



Ellenbecker
Investment Group

In Touch

Since 1996

1st Quarter 2021

Sharing our Financial Planning Experiences: 25 Years

You might think that after 25 years of providing robust, high quality and white glove service to our clients and the community that it's just like riding a bicycle for us... or that we could do it in our sleep. That passive approach is very unlike how we have grown EIG.

I have had the privilege of working with clients for over 25 years. I have met thousands of people, heard more than that in personal stories and have experienced over 6000 stock markets days. Through those experiences I have learned that no two families, financial plans or experiences are the same. Even the exact same series of events isn't experienced the same between two people.

Experiences are the best teachers in our lives. We learn from watching others, hearing stories, achieving successes and surviving failures.

Our advisors, including myself, each have our own personal experiences to help us approach financial planning and it seems fitting to share this story with you after 25 years at EIG.

In 1994, I had the opportunity to join my mom on an investment rewards trip (they had those back then!) to the Bahamas. This trip was sponsored by Franklin Templeton Funds and I would luckily experience meeting Sir John Templeton personally. Sir John Templeton is a world-renowned and well-respected mutual fund manager, incredible philanthropist and devout Christian. I knew Sir John as having a profound respect for learning. Let me tell you my story.



Julie Ellenbecker-Lipsky,
CFP®, CDFA®

President and Senior Wealth Advisor
Ellenbecker Investment Group

That year, I was in college studying for an Education degree. I wanted to be a teacher. I have always loved learning and sharing my experiences. I went along on vacation with my mom, not because I was interested in investing, but because I was interested in a week on the Island. One dinner changed my life.

Sitting poolside with my Bahamian braided hair and a colorful hippie vest, I met Sir John. In fairness, I had never heard of him. My fresh eyes and no preconceived notion of who he was must have drawn him to me because there were hundreds of people at this event. While talking, I told him I was there with my mom who won a top investor trip. He immediately asked me if I was going to do what she did someday. Thinking back now it makes me chuckle because flippantly, I said "no way, I want to be a teacher. I want to wear jeans, have my summers off and actually help people". Can you imagine? What happened next is how I learned that he was also a teacher. He cupped my face in his hands and said, "Julie, if you don't teach in this industry you will never be successful". Wow... I never thought about how an immense love and teaching could transcend to financial planning. That was when I decided that education would be my guiding principal with whatever I chose to do.

This picture reminds me to always use my experiences to guide others with knowledge so they can feel convicted and confident with decisions. ■

"Wherever we are and whatever we are doing, it is possible to learn something that can enrich our lives and the lives of others... No one's education is ever complete."

— Sir John Templeton

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25 Years of Experience

On Christmas Eve 1996, with one computer in hand and Julie at my side I left behind my current brokerage firm and opened Ellenbecker Investment Group. That was 25 years ago!

I chose Christmas Eve to start EIG for many reasons, one of them being that I expected everyone would leave the office early for the holidays. An empty office would give me an opportunity to quietly pack up our things and leave. I was wrong ... my boss came back to retrieve a holiday gift and was shocked to see us leaving with our personal items. After telling me all the reasons why it was a bad idea to separate and the many predictions of failure, I stood in the elevator knowing unequivocally that we were destined to do great things. I knew we would succeed, and I trusted that my clear vision meant we would lead the industry with a better way of doing business.

My boss wasn't the only one who thought I was crazy for leaving an established company to start something brand new. Many of my family and friends thought I should stay with the path of least resistance. It was hard for people to believe that I could be successful managing investments for a fair and transparent fee.

Opening Ellenbecker Investment Group 25 years ago never seemed like a risk to me. My vision was incredibly clear, and my goals were logical and attainable:

- I wanted to charge fair and transparent fees based on the money we managed. This meant no products and no commissions.
- I wanted to provide a higher quality of investment products and services, taking into consideration stewardship and internal expenses.
- I wanted to do business that was based on trust and building relationships. I wanted to be able to always do the right thing regardless of how it impacted the bottom line.

- I wanted to be considered an educator not a salesperson. I wanted my clients to feel confident in the decisions they were making.
- I wanted to empower my employees and provide opportunities for their growth and career development.
- I wanted to change the negative perception of the financial industry and show that wealth management could be done ethically and profitably.
- I wanted to give back to my family, my clients, my employees and the community.
- I wanted to create a legacy for Julie and our future generations to transition the leadership of EIG so our clients never had to worry about finding a new advisor.



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

As I look back over the last twenty-five years, I celebrate a well-respected footprint in our local, regional and national community. Creating and growing a company focused on core values has made executive decision-making very easy. I continue to stretch beyond my personal goals and set a standard for doing business ethically in a world that is mostly focused on profitability. It has been a wonderful journey watching our business grow, employees flourish, clients realize their dreams and families feeling safe and protected.

Looking back, I know none of the achievements could have been attained without you, our clients. Looking forward, I trust that our continued growth and success will be because of your continued growth, success and trust in us. Thank you!

Have a blessed New Year! ■



Experience: Saving

I enjoy these newsletter articles as it gives me an opportunity to share my knowledge and thoughts. This quarter, it gets a little personal with a topic right up my alley ... saving!

My husband, Carl, often jokes that if we won the lottery, our lives would not change but our savings account balance would be larger. There is some humor to that but there is also some truth.

I think we can all go back to our childhood and remember an event that touched us in a way that we carried the event into our adulthood. For me, I clearly remember standing in my childhood home and having my mother share that "things were going to be a little tight around our spending because they bought a four-family apartment building." As an adult, I relived this memory with my mother and she did not remember the conversation at all. Funny, I can remember that conversation as if it happened yesterday.

After marriage, when I really started to "adult", that conversation stirred inside me again. I made the difficult but necessary decision that saving was going to be a priority. I was no longer riding my parent's coattails and I needed to create my own financial security. What did I do? I sold my car to eliminate car repair bills, insurance, gas and monthly parking. I decided to take the bus to work. This was tough on cold or rainy days, but I knew I needed to get some traction on building an emergency fund as well as financial comfort.

When I am working with clients, I never want to bring up the "B word" ... budget. What I do bring up is something called a reverse budget. If you set up automatic savings plans, then you can spend every dollar in your checkbook guilt-free

because you already did your savings for the month. If your plan is to save any extra dollars at the end of the month, you will save very little, if anything. Pay into your savings account first.



Jean Range, CFP®
Senior Wealth Advisor
Ellenbecker Investment Group

Here is my list of reducing spending so you can start the reverse budget:

1. Pay off debt. Dedicate money each month to pay off your debt and do not add to your debt.
2. Cut down on groceries. Eat what is in your house before you head to the store.
3. Cancel subscriptions and memberships.
4. Buy generic.
5. Cut ties with cable.
6. Check insurance rates — life, home, auto.
7. Pack a lunch or eat at home.
8. Take advantage of employer retirement match dollars.
9. Skip the coffee shop.
10. Delay any discretionary purchases for 7 days.

There is something to be said about having a "Sleep Well at Night" account. Having a meaningful savings account balance ready for life as it happens provides more comfort than anything you could buy in the store. Happy Savings! ■

Source: **Dave Ramsey**

Money Sense Radio Show Highlight: Using Excel for Budgeting

Anne Mank, CFP®, CPA, EIG Wealth Advisor, talks with Jennifer Buchholz, CEO of Excel & Flourish, about tips on how to use Excel spreadsheets for household budgeting and small business needs. Listen to the recording by visiting: ellenbecker.com/moneysense.

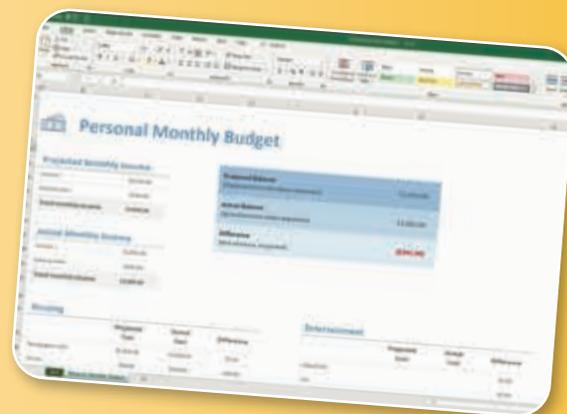
Jennifer Buchholz created a tutorial video for our listeners that includes topics she discusses during the interview along with visual tricks for set up! Visit her website to watch the tutorial at: excelandflourish.com/excel-budgets.



Radio Show



Video Tutorial



Experience: Insurance

I find insurance to be exciting! No, seriously, I do! Some of my colleagues here at EIG consider me to be a bit of an insurance geek because I am passionate about insurance planning and the opportunity to share my knowledge and 30 plus years of experience with our clients.

In college, Tom Aiuppa, the professor who taught the insurance planning courses, made the topic informative as well as interesting. I ultimately graduated with a degree in Finance with an emphasis in Insurance. I swore I would never “sell” insurance. I wanted to help people understand insurance and how it can be used as a tool to address their personal needs and situation.

Now, here I am, Director of Insurance Planning at Ellenbecker Investment Group. I don’t “sell” insurance — I help people. I could never have imagined a better career opportunity.

In my role, I help our clients understand the reasons that life, long term care, or disability insurance products can benefit them in their overall financial plan.

I help individuals and families navigate and understand the complex features and benefits offered by different insurance policies and carriers. I can be objective and unbiased,

because I don’t get paid commission to sell insurance products.

Sometimes I help clients understand what they have and why they should keep the coverage. Other times I identify policies that are no longer working as planned or are no longer appropriate.

I help our clients find affordable options to meet their protection needs so they know their family, loved ones, businesses and charitable organizations are protected in case of an unexpected death, illness, injury or long term care need.

Insurance planning is like putting the pieces of a puzzle together and coming up with solutions that work. If you have questions about your insurance policies or needs, give me or your wealth advisors a call. ■



Diane Gastrow
Director of Insurance Planning
Ellenbecker Investment Group



Hover your phone's camera here to visit moneysenseradio.com and listen to the Money Sense radio show with Diane Gastrow.

Long Term Care Insurance 101: Get to Know Common Terminology

Long-term care involves assisting with basic personal needs, rather than providing medical care.

Typically, to qualify for benefits under a long-term care insurance policy, your doctor needs to certify that you need assistance with two of six Activities of Daily Living (ADL's) or that you have a severe cognitive impairment. These ADL's are recognized as:

Bathing – The ability to clean oneself and perform grooming activities like shaving and brushing teeth.

Dressing – The ability to get dressed by oneself, including fastening buttons and zippers.

Eating – The ability to feed oneself.

Transferring – The ability to walk or move oneself from a bed to a wheelchair and back again.

Toileting – The ability to get on and off the toilet and to clean up after using the toilet.

Continence – The ability to control one's bladder and bowel functions.

In addition, your physician must certify that you will likely need assistance for 90 days or longer and must develop a plan of care for you.

The care can be provided in your home, an assisted living facility, an adult daycare facility or in a residential care location.

QR Code Instructions

You will notice QR codes throughout the newsletter. The codes help direct you to recordings and websites by scanning over them with your electronic device. To do so:

- Open the camera app on your phone or tablet like you are going to take a photo.
- Put the QR code in the middle of your screen like you are about to take a photo of it.
- A link should pop up before you take the photo that recognizes the code and asks if you would like to click through to the link.

Enjoy!



Hover your phone's camera here to listen to past shows on our website.

Experience: Credit

Everyone has a unique situation in terms of their circumstances throughout the various stages of financial independence. Whether it be starting off with a first car purchase or acquiring a second vacation home in retirement, the adage “you have to start somewhere” is certainly true when it comes to building wealth and security. Also, when it comes to the various resources or options available to accomplish these goals, savings and income may provide some limitations. Though saving is key and living within one’s means is important in terms of budgeting; the use of credit can be a solution if properly positioned.

Take a Quality Approach

We often encounter situations where the use of debt or leverage can be beneficial. The motivation may be to take advantage of historically low interest rates, or to create a “bridge” to something that is part of a larger plan; like building a new home or relocating to a new area. This can be a preferred option as a quality loan structure can alleviate the need to spend down savings or portfolio assets that are earmarked for retirement or other important plans. Taking this approach provided my family with the flexibility and funding needed to enable us to renovate our home and add some much-needed space through a home addition that lasted several months. Regardless of the purpose, it is important to evaluate your options and revisit your strategy on a regular basis. This also involves working with the right individuals that can present the most favorable options that are appropriate for your situation. Cash flow and the ability to service the debt should be carefully considered in order to maintain a comfortable lifestyle and not place any sort of burden on household finances.

Establishing a Line of Credit

Having a line of credit in place is a useful tool and usually involves using the equity in your home or other assets that may be available. A line of credit for a reasonable amount

up to a comfortable limit may not only provide some peace of mind, but also could be used to fund home improvements, education or an unforeseen event.

While the idea or premise of drawing funds from a line of credit should be shorter term in nature, once implemented the terms allow you to access the funds for many years. Throughout my career, I have found many circumstances in which our clients have benefitted from having a line of credit in place. This sort of loan is straightforward to establish with your bank or credit union and it is best to have it in place when it is least needed.

Preserve Your Credit

With the various credit products that are available in the marketplace today, one very important objective for anyone should be to maintain your credit. Be cautious of opening too many credit cards as this can have a negative impact on your credit score and can be difficult to manage. Many retailers now offer some sort of “perk” or discount for establishing a card or line with their store. While this may be appropriate in certain situations, it is important to manage these carefully as they often carry higher than average interest rates relative to standard bank cards and should only be use as an interim solution.

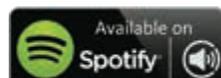
It is also a best practice to review your credit report and score at least annually. There are many credit monitoring services available and you can also access your free annual credit report at: annualcreditreport.com

Reach out to an EIG wealth advisor to talk through your specific situation. We are here to help! ■



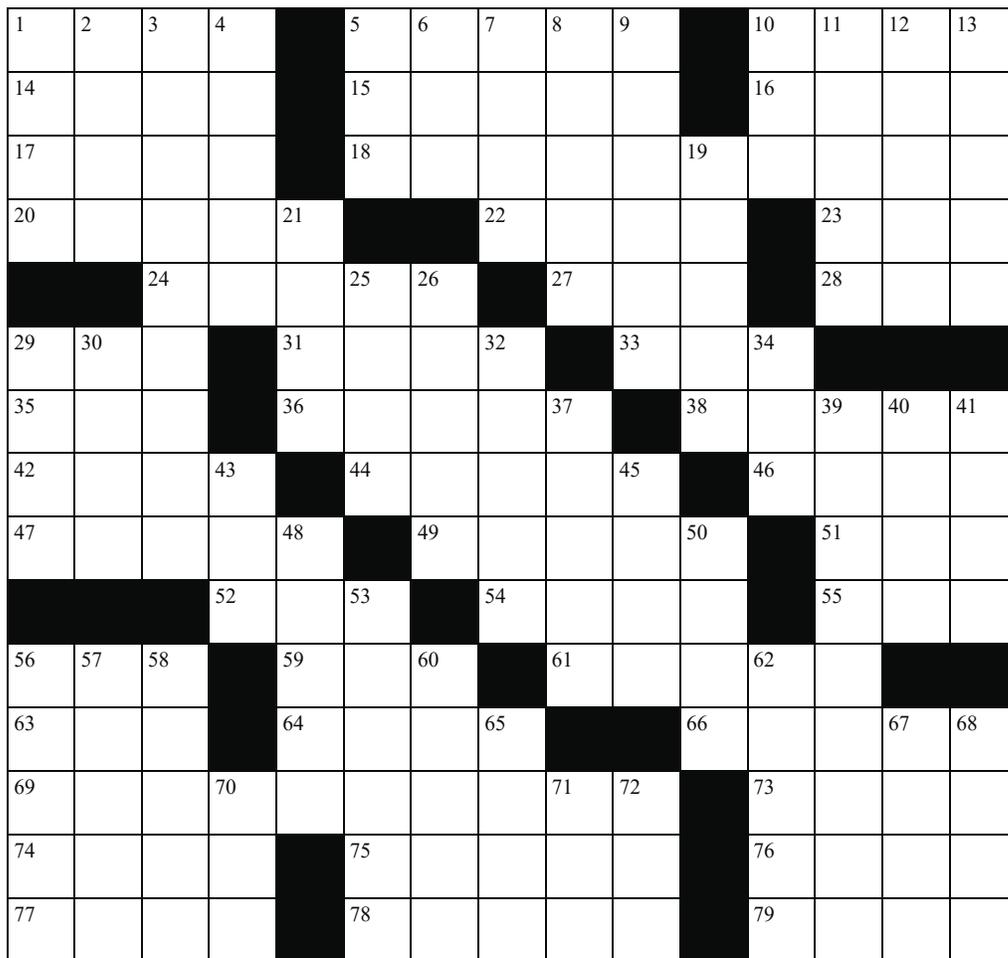
Jamie Williams, CFP®
Wealth Advisor
Ellenbecker Investment Group

Listen to our radio shows on demand from our website at ellenbecker.com/radio or by searching on Apple Podcasts, Google Play, Spotify or Stitcher.



Crossword Puzzle: Tackling Your Resolutions

For crossword solutions, visit ellenbecker.com/p/newsletter.



Kelly Whitt
Insurance Advisor Associate
Ellenbecker Investment Group

Across

1. Common New Year's Resolution: ___ money
5. Capital of Nigeria
10. US space org.
14. "Strong as ___" (2 wds.)
15. First word in the song "Kokomo"
16. SpaceX founder Musk
17. Cut flower's fate
18. Common New Year's Resolution (3 wds.)
20. Insults
22. Harbor animal
23. Hi-___ photo
24. Manicurist's concern
27. ___ Lanka
28. Make an effort
29. Common New Year's Resolution: Get ___
31. Noggin
33. Bother
35. Ending for Wisconsin
36. Odor
38. Right now

42. Prompted
44. Misrepresent
46. Sept 2017 Florida hurricane
47. Tax month
49. Dance music of the 70s
51. Little rascal
52. Fuel
54. Common New Year's Resolution: ___ smoking
55. Yeses and ___
56. Tree resin
59. Company abbrev.
61. Move secretly
63. Te ___ means "I love you"
64. Word before code or 51
66. Brand name of wafer cookies
69. Common New Year's Resolution (2 wds.)
73. Notebook paper brand
74. Snow queen in *Frozen*
75. Small haddock
76. *Twilight* matriarch
77. Be introduced to
78. They may be in the loge or mezzanine

79. Sports channel

Down

1. Cuts tree branches
2. Blue dye
3. Common New Year's Resolution in service to others
4. ___ virgin olive oil
5. Pass on the track
6. Constellation of the Altar
7. ___ and Dolls
8. Double reed instruments
9. African excursion
10. Outlaw Kelly
11. Notification
12. Serious
13. Eager or itching
19. Wink at
21. Enjoys a hot beverage
25. Baby sheep
26. Horse used for riding
29. Type of tax
30. "Chalk ___ to..." (2 wds.)
32. Island in New York Harbor
34. Orange fish for a pond
37. To do and laundry

39. Common New Year's Resolution (2 wds.)
40. Pellets
41. Barks
43. Use a shovel
45. Class that teaches supply and demand (abbr.)
48. Corbin Bernsen and Susan Dey TV series (2 wds.)
50. Not closed
53. Common New Year's Resolution: Reduce ___
56. City in OR or MA
57. "Whack-___" (2 wds.)
58. ___ comitatus
60. Prepare a plane for takeoff in winter
62. Singer-songwriter Mann
65. Taj Mahal's city
67. Night light
68. Temporary capital of Yemen
70. Common New Year's Resolution: ___ healthier
71. Like July
72. Packer scores (abbr.)

Experience: Investing

I recently had the opportunity to interview a college senior who is pursuing a career in financial planning. Here was an opportunity for me to push pause on my normal workday and talk with someone fresh to the industry. He had done his research well. He already knew, without a doubt, that he wanted to work for a Registered Investment Advisory (RIA), not a Broker/Dealer (BD). He knew he wanted to be held to a fiduciary standard with his clients. He knew he wanted to focus on the whole person, not just the investments. He knew so much more than I did when I was starting out!

Hearing his enthusiasm for what we do with our clients each and every day helped me reflect on just what I love about financial planning and what attracted me to a career at Ellenbecker Investment Group. When done right, the financial planning relationship is exciting, invigorating, and enriching to both the client and the advisor.

As we dove deeper into the interview, this student shared that his Financial Planning degree, which culminates in getting his CERTIFIED FINANCIAL PLANNER™ designation (CFP®), is actually part of the School of Human Ecology at his university. He said most people in our industry he talks to find this a bit odd. To me, this pairing is a perfect fit for what we do. To truly add value to your clients, you need to start with the person. This “whole person” approach is exactly what attracted me to EIG seven years ago. I had put in my time and acquired my licenses and designations at my previous firm, but I felt something was missing. We only looked at investable assets. Not estate plan. Not insurance plans. Not your income needs and Social Security in retirement. I always enjoyed financial planning, but coming to EIG and working with our Founder, Karen Ellenbecker, helped me to discern the difference between good planning and passionate planning.



Kristina Schnuckel, CFP®, AIF®
Director of Client Experience
& Wealth Advisor
Ellenbecker Investment Group

I love when potential new clients tell me they are interviewing several firms. I believe every client should fully educate themselves on their options. I also believe that when that research is done, we are firmly at the top. Is your advisory firm passionate about you? Here are some of the top qualities you should be looking for when you “interview” your advisor:

- **Experience** — It’s important to pick a firm that values experience and can translate that industry know-how to your specific situation; understanding your needs and meeting you exactly where you are.
- **Education** — Are all team members striving to educate your family as well as themselves? Education is a great indicator that can separate the passionate from the passive.
- **Credentials** — Know the difference between a RIA and a BD. Make sure your advisor has taken the extra steps of becoming a CFP® and can clearly explain their fiduciary duty to you.
- **Whole Person Approach** — Does your advisor look to learn about you, or just your investments? Without a passion for you and your passions, any financial planning will fall short of your expectations.

Give our offices a call to begin the process of educating yourself and learning more about our wealth advisors. We look forward to seeing you! ■

If you have adult children, family or friends that would like to receive this newsletter or our weekly email, visit ellenbecker.com/newsletter-sign-up. Share EIG like it’s a family recipe!

Experience: Taxes

Ellenbecker Investment Group to Provide Cloud-Based Solution for Tax Preparation

Over the past year, we have been evaluating a new way of collecting tax information and preparing annual tax returns for our clients. The pandemic has given all of us an opportunity to become more familiar and more comfortable with technology in our daily lives – now we will use that technology to complete your tax return preparation. We are pleased to introduce new processes this year that will allow you to share information from the convenience and safety of your home. Additionally, you will be able to electronically sign your returns and process your payment via credit card. We encourage our clients to activate the new procedure by accepting our email invitation. The process is simple and requires only a few steps:

Step 1: Establish an Online Account

ELG will be using *Intuit Link* to collect tax information from clients. Intuit Link is a secure online portal for you to connect and deliver tax documents to us for completion of your tax return.

Once your new portal is established, you can electronically sign your Engagement Letter and answer our tax questionnaire.

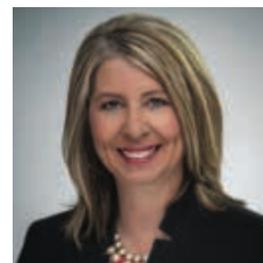
Step 2: Send us your Tax Documents

As soon as you have your tax documents, you may upload digital versions from home.

If you are unable to scan your documents, you may bring them to our office, and we will scan them while you wait. When you have all your documents, call our office to schedule a 15-minute appointment to scan your information and return your documents back to you.

Step 3: Sign your Return Electronically and Pay for Your Tax Filing

You will receive a notification from Intuit Link that your tax preparation is ready for review, e-signature and payment. Credit card payment will be accepted. ■



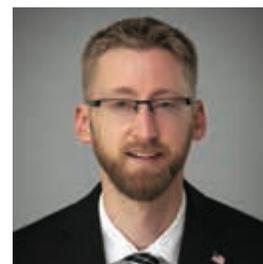
Sandra Geisler, CPA
Director of Tax Planning
Ellenbecker Investment Group

Meet Richard Wolosek

We'll call him Mr. Calvin. He was taller than I, larger than I, and wiser than I, given his many years of experience as I was just a young whippersnapper starting out in my career. As a graduate from UW-Whitewater with the Master's degree and the CPA certification, I entered the tax profession with book-smarts, a can-do attitude, and one tax internship under my belt.

What I learned over the course of time while working under Mr. Calvin was the power of the why and the importance of understanding the why, which then helped to develop my ability to explain the why to others. This is partially why I was fast-tracked into the senior role after a few short

years of starting out in public accounting. And this further helped me when I was running a retiring CPA's office as the go-to CPA who explained tax returns to clients before transitioning over to ELG's tax team. At your next tax review meeting with me, let's talk about why your taxes are the way they are, but let's also include the what-if, the when, and also the how. ■



Richard Wolosek, CPA
Tax Planning Advisor
Ellenbecker Investment Group

Experience: Listening

My family will tell you that I am action-oriented — I like to jump in to help, make a plan, set a timeline, organize what needs to get done and take control.

While this can seem great in a kitchen project or garage clean up, I have learned that it isn't always best for someone in need.

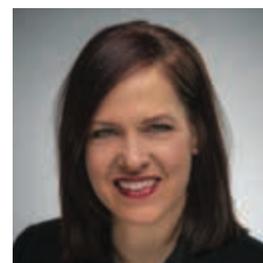
Listening first before taking action allows you to help in a deeper, more meaningful way. Your priority becomes the person, not the action. In my Stephen Minister role at my church, I lend a listening ear and a Christian presence to my care receiver. This helps them sort out their feelings, talk through ideas, organize their thoughts and set a path. By being present and listening without springing into action, I give support to move through a crisis and help people feel empowered, confident and in control.

Listening first is important even in situations where work is the need. I've taken several church mission trips to our international partners in Tanzania and El Salvador. We approach the trip as an 'accompaniment'. Accompaniment is defined as an instrumental or vocal part to complement or support a melody. The purpose of the trips is to walk alongside them to learn their situation, their values and their challenges - from their eyes and not your own, sometimes clouded, lens. We don't look to 'fix' them because they are not broken. It is important to set plans and solutions that will work for them, not us, for long term progress. We've helped with building, garden and water projects

and have seen the great sense of pride, hope and energy for the group in a far bigger way through accompaniment. I have built trusted relationships with our beloved partners in these far away places that I would have never had if I went in to only 'take charge'.

Listening first is important when someone is grieving or mending a broken heart. Instead of trying to make someone feel better; stop, listen and acknowledge their pain, loss and grief. It feels natural to jump in with a cliché or cheerful comment but in reality, none of those phrases will allow them feel as safe and cared for as a simple 'I am sorry. I love you' will.

Listening is the important first step to planning and your EIG Client Care Team is here to help you — whether it be talking through giving opportunities, how to help a family member or how to give you comfort for the future. ■



Heather Deaton, CFP®, CSRIC™
Wealth Advisor
Ellenbecker Investment Group

advisors
who *listen*

Economic Impact Payments

- People who didn't receive an Economic Impact Payment in 2020 may qualify for the Recovery Rebate Credit when they file their 2020 taxes in 2021.
- Please provide your tax preparer with Notice 1444, Economic Impact Payment, which shows how much of a payment you received in 2020. This amount is needed to calculate any Recovery Rebate Credit you may be eligible for when you file your federal income tax return in 2021. This notice provides information about the amount of your payment, how the payment was made and how to report any payment that wasn't received.
- Generally, if you are a U.S. citizen, you will receive an Economic Impact Payment of \$1,200 (\$2,400 for a joint return) if you (and your spouse if filing a joint return) are not a dependent of another taxpayer and have a valid Social Security number and your adjusted gross income (AGI) does not exceed:
 - \$150,000 if married and filing a joint return
 - \$112,500 if filing as head of household or
 - \$75,000 for eligible individuals using any other filing status

<https://www.irs.gov/coronavirus/economic-impact-payment-information-center>

Experience: Estate Planning

The year 2020 has been an “interesting” and difficult one for all of us. Practicing law as an estate planning attorney during a pandemic has presented issues that most of us never imagined. Like other businesses, Lyne Law Firm, LLC has experienced challenges related to meeting with clients; unlike many other businesses, we routinely deal with clients contemplating death to make sure that their spouses, children and other loved ones are safe and secure after the client’s death.

Over the last decade, Ellenbecker Investment Group and Lyne Law Firm have partnered to assist clients in ensuring their financial, tax and estate planning goals. During 2020, we have done our best to continue to provide our essential services to clients. In fact, I would say that the past eight months have illuminated the essential nature of estate planning as much or more than any other time in memory.

Client anxiety over mortality and financial uncertainty have given EIG and Lyne Law Firm the opportunity to provide greater value to clients. The past year has proved something I have always believed, which is no one should wait to do your estate planning until a time of crisis. It is much better to do your planning when you are thinking clearly and not under any serious external pressures.

Whether meeting in person, by phone or Zoom conferencing, we are doing all we can to provide professional services to our clients in the manner they prefer. For instance, there have been several times over the past several months in which we needed to be creative to provide estate planning services – from persuading

administrators of assisted living facilities to allow us to visit elderly residents, to signing documents with clients in their cars during a thunderstorm.

As always, we have provided clients with guidance on the best ways to transfer wealth to beneficiaries and to protect those assets for generations to come. Our guidance includes planning to protect assets from creditors, lawsuits (including the potential threat posed by a beneficiary’s possible divorce) and planning for beneficiaries with disabilities.

Finally, given our tumultuous times, it is more important than ever before to have a team of trusted advisors in place to guide you and your family through planning for your financial wellbeing and that of your beneficiaries after you are gone. EIG and Lyne Law Firm are happy to be your advisory team. ■



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Milwaukee's Philanthropic Community®: Past Guests

Tune in on WISN AM 1130 at 10:00am CST or connect online at newstalk1130.com. Shows can also be heard on demand via Apple Podcasts, Spotify, Stitcher or Google Play.

This quarter's featured organizations include:

- College Possible
- Beyond Vision
- March of Dimes
- MKE Scholars
- Vision Forward
- Chef Latinos of WI
- Elmbrook Senior Taxi
- Neighborhood House
- Revelation Wellness
- ADRC
- Waukesha County Green Team
- Waukesha Free Clinic
- St. Ann Center
- Kathy's House
- Medical College of WI
- BizStarts
- Medical College of WI

Email Jill Economou at jill@ellenbecker.com to recommend a non-profit.



Hover your phone's camera here to listen to past shows on our website.



EIG HR Update

Congratulations to:



Maureen Holson, CFP®

Congratulations to Maureen Holsen on passing the CERTIFIED FINANCIAL PLANNER™ exam! Maureen completed educational course requirements in Financial Planning, Retirement Planning, Tax Planning, Estate Planning, and Insurance Planning before passing the exam. Congrats on all your hard work!



Kristina Schnuckel, CFP®, AIF®

Kristina has been promoted to Director of Client Experience & Wealth Advisor to be a resource and source of communication for our Client Care Teams. Her goal is to make sure the client experience exceeds expectations every day.



Kate Murphy

Kate has been promoted to Client Operations Coordinator. She will collaborate with our operations teams and directors and be a resource for onboarding, compliance, education and communication.

Quarterly Collection: Q1 2021



Scan to learn more.

A background image showing several hands of different skin tones reaching up and interlocking to form a heart shape.

**Dog and cat food,
toys and giftcards
to pet stores.**

Our first quarter donations will support HAWHS! Bring your items to our Pewaukee or Whitefish Bay offices by March 31.

Experience: Making Big Financial Decisions

"Adulthood" Can Be Hard

When I was a kid, all I ever thought about was how I couldn't wait until I was an adult. I could then eat all the cookie dough and stay up past 10:00pm. As they say, ignorance is bliss. Eventually I did become an adult, moved out of the house and quickly learned that cookie dough tends to make you sick and add a few extra pounds. Learning about cookie dough through trial and error is one thing, but you don't want to do that with large financial decisions. Here are three ideas on how to handle these situations but remember that too much of one thing is not a good plan. You need to use all three of these ideas to make sure you are making a sound decision for yourself.

Education

There are so many resources at your finger tips these days. You could attend a local presentation on home buying or watch a webinar on the basics of investing. You could read a book on the topic, or even participate in a book club. Make sure you trust the source of the information, but it is always a good idea to take the time to understand the basics so you can make an educated decision. The EIG quarterly newsletters, weekly emails and events are a great place to start!

Experience

I am sure there is someone in your circle who has already "been there, done that". Ask them what went well and what they would have done differently. Also ask people who are

your same age and those who might be older/younger. It is good to get multiple points of view so you can decide what might work best for you.

Experts

This is the area that many people overlook, but it can save you from a lot of anxiety and financial loss. There are experts in the mortgage, tax, insurance, legal and investment industry that have spent significant time learning about this one area. That is all they think about! Find someone you trust or that comes highly recommended and use their expertise to your advantage. Sure, there might be some cost associated with the advice, but a good advisor could save you from unforeseen financial and emotional distress.

Being an adult and having to make significant financial decisions can be nerve-racking, but take your time to fully understand the facts, ask those you trust how they have handled a similar situation, and then use an advisor to guide you through the process to reduce some of the risk. Biggest lesson I learned as an adult is that it takes a community and your finances are no different. ■



Anne Mank, CFP®, CPA
Wealth Advisor
Ellenbecker Investment Group

Our Wealth Advisors Have Been Featured:



Anne Mank, CFP®, CPA
Wealth Advisor

We are proud to share that EIG Wealth Advisor, Anne Mank, CFP®, CPA, authored a chapter in a new book: "Brilliant Breakthroughs for the Small Business Owner". Visit the website below for more information. Congrats Anne!



Heather Deaton, CFP®, CSRIC™
Wealth Advisor

Heather was featured on GreenCast — the Waukesha County Green Team podcast. Listen using the link below or on Apple Podcast.

[waukesha county greenteam.org/listen](http://waukesha-county-greenteam.org/listen)



Experience: EIG and Pavlic Investment Advisors Partnership Investing Over the Long Run



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

Pavlic Investment Advisors (PIA) has managed bond portfolios for clients of Ellenbecker Investment Group since 2018 and has served as a trusted advisor through participation in radio talk shows, written newsletters and live presentations for decades. The relationship between PIA and EIG has been mutually beneficial to both companies, but most importantly to our respective clients. By way of background, I founded PIA in 1997 and have over 35 years of investment management experience, including as a vice-president of a trust company, as a mutual fund manager and as an industry analyst.

Since the founding of PIA nearly 25 years ago, the quintessential ingredient for any successful client relationship is "trust". Without it, no fiduciary relationship can be properly maintained. Trust involves always putting the client first, avoiding conflicts of interest and maintaining strict confidentiality. Simply put, treat your client's money as good (if not better) than your own money.

Looking back over my career, I have come to realize that the most important lessons in wealth management never came in any accounting or finance curriculum. This is not to say financial education and training were not important, but as an investor, one would be better off earning a Master of Psychology. Much of investing doesn't come down to how well analysts can model future earnings, how often you communicate with management teams, or how well you can predict future market events. What matters most is how you as a human being react during market adversity.

If I were to tell you at the beginning of 2020 that we would see the worst pandemic the world has seen since 1918, oil prices would touch negative \$40/barrel, and unemployment would touch 14.7% in April, my guess is you would move 100% of your assets into cash, buy as much canned food as you can and prepare for the apocalypse. If you would have gone to full cash January 1, you would be trailing the S&P 500 which is up +12% YTD (as of 11/16/20). More likely however, after seeing these events unfold live before our very eyes, you would have sold sometime in March, being in an even worse position and missing a +62% rally in stocks off the lows — a performance record that would put any wealth manager out of business.

On a daily basis, stocks go up 50% of the time — roughly a coin flip. Every 1-year, stocks are up 68% of the time, 5-year — 82%, 10-year — 88%, and 20-year (so far) — 100% of the time. A financial advisor's greatest asset he can offer to his clients is a voice of calm when chaos is ever prevalent, and prudence during times of irrational exuberance. Experience cannot be learned in a textbook and neither can mastering human emotion. Picking up a Psychology textbook may offer a better shot than wandering into any finance lecture halls. ■



Hover your phone's camera here to visit moneysenseradio.com and listen to the Money Sense radio show with Terry Pavlic.



Karen J. Ellenbecker
Founder & Senior
Wealth Advisor

Julie Ellenbecker-Lipsky,
CFP®, CDEFA®
President and Senior
Wealth Advisor

Karen and Julie were featured on the GoGedders podcast from GGMM.



Experience: EIG and Campbell Newman Partnership

Campbell Newman is proud to have served the Ellenbecker Investment Group and its clients since 2001. Our longstanding relationship started small but grew with the strong foundation of shared values. As commemorated in a February 2002 memo from our marketing department, "Karen Ellenbecker has indicated that her conservative investment style fits very closely to that of Campbell Newman's".

The relationship began to expand in late 2008, as the Financial Crisis battered the markets and investors' portfolios. By that time, Campbell Newman had established a 5-year track record for a new, high-quality equity portfolio built exclusively of the stocks of companies with a history of consistent annual dividend increases called Large Cap Dividend Growth. Introduced in 2003, Dividend Growth was designed to outperform the S&P 500 over a market cycle with less volatility, by participating in up markets and protecting during down markets, while generating higher than average levels of current income and rising streams of income over time.

Karen and Julie wanted to offer a greater number of their clients the opportunity to invest in the Dividend Growth portfolio but Campbell Newman's minimum account size of \$1 million had prohibited wider use. As the three of us met in September 2008, Karen advocated that the right thing to do was for Campbell Newman to waive the high minimum for EIG clients to allow our firms to work more closely together.

Karen can be very convincing and we had built great trust working together over the previous 7 years, so we shook on it and committed to work out the details.

Our relationship has grown in scope and scale since then. EIG began to include Campbell Newman's Small Cap Growth strategy in appropriate client asset allocations in 2015. Designed to outperform the Russell 2000 Growth Index at a lower level of risk, this strategy invests only in small cap growth companies that have achieved profitability, because we believe profitability provides tangible evidence of the viability of a company's business model. This is a high bar for quality as, historically, roughly a third of the Russell 2000 Growth Index's companies do not generate a profit.

As of this mid-November 2020 writing, EIG has entrusted Campbell Newman to sub-advise over \$200 million worth of their clients' assets across more than 600 separate accounts utilizing our Large Cap Dividend Growth and Small Cap Growth portfolios. We are grateful for the opportunity to be a part of Karen, Julie and the Ellenbecker Investment Group's 25 years of helping people build their financial legacies! ■



Mary Brown, CFA
President & CIO
Campbell Newman
Asset Management
mbrown@campbellnewman.com
(414) 908-6670

Shredding and Recycling Day

Saturday, May 8th | 9am-12pm

Ellenbecker Investment Group, Pewaukee Parking Lot
N35 W23877 Highfield Court
Pewaukee, WI

No CRT (tube) TV's or monitors



On-Site Paper Shredding | Electronics Recycling | Eyeglasses/Hearing Aid Donations

More details will be announced on ellenbecker.com/events in the upcoming months!

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.

January 2021

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SAT/SUN
				1 EIG Office Closed New Year's Day	2/3  
4	5	6	7	8 EIG Charity Casual Dress Day	9/10  
11	12	13	14	15	16/17  
18	19 Armchair Travelers 3-5pm	20 Wisconsin Widows Connected 5:30-7pm	21	22 EIG Charity Casual Dress Day	23/24  
25	26 Managing Finances through Mental Health or Addiction Crisis Seminar - 6-8pm	27	28	29	30/31  

February 2021

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SAT/SUN
1	2	3 Sustainable Living 5:30-7pm	4	5	6/7  
8	9	10	11	12 EIG Charity Casual Dress Day	13/14  
15	16 Armchair Travelers 3-5pm	17 Wisconsin Widows Connected 5:30-7pm	18	19	20/21  
22	23	24	25	26 EIG Charity Casual Dress Day	27/28  

March 2021

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SAT/SUN
1	2	3 Sustainable Living 5:30-7pm	4	5	6/7  
8	9	10	11	12 EIG Charity Casual Dress Day	13/14  
15	16 Armchair Travelers 3-5pm	17 Wisconsin Widows Connected 5:30-7pm	18	19	20/21  
22	23	24	25	26 EIG Charity Casual Dress Day	27/28  
29	30	31			 

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!

October Maureen Holson
November Diane Gastrow
December Amy Schaubel

Employee Anniversaries

October
Heather Deaton, 4 years
CFP®, CSRIC™

November
Debbie Just 2 years
Tina Alfini, CDFA® 4 years

December
Kate Murphy 3 years
Karen Ellenbecker 25 years
Julie Ellenbecker-Lipsky, CFP®, CDFA® 25 years

Anniversary Donations

Our anniversary donations went to:

- Badger Honor Flight
- Fondy Food Center
- Lutheran Campus Ministry of the Greater Milwaukee Synod
- Wisconsin Public Radio
- Christmas Clearing Council of Waukesha County
- HAWS

Volunteer Highlights

Kate Murphy
St. Mary's Elm Grove, Staff Appreciation Deliveries

N35 W23877 Highfield Court, Suite 200
Pewaukee, Wisconsin 53072



Tune in to hear us
on the radio



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

Sundays at 10:00am
WISN AM1130

Tune in as Ellenbecker Investment Group Wealth Advisors share their unique financial perspective as they interview local and global economists, attorneys, tax professionals and other interesting guests.

Presented by Ellenbecker Investment Group, this unique show features non-profit organizations each week and explores ways for listeners to have an impact in our local community and the world.

Listen to past shows at ellenbecker.com/radio