

# THE PERRY RICHEY GROUP QUARTERLY NEWSLETTER

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**BAIRD**

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®**  
Director  
Financial Advisor

**Joshua J. Marson, CFP®, CIMA®**  
Vice President  
Financial Advisor

**Andrew D. Boyles, CFP®, CPWA®, QPFC®**  
Financial Advisor

**J. Brooke Cassady, CFP®, AFC®**  
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

2023 Athena Young  
Professional Award

Baird Gives Back

Supporting our  
Community

Our Client  
Appreciation Picnic



The Perry Richey Group  
Private Wealth Management

C12 Member  
of the Year

United Way's  
Handbags for Hope

Outside the Office

Resilience  
by Drew Richey



# SOUTHERN KENTUCKY FINANCIAL LITERACY SYMPOSIUM

Our team hosted the inaugural Southern Kentucky Financial Literacy Symposium on Friday, April 28th, at the Knicely Conference Center. Our guests enjoyed multiple breakout sessions, a vendor fair, lunch, and a keynote speaker from BlackRock. We were pleased with the turnout and happy to host the first free community event like this in our region. With wisdom being one of our core values, we are passionate about educating our community on financial literacy. We are already working on planning next year's event! Please contact Brooke S. on our team with any suggestions you may have to improve for next year.



## SOUTHERN KENTUCKY ESTATE PLANNING COUNCIL

Andrew spoke to the Southern Kentucky Estate Planning Council about best practices for implementing Power of Attorney documents in the wealth management industry. The Southern Kentucky Estate Planning Council is a group of tax, legal, and financial professionals in the Bowling Green area that meets quarterly for professional development and continuing education in a collaborative environment.



## INVESTING IN BAIRD IS INVESTING IN OUR CLIENTS

Did you know that Baird is a privately held, employee-owned company? This is a tremendous differentiator that plays a crucial part in Baird's ongoing success and allows for a constant focus on you, our clients. It also helps attract and retain top talent for both our team and our partners within Baird, as Baird stock represents ownership in the company and provides associates with a financial investment in Baird's future. In May, we reached an exciting milestone of all our team members being Baird shareholders. We feel that by investing in the company for which we work, we are ultimately investing in our clients and their experience with our team. There is a lot to say for being 'all in' and locked in on a common purpose; being 100% Baird shareholders serves to reinforce this. We always have and will strive for our clients' financial success first and foremost, because when you succeed, we all succeed.

## RESILIENCE

Steve Booth, the Chairman and CEO of Baird, recently released the company's Annual Report and an update on the state of our business. Baird owns five different companies, all of which serve various capital market industries. Baird's businesses range from helping retail clients navigate retirement, to managing mutual funds, and even helping business owners take their companies to market. As you can imagine, the prolonged sluggish stock market, slowing economy, inflationary pressure, and political uncertainty have made for unique challenges over the past year. His personal message to Baird associates and clients across the globe was one of stability, prudence, discipline, and discretion. The title of his letter to the Baird family: *Resilience*.

I've been thinking a lot about this word and what it means for our clients, our team, and our families. *Resilience* is defined as "the capacity to withstand or to recover quickly from difficulties." Another iteration of this theme is "toughness."

It's been 15 years since The Great Recession and many of those on the front lines have long since retired, replaced by younger investors who cannot recall how abysmal that time period was in our history. Similarly, passing time has clouded all our memories. Having just lived through the worst bond market and 7th worst stock market year ever in 2022, a lot of people are expecting the worst. People worry about interest rates, inflation, the elections, foreign relations, and of course, their own financial security. These are all legitimate concerns.

What can we do? First and foremost, we can review our plans and strategies. How has the last 18 months changed your long-term plan? Remember, our strategies and plans are built for the tougher times, too. While many were boasting outsized returns in 2019, 2020, and 2021, we stayed conservative, balanced, and stable. We invest to smooth out the ups and downs, and that hasn't changed. We're steadfast in the same philosophies that helped our clients navigate 9/11 and the tech bubble, through the Great Recession and what we're facing now. If you don't feel like you fully understand the strategies you have in place and how they are built to weather this and future storms, let's talk.

Uncertainty is a constant when investing, but that doesn't mean we can't make progress. In this newsletter you'll find many wonderful events, initiatives, and projects our team has been moving forward during the first half of 2023. In April we hosted the inaugural Southern Kentucky Financial Literacy event, free and open to the community. We've achieved new designations, received community awards, contributed to broad national initiatives, and continued sharpening and honing our skills to better serve our clients. In a word, we've been *resilient*.

I hope you are encouraged as you flip through our newsletter to see your wealth management team not scared, sheltering in place hoping this all passes, but embracing where we are right now, and doing what we can to be a ballast in our community and for our clients. This, too, shall pass, and while another set of challenges is sure to be waiting on the other side, know that our team will be here, working to help make your financial life a little easier. We hope you can take some comfort in the message of our CEO, choosing *resilience* over fear, and toughness over anxiety. We're right here with you.

- Drew Richey



# SUPPORTING OUR COMMUNITY

## 2023 ATHENA YOUNG PROFESSIONAL

Our very own Brooke Schakat was presented with the 2023 ATHENA Young Professional award. This award is presented to an area young woman who has emerged as a leader, demonstrates excellence, and provides valuable service to her business, profession, and community. This person exhibits initiative and creativity, exemplifies and upholds the goals of the professional woman, and serves as a role model for young women personally and professionally.



## LEADERSHIP BOWLING GREEN

Brooke S. graduated from the BG Area Chamber of Commerce's Leadership BG program. Class members explored the community, connected with others, and were inspired to be champions for BG. Voted by her peers, Brooke served as this year's class president. The class of 2023 gave back 271.5 hours to our community by completing 7 service projects. Congratulations to all the graduates.



## BAIRD GIVES BACK

This year, we teamed up with The Mahurin Group to make a bigger impact in our community for Baird Gives Back Week. Two groups volunteered at the Center for Courageous Kids and the Salvation Army. Our total impact was 54.5 volunteer hours between the two teams. Supporting their associates in giving back is one of the many reasons why we love Baird!



## UNITED WAY'S HANDBAG FOR HOPE



United Way's Handbags for Hope was a successful night. Handbags for Hope supports kindergarten readiness programs in our region. Several team members were able to join this fun event. Brooke S. served on the committee and did a fantastic job.

## DISCOVERY LODGE

Savannah and Brooke attended The Center for Courageous Kid's ribbon cutting for their new Discovery Lodge. Children will be able to experience camp high in the trees as they roam through the fully-accessible tree house.



## CONGRATULATIONS

Congratulations to Shawn and Drew who were both recently recognized by Forbes/SHOOK Research as 2023 Forbes "Best in State Wealth Advisors", published on April 4, 2023, rankings based on data as of June 30, 2022.



## C12 MEMBER OF THE YEAR

Andrew Boyles has been awarded the C12 Member of the Year for his Key Player Forum. Andrew is a role model for the group with achieving his goals, forming accountability, and presenting the buffalo way. He and his wife, Maddie, attended their first Journey of Generosity (JOG) last Fall and are making plans to host a JOG for their circle of influence. Andrew has been a trusted ambassador in whom the heartbeat of the Gospel is steady.





# OUTSIDE THE OFFICE



Update on Trey, our fall intern: He is biking across the United States and had made it about half way through Utah when this photo was taken.



Michelle and Stephen went to Anna Maria Island, Florida, in May to celebrate their 30th wedding anniversary.



Savannah's son, Ethan, recently won the Baseball District Championship with Drakes Creek Middle School.



Brooke S. and Jacob were on the VIP Magazine cover in May.



Josh and Lindsey went to Hawaii to celebrate their 10th wedding anniversary.



Claire went to Cancun to celebrate her friends marriage in May. She enjoyed catching up with her girlfriends.



Andrew and Maddie vacationed in Panama City Beach with family.

# OUR CLIENT APPRECIATION PICNIC

Thank you to everyone who came to our Client Appreciation Picnic in June! We loved seeing so many clients and their families there. With our t-shirts sales we raised over \$400 for The Foundry. We donated our leftover food to the Hope House's Mens Ministry Program. We also appreciate all the vendors that helped provide such a fun night.



BAIRD Client Appreciation Picnic 2023



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# MIT'S PLAN FORUM

In March, Drew was invited to Cambridge, MA, to the Massachusetts Institute of Technology (MIT) PLAN Forum hosted by MIT's AgeLab Institute. This opportunity stemmed from publishing our first book last summer, and further enhanced our reach to impact our industry. They are doing incredible work to innovate and meaningfully impact the financial service industry as life expectancies increase. Here is Drew with Dr. Joseph Coughlin, founder of the MIT AgeLab and author of "The Longevity Economy."

