25	26 Family Wealth Series #3* 6:00-8:00 p.m.	27	28	29	30 MoneySense

EIG HR Update

Employee of the Month

Congratulations to these employees for going above and beyond and being chosen as EIG's Employee of the Month!

January - Courtney Hull
February - Kristen Cantrell
March - Gabby Urquizo

Employee Anniversaries

January
Diane Gastrow - 2 years
Wendy Bitter - 3 years
Jean Range - 9 years
Jill Economou - 10 years

March

Courtney Hull - 2 years
Kristen Cantrell - 18 years

Charity Casual Day

We will be collecting donations for the following charities this quarter. Employees will be sharing their support by wearing jeans on the following days:

- April: Sun Beam Kids
- May: Crohn's and Colitis Foundation
- June: Life's Connection

*Family Wealth Series

Join us for this three-part seminar series focusing on how we speak with children about money at various ages. Anne Mank, CPA, Wealth Advisor and Julie Ellenbecker-Lipsky, CFP®, President and Wealth Advisor, will host along with a panel of experts. Seminar topics include: "College Prep", "Raising Generous Children" and "Investing 101". Visit ellenbecker.com/events to register.

N35 W23877 Highfield Court, Suite 200
Pewaukee, Wisconsin 53072



Every Other Saturday at 5:00pm | WISN AM1130

Hosted by EIG's Director of Community Outreach, Jill Economou, this unique show explores ways for listeners to have an impact in our local community and the world.



Saturdays at 2:00pm | Sundays at noon | WISN AM1130

Karen Ellenbecker and the EIG Wealth Advisors share their unique financial perspective as they interview local and global economists, attorneys, tax professionals and other interesting guests.

Listen to past shows at moneysenseradio.com and follow us online:

