

THE PERRY RICHEY GROUP QUARTERLY NEWSLETTER

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The Perry Richey Group
Private Wealth Management

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The Perry Richey Group

Front photo pictured left to right: Melissa Steele, Savannah York, , Andrew Boyles, Brooke Cassady, Shawn Perry, Jacqueline Hunt, Drew Richey, Claire Wilson, Josh Marson, Brooke Schakat, and Michelle Humphrey.

Shawn M. Perry, CFP®, CPWA®
Managing Director
Branch Manager

N. Drew Richey, CFP®, CRPS®
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**Andrew D. Boyles
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Financial Advisor

J. Brooke Cassady, CFP®
PWM Financial Planner

Claire A. Wilson
Associate Financial Advisor

Jacqueline H. Hunt, CFP®, CPWA®
Assistant Vice President
Branch Administrative Supervisor

Melissa Steele
Senior Client Specialist

Brooke Schakat
Client Assistant

Michelle Humphrey
Client Assistant

Savannah York
Client Assistant

Your Childhood Experience
with Money Shapes Your
View on Wealth, Investing,
and Financial Security

Our New Intern

Outside the Office

Team Member
Spotlight



The Perry Richey Group
Private Wealth Management

Southern Kentucky
Financial Literacy
Symposium

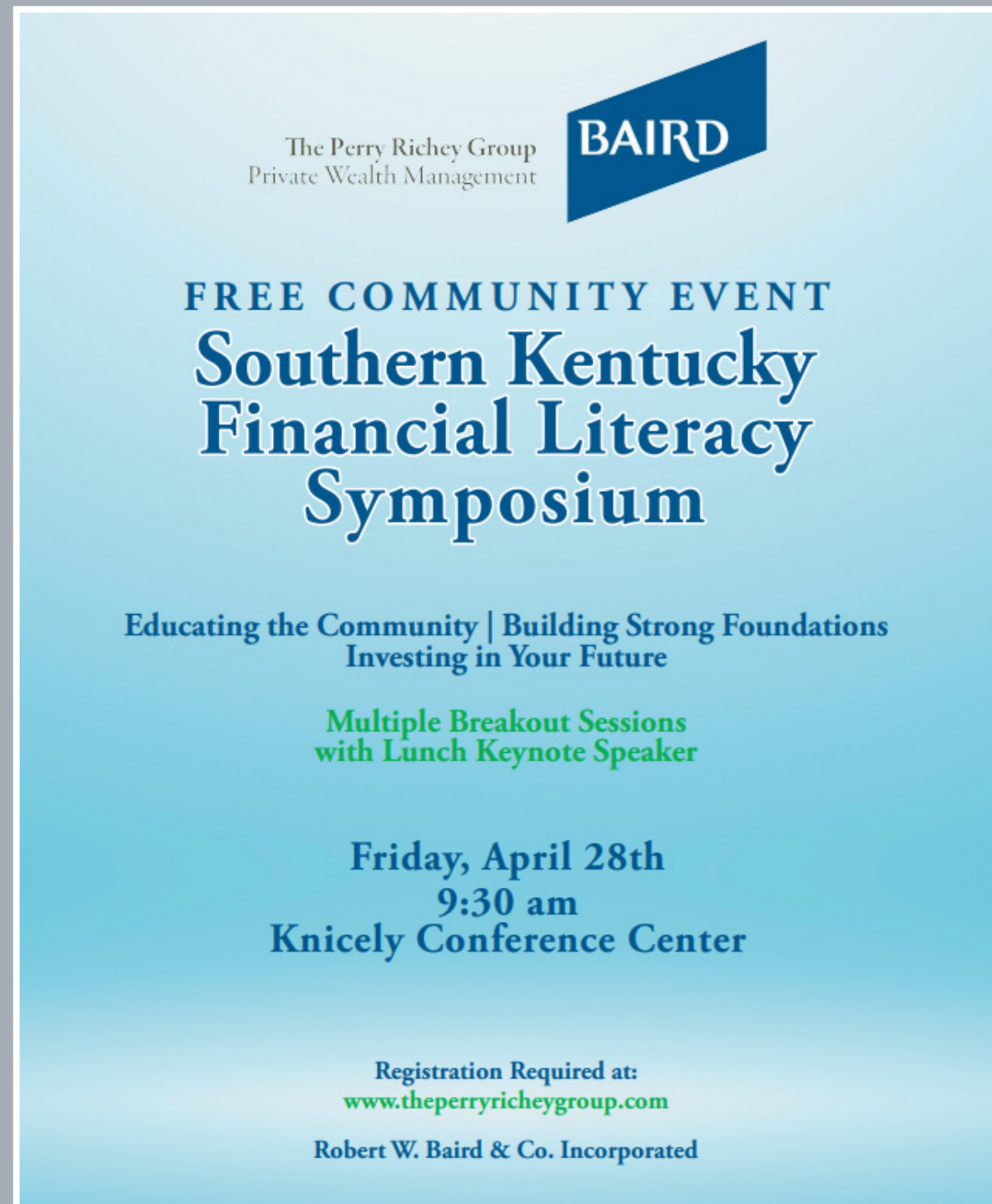
Instructor of the
Year

Supporting our
Community

Culture: Why it Matters
to Us...and You

SOUTHERN KENTUCKY FINANCIAL LITERACY SYMPOSIUM

With wisdom being one of our four core values, we are passionate about the education of our team, our clients, our clients' loved ones, and our community. Our team feels compelled to provide free learning opportunities to our community on financial topics that can often feel daunting and complicated. We want to empower our community to take ownership of their finances and education is the first step. Help us celebrate Financial Literacy Month in April by attending our free financial literacy symposium. **Visit our website's home page to register!** There you will be able to view the speaker lineup, bios, and register for each breakout session. We encourage you to share this invitation with friends and family - everyone is welcome!



The flyer is a vertical rectangle with a light blue gradient background. At the top left, it says "The Perry Richey Group Private Wealth Management" in a small, dark blue font. To its right is the BAIRD logo, which consists of a dark blue parallelogram with the word "BAIRD" in white, bold, sans-serif capital letters. Below these, the text "FREE COMMUNITY EVENT" is in a medium-sized, dark blue, sans-serif font. Underneath that, "Southern Kentucky Financial Literacy Symposium" is written in a large, dark blue, serif font. Below the title, the phrase "Educating the Community | Building Strong Foundations Investing in Your Future" is in a smaller, dark blue, sans-serif font. Further down, "Multiple Breakout Sessions with Lunch Keynote Speaker" is in a green, sans-serif font. The date and time "Friday, April 28th 9:30 am" are in a dark blue, sans-serif font, followed by the location "Knicely Conference Center" in a larger, dark blue, sans-serif font. At the bottom, "Registration Required at: www.theperryricheygroup.com" is in a small, dark blue font, with the website URL in green. The last line at the bottom is "Robert W. Baird & Co. Incorporated" in a small, dark blue font.

The Perry Richey Group
Private Wealth Management

BAIRD

FREE COMMUNITY EVENT
Southern Kentucky
Financial Literacy
Symposium

Educating the Community | Building Strong Foundations
Investing in Your Future

Multiple Breakout Sessions
with Lunch Keynote Speaker

Friday, April 28th
9:30 am
Knicely Conference Center

Registration Required at:
www.theperryricheygroup.com

Robert W. Baird & Co. Incorporated

YOUR CHILDHOOD EXPERIENCE WITH MONEY SHAPES YOUR VIEW ON WEALTH, INVESTING, AND FINANCIAL SECURITY

Think back to your childhood and recall your early experiences with money. Was money scarce in your household, with your family always struggling to make ends meet? Was there always enough, despite not having a lot of excess? Were your parents savers or spenders? Whatever your experience, one thing likely rings true, especially here in the south: "In public, we don't talk about politics, religion, or MONEY!" Our team is committed to changing that. We think people should talk about (and learn about) money more openly, and from an earlier age. For this reason, the educational curriculum we've built is a foundational part of our service offering, and we've made Wisdom one of our core values.

Why aren't our kids learning about money in school? The Securities Industry and Financial Markets Association (SIFMA) Foundation advocates greatly for early childhood financial education, and their research has uncovered some staggering statistics:

- Only 9 states in the U.S. require a stand-alone personal finance course in high school.
- Only 14 states require personal finance to be integrated into other required courses.
- Less than 20% of students nationwide are required to take a personal finance course to graduate.

Limited access to financial education at a young age puts children at a disadvantage from the start. Making matters worse, underprivileged children have even less access to these courses. Excluding the required states, only 5% of schools with greater than 75% of their kids on free and reduced lunch programs offer guaranteed access to financial education. The same statistic rings true in urban schools, and those where greater than 75% of students were classified as a minority. This is the reality despite 90% of educators and 75% of adults saying financial education should be a requirement to graduate high school.

So, what can we do? We believe that "personal finance" itself falls short of a well-rounded financial education. Budgeting basics, establishing emergency funds, obtaining sufficient insurance, and learning how to take out a loan—while these do set the foundation for success, we think investing must also be part of the equation. The trend in America of saving for retirement exclusively in workplace retirement plans (like a 401k) puts the risk of "not having enough" solely on the employees. If you are reading this, more than likely you have your own investment accounts and have assumed the responsibility for making them last throughout your retirement years. Inflation, market volatility, recessions, rising interest rates, increasing life expectancies, and other factors outside your control make this a tall task. Financial education is not complete without a fundamental understanding of these economic factors and how they interact with everything else. This holistic foundation is crucial so that *when* (not *if*) the financial storms come you have the *resolve* to stay the course and *understand* why it's the right thing to do.

Education shouldn't end with childhood. Educating our clients, their families, and our community is a top priority for our team. This spring, the Perry Richey Group will be hosting the inaugural Southern Kentucky Financial Literacy Symposium on Friday, April 28th. This community-wide event will feature multiple breakout lessons with topics like Investing 101, Women and Investing, Caring for Aging Parents, and "The Basics." The event culminates with a lunch and keynote presentation, economic outlook, and open discussion with Q & A.

Our team is honored to sponsor this event so that it's available to attendees at no cost; though, please note that we are limited to the first 300 registrants. You can find sign-up information in this newsletter or on our website, www.ThePerryRicheyGroup.com. Join us and bring a friend, family member, or neighbor, and help spread the word about the importance of advocating for your own financial education. Your long-term financial success depends on it!

- Drew Richey

SUPPORTING OUR COMMUNITY

CCK BOARD CHAIRMAN

Shawn recently completed a four-year term as The Center for Courageous Kids' board chair. Although his time as chairman has come to a close, CCK remains close to his heart, and the Perry Richey team looks forward to continuing to advocate and volunteer for this incredible organization.



CASA FUNDRAISER

Brooke S. chaired CASA's 6th annual Mardi Gras themed fundraiser on Friday, February 17th, and raised just over \$100,000! CASA trains and supports community volunteers to advocate for a safe and permanent home for children who have experienced abuse and neglect and works collaboratively to ensure their voice is heard. Brooke currently serves as immediate past president on the board of directors.



AMERICAN RED CROSS

Jacqueline and Ben attended the annual Wrapped in Red Gala in Louisville benefitting the American Red Cross. Jacqueline serves on the Red Cross board here in South Central Kentucky.



LEADERSHIP BOWLING GREEN

Brooke S. recently volunteered at Kids on the Block and LifeWorks at WKU with her Leadership Bowling Green class.



CULTURE: WHY IT MATTERS TO US... AND YOU

What is culture? There are more definitions of culture than can be mentioned in this short article. At the Perry Richey Group, we like to think of culture as a company's beliefs, values, and attitudes, and how those things influence the behavior of its employees. Around the office we find ourselves talking about operations in the theatrical terms of frontstage and backstage. Frontstage represents our "brand" (how we are perceived by our clients), and backstage represents our "culture" (how we connect and behave as a team). For example, when you sit in the audience of a Broadway play, you are viewing the frontstage. What you see is polished choreography, picture perfect lighting, and seamless set changes. The backstage view, however, would be a wildly different story. Just off stage in the wings, a flurry of non-stop activity ensues throughout the entire show as each member of the behind-the-scenes production team executes with precision and right on time. We believe in our business that a seamless frontstage experience for our audience-- our clients--is delivered by a well-executed backstage. It is for this reason that we strive to be especially focused on, and intentional about, our backstage, or culture.

In his book, *Good to Great*, Jim Collins talks about a culture of discipline. He says, "In a culture of discipline, people do not have jobs, they have responsibilities." While it's accurate that every one of our team members comes to work to make a living and support their families, it is also true that each one of us works hard every day because of our duty to serve our clients and their families. It is this sense of responsibility that ultimately drives every decision we make, from the investment platforms we select, to changes and enhancements of internal operations that happen in the background, right down to the educational opportunities and client events that we plan. When we tout discipline as one of our four core values, it is oftentimes manifested by the responsibility we bear for our clients.

So why does this matter to our clients, prospective clients, advocates, and centers of influence? Our team believes that culture is our biggest competitive advantage and most compelling service offering. Many businesses talk about their "culture," but we live it. We are one big family inside the office and out. We eat lunch together almost daily and truly love spending time together. Clients consistently comment to me about how they can tell we all love what we do! It's true--we love who we work for (our clients) and who we work with (our teammates). We appreciate this affirmation from our clients because we think it's imperative to our success, and it's also incredibly encouraging to have it recognized by those outside of our team. Culture matters, and it's our goal to continually focus on it and cultivate it...for our clients' benefit and ours.

-Shawn Perry



INTRODUCING TREY ENGLEHARDT

Trey Englehardt joined our team as an intern this spring. He is from Sacramento, Kentucky, and is majoring in business finance with certificates in personal financial planning and business data analytics. Trey has a very exciting adventure planned for this summer with some friends from WKU. He is biking across the United States from San Francisco, California, to Virginia Beach, Virginia, through an organization called Bike4Alz to raise money for Alzheimer's disease. He expects this to take 10 weeks and covers over 3,700 miles.

OUTSIDE THE OFFICE



Savannah and her family at Disney over Christmas. They had the best time.



Shawn with his daughters, EmmaLu and Stella Jane, going to an Arts Alive Daddy/Daughter Dance.



Josh with his daughter, Harper, going to a Daddy/Daughter Dance at Potter Gray.



A few team members at a WKU game.



Brooke co-hosted a baby shower for one of her dear friends expecting a baby boy in April.



Michelle's oldest daughter, Ellie, got engaged.

INSTRUCTOR OF THE YEAR



Brooke C. had the opportunity to attend the 2023 Opportunity Days event for the School of Personal Financial Planning at Texas Tech University in Lubbock, Texas. This event brings together alumni, faculty, practitioners, and students for networking and development. She was able to participate as a panel speaker. To her surprise, she also received the "Instructor of the Year" award for the Personal Finance Department at TTU!

TEAM MEMBER SPOTLIGHT: SHAWN PERRY



Claire recently went to New York City to see *Moulin Rouge* on Broadway and do a little sight-seeing!



Jacqueline and Ben went to see Carrie Underwood in Nashville—a late birthday celebration for Jac!



Drew with his son, Jacob, getting ready to race, while Kelsey and Callie watch.



What was your first job and how old were you? *Working in tobacco; age 9.*

If you had 25 hours each day, how would you use your extra time? *Reading.*

Do you collect anything? *Antique duck decoys.*

When you die, what do you want to be remembered for? *Being a man of high character.*

What is your favorite item you've purchased in the past year? *A reMarkable tablet.*

When you are not at work, what are your passions? *Spending time with family, reading, hunting, and golf.*

Do you have a bucket list activity? *Yes, to go curling. My son, Gavin, and I recently got to do this in Nashville. We loved it!*