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Winter 2018 – 19

“HAPPY NEW YEAR” RUSSELL W. KETRON, CFP®

Thanks again to those of you who asked and were able to contribute to our 25th annual gift matching program. It is wonderful to be able to support our values together. To give back is always a blessing to all.

Many of you may know about my passion to raise a substantial amount of funds for various charities especially for Student Scholarships, Scouting's and many other youth programs, Senior programs and for Rotary and our 30+ year efforts to eradicate polio. Please see the list of charities contributed to in this newsletter.

As a polio survivor myself I am totally committed, along with my fellow Rotarians, the World Health Organization, UNICEF, The Centers for Disease Control and the Gates Foundation, to the eradication of polio in this world. We have gone from over one thousand cases a day in the United States when I contracted this dreaded disease in 1951 to only 27 individual cases of wild polio in the world in 2018. We truly are So Close in eradicating the wild polio virus from this earth.

Last year we were able to donate funds to the four counties Rotary non -profit, LARCA, to help the victims of the disastrous fires in Lake, Mendocino, Napa and Sonoma counties. Rotarians' raised over 2 million dollars for relief and support for the fire victims and not one

dime was used for overhead.

We have for the last twenty-five years offered our selected clients and friends to match the donations to the charity of their choice. At this time we are asking you to consider sending some of your donation dollars for the victims of the extremely disastrous Camp Fire in northern California, to the Rotary Club of Paradise Foundation to assist their Rotary Club in helping the affected communities in 240 square miles, rebuilding efforts. As a Past District Governor of District 5150 (San Mateo, San Francisco & Marin) I know the Paradise Rotarians will follow Rotary's motto "Service Above Self". There are many wonderful charities that are assisting the victims of this fire, yet very few have the ability to do so on a volunteer basis without the overhead.

Rotarians traditionally are not first responders, but concentrate on rebuilding which is an ongoing major effort in Paradise and surrounding areas. If you are able, please send your donations to:

Paradise Rotary Foundation
 PDG Pam Gray c/o Scheer Memorial
 2410 Foothill Blvd.
 Oroville, CA 95596

Federal I.D. 26-2754805

Thank you for your ongoing confidence in us.

Happy New Year! RUSSELL

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Just because something doesn't do what you planned it to do doesn't mean it's useless.

~ Thomas Edison

Stranger Danger - 1-800-Got-Scammed ~ Ruth Aguirre

How many times have you received a call from a stranger posing as a technician from “Microsoft” telling you your computer had a virus and they needed you to download software to fix it? How about the call from the Internal Revenue Service saying you owe money and need to wire it to them or you will be arrested? Or the ever popular, missed jury duty and the police are on their way to your house right now?

The really upsetting one, not from a stranger, but from someone posing as your grandchild or other family member saying they have been in an accident or arrested and need money to get out of jail or pay the hospital. That might be easy for some folks to spot if they

don't have a grandchild. But for those who do, that call can be very upsetting and could lead to an exchange of bank information and/or credit card numbers.

In the case of a “family member” calling you, remember, if it was really an emergency they should have called 911. Anyone who says the hospital won't take them unless they get money is lying as the hospital is required to take them in any emergency. Regardless of how urgent the caller may be, take the time to call someone else in the family to confirm the story.

However, as one of our clients, there is a foolproof way for you to be sure whether a call is legitimate or not. When you are unsure or frightened by a phone

call just tell them to call your advisor at 415-892-0928 then hang up. If you need to be polite you can say thank you before you hang up. 😊

Now one of two things will happen. The first thing is nothing will happen. They will never call us if it is a scam. Two, if it is a legitimate call, the person will call us and we can let you know it's ok to call them back.

It can be scary to get those calls if you live alone and more so for those not integrated into the computer age. It can feel as if there is no one to turn to when those intimidating phone calls happen.

We hope it helps to know we are here for you.

~ Ruth Aguirre

“The sole purpose of a child's middle name, is so they can tell when they are really in trouble.”

~ *Unknown*

OVER 59 1/2 ? DONATE DIRECTLY TO CHARITY FROM YOUR IRA ~ COURTENAY

Did you know you can donate to a charity directly from your IRA or other qualified plan?

There are a lot of tax perks to be gained from giving your required minimum distributions from an IRA directly to a charity — particularly if you don't itemize. Like the possibility that it keeps you in a lower tax bracket or makes fewer of your Social Security dollars taxable. But there are some caveats as well.

The move is especially valuable if you don't itemize your deductions, because it lets you reap a tax benefit for your generosity. “Many people do not itemize so, if they want to donate, it makes sense for them to give some or all of their IRA required minimum distributions (RMDs) to a nonprofit since they won't get a

charitable deduction. When you give directly, you avoid that issue and ensure you get at least get some tax benefits.

If you itemize, however, this may not be the best strategy for you — because if you make a tax-free transfer from your IRA to a charity, you cannot also deduct that money as a charitable contribution. If that's your goal, take the RMD or IRA withdrawal yourself and then make the donation directly to your preferred charity by check or credit card.

You should also avoid a direct transfer if you plan to donate the money to a private foundation or a donor-advised fund. Only gifts to public charities qualify you for the tax-free treatment.

To gift your RMD to a

charity, contact both the advisor on your IRA account and the charity itself to find out the correct protocol. Your advisor should be able to coordinate the paperwork to either transfer specific securities or a cash amount directly from the IRA account to the charity.

Be sure to give the charity a heads up in advance or immediately after, so it can ensure the contribution is correctly handled, know who sent it, and send an acknowledgement.

As always, talk to your tax professional for more details on the tax treatment difference when donating directly from your IRA to a charity versus writing the charity a check.

~ Courtenay Wise

LIFETIME PLANNING ~ COURTENAY WISE

WHY

YOU MAY NEED TO RETHINK HOW YOU PLAN YOUR RETIREMENT

7% Have not created a plan or established any financial goals.

38% Have a general sense of their goals but no plan to achieve them.





The majority of Americans recognize their planning needs improvement



60% are taking steps to pay down their debt, develop a budget and build up an emergency fund.



Data displayed was provided by an official study conducted with a random sampling of U.S. adults by Northwestern Mutual

With the holidays at an end perhaps the best gift we can give ourselves is a financial makeover.

Ketron Financial offers all-in-one comprehensive wealth planning to support every stage of life. Financial planning helps you determine your short and long-term financial goals and create a balanced plan to meet those goals.

WHO

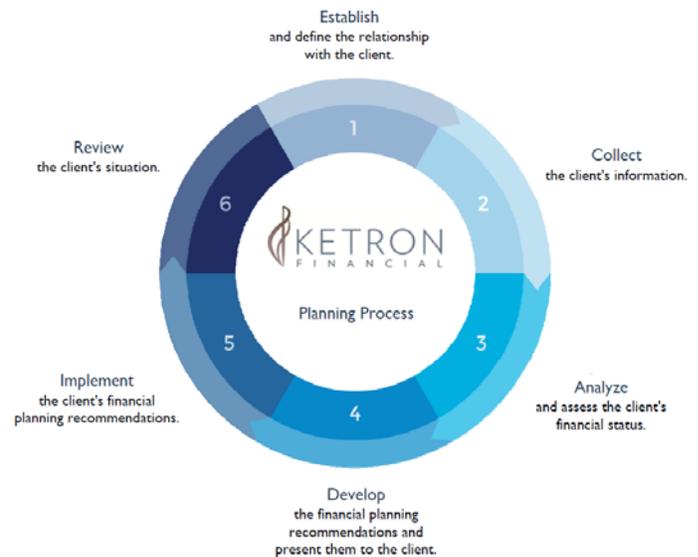
AT EVERY STAGE OF LIFE WE'RE HERE TO HELP

<p>Ages 20–49: Saving <i>Commit to the future you deserve.</i></p> <ul style="list-style-type: none"> • Learn the basics of saving for retirement • Prioritize your savings goals • Learn about retirement accounts • Get help saving 	<p>Ages 50–64: Getting ready <i>Prepare for the adventure of a lifetime.</i></p> <ul style="list-style-type: none"> • Learn the basics of planning for retirement • Will I have enough to retire? • Get help planning 	<p>Ages 65+: Living it <i>Make your hard-earned savings last.</i></p> <ul style="list-style-type: none"> • Learn the basics of managing your money in retirement • How long will my savings last? • Get help managing money in retirement
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Continued from page 3 **LIFETIME PLANNING ~ COURTENAY WISE**

WHAT SYSTEMATIC PROCESS TO PURSUE YOUR FINANCIAL GOALS

You can start developing your retirement plan today. Receive a personalized plan and get ideas to optimize cash flow, provide retirement options, save for education, protect assets and more.



Find your way into and through retirement, we're here to help!

Glen's Market Watch

The stock market reflects the emotion of the day, (to some degree). In total, probably all statements defining the market are wrong often enough to make them misleading. We may measure the market based on which Division wins the Super Bowl, or how many days, weeks or months it has been since a recession or some other social element like which party wins and election. These are correlation but not causation events. We observe that algorithmic trading dominates the world and it can have unimaginable trade speeds. So, does algorithmic trading define the market? There is a great debate regarding debt and equity investments. We watch as one

sector then another captures the imagination of the market. Are all sectors being recycled in this game?

Value investing has many definitions. One I encountered is that all companies are split between Growth and Value based on their Price Earnings Ratio. What I was taught in college was more nuanced, closer to Warren Buffett's approach. Simply put, look at fundamentals first. Select the best companies, growing with proprietary advantage, select the industries that have the greatest opportunity for protracted growth at rates exceeding the growth rate of the economy. Warren sealed the deal by buying into those companies when they were under stress. That probably means that their balance sheet was insufficient to do well in a period of economic

crisis. My investment professor, Wade P. Young, would say "Buy straw hats in the winter."

While past performance does not indicate future results, in the past, the market has always recovered, proven by our recent new index highs. But not all investors recover. There are mistakes that are so easy to make. The time for recovery can be protracted or quick. Some people I have known, sold out of the market in the 2000 or 2008 declines. They froze their assets at a low value and missed the recovery.

The quote that is often heard "Buy low and sell high" is not intuitive. When the market is down, we feel the negativity until the rally which seems too much

Continued from page 4 Glen's Market Watch

too fast. Everyone hears stories of those who bought at the bottom or came home from Las Vegas with a new fortune, or won the lottery, but these events are more random than personal brilliance.

A friend talks about how easy the market is, "nothing to it", he jokingly says reflecting on his decades as a stock broker. Then he will tell stories of emotional high and low points. The President teased us with antitrust thoughts. He has us in what some call a trade war. The US economy is considered strong, but the world economies are being presented as weaker, higher risk.

Internet source, Bloomberg, claims we (USA) have spent over \$523 billion on interest in fiscal 2018, up 20% (\$90 billion) from 2016. The average interest rates for our National Debt were reportedly 2.49% at the end of September, up from 2.31% at the end of 2017. These rates are likely to rise as the Federal Reserve increases the short-term rates. What will be our source of funds to pay this interest on debt?

There are always problems

and yet often reasons for optimism. In my opinion the world economies are burdened with debt and uncertain of sources of sufficient revenues. Before the 2008 recession the world economies were on average growing around 5%. Since then our economy has been closer to 2%. The central banks bailed out the world economies and lowered the interest rates. Now they are assessing their options for the next recession. The need for a recession is not determined by the period from the last, but rather from imbalances and emotional triggers.

It is often spoken of in CNBC's financial news shows that the growth is continuing and the imbalances are reasonably intact, so the recession is somewhere in the future. This has been the position for years. It is out there, and we may not be gaining on it all that fast. But historically we usually understand things much better well after the fact.

I offer some thoughts that may or may not be useful to your circumstances and needs: Consider your needs and objectives. Recognize that risk is part of

investing. Be realistic. Seek strategies that have the reasonable opportunity/probability to meet your needs and objectives. Many of you should be considering future generations in your planning.

There are variables in inflation and economic cycles that should be considered in your life plan as they can change your timeline and reset your base investment values. Take the time to understand risk and opportunity. Talk to/update/inform/seek advice from your advisor. Develop an understanding of your plan that acknowledges fear and risk but are not frozen by them. Be thoughtful, verify that your path is aligned with your needs and objectives while considering the strategies to address risk and opportunity.

I appreciate the opportunity to serve your investment interests. Thank you.

Glen Calkins

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"This material represents an assessment of the market environment at a specific point in time and is not intended to be a forecast of future events, or a guarantee of future results. This information should not be relied upon by the reader as research or investment advice regarding any funds or stocks in particular, nor should it be construed as a recommendation to purchase or sell a security. Past performance is not indicative of future results. The views expressed are those of Glen Calkins/Ketron Financial and do not necessarily reflect the views of Western International Securities, Inc."

"Bad Predictions"

"Where a calculator on the ENIAC is equipped with 18,000 vacuum tubes and weighs 30 tons, computers in the future may have only 1,000 vacuum tubes and weigh only 1.5 tons."

Popular Mechanics, March 1949

2018 CHARITABLE CONTRIBUTION LIST

By KETRON FINANCIAL, LLC

AFRICAN AMERICAN HISTORICAL CULTURAL SOC.	MUSEUM OF THE AMERICAN INDIAN
ALAMEDA FOOD BANK	NAPA EMERGENCY WOMEN'S SERVICES
ALL SAINTS CHILDREN'S CENTER	NATIONAL GEOGRAPHIC
AMERICAN RED CROSS	NORTH MARIN COMMUNITY SERVICES
AMERICAN FRIENDS SERVICE COMMITTEE	NORTH VALLEY COMMUNITY FOUNDATION
BAY AREA RESCUE MISSION	NOVATO HIGH SCHOOL VARIOUS PROJECTS
BERGIN UNIV. OF CANINE STUDIES	NOVATO HILL EDUCATION CENTER
BEYOND DIFFERENCES	NOVATO HUMAN NEEDS CENTER
BOY SCOUTS OF AMERICA	NOVATO ROTARY ENDOWMENT
BUILDING BETTER CITIZENS FOR AMERICA	NOVATO SPIRIT "ATHLETIC SCHOLARSHIPS FOR YOUTH"
BULL LAKE RURAL FIRE DISTRICT	NOVATO THEATER FOUNDATION
CFP BOARD, CENTER FOR FINANCIAL PLANNING	NOVATO YOUTH SOCCER
CHRISTIAN APPALACHIAN PROJECT	PARKWAY 8TH WARD, LDS CHURCH
CITY OF HOPE	P.E.O. FOUNDATION
COLLEGE PARK HIGHSCHOOL	PRESBYTERIAN CHURCH OF NOVATO
DOCTORS WITHOUT BORDERS	PFLUGERVILLE PETS ALIVE!
DOGWOOD ANIMAL RESCUE PROJECT	PROJECT OPEN HAND
EARLY VIBES INCORPORATED	RELAY FOR LIFE
ELIM LUTHERAN CHURCH	RESPECTING OUR ELDERERS
FRIENDS OF NOVATO LIBRARY	ROTARACT OF NOVATO
FRIENDS IN SONOMA HELPING—F.I.S.H.	ROTAPLAST
FOUNDATION FOR FINANCIAL PLANNING	SAFE & SOBER GRAD OF NOVATO
FOOD FOR THE POOR	SALVATION ARMY
GOODWILL	SAN MARIN HIGH VARIOUS PROJECTS
HOLY FAMILY DAY HOME	SAN QUENTIN NEWS
HOSPICE BY THE BAY	SCHOOL FUEL
HOSPICE OF PETALUMA	SAN FRANCISCO SPCA
HOSPICE OF THE VALLEY	SHRINERS HOSPITALS FOR CHILDREN
INTERACT CLUB OF NOVATO	SIERRA SENIOR SERVICES
INTERNATIONAL CHILDREN'S CARE	SMILE TRAIN
JAMES BEARD FOUNDATION (WOMEN'S LEADERSHIP PROG.)	SOCIAL GOOD FUND
KEEP TAHOE BLUE	SONOMA LAND TRUST
KID SCOOP NEWS	SOUTHERN CALIFORNIA PUBLIC RADIO
KQED	ST. JOSEPH'S INDIAN SCHOOL
LEUKEMIA & LYMPHOMA SOCIETY	ST. JUDES CHILDREN'S RESEARCH HOSPITAL
L.I.T.A. (LOVE IS THE ANSWER)	STUDENTS FOR LIFE OF AMERICA
MAKE A WISH FOUNDATION	TONY LA RUSSA'S ANIMAL RESCUE
MARIN FOOD & S.F. BANK	UNICEF—USA
MARIN HUMANE	VARIOUS ROTARY CLUBS & ROTARY FOUNDATIONS
MARIN LINK, INC. WARM WISHES	VINE VILLAGE, INC.
MARIN MUSEUM SOCIETY, INC.	WHEELERS FOR THE WOUNDED OF CALIFORNIA
MARIN VILLAGES	WOMEN FOR WOMEN INTERNATIONAL
MARYVILLE COLLEGE	YWCA SONOMA COUNTY
MISS MARIN COUNTY SCHOLARSHIP PROGRAM	



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