



## 3rd Quarter 2023

### What We're Talking About this Quarter?

#### **In the Markets Now: A Recession and a Rally**

We believe in the old saying: a picture is worth a thousand words. Here, we aim to recap recent market action and provide some perspective to investors. Use the link [here](#) to review the article.

#### **All That Matters: Hype Cycle, Fear Cycle**

Is artificial intelligence over-hyped? In this month's episode, Mike and Ross tackle the current AI "hype cycle," and then reflect on examples of recent "fear cycles" including the debt ceiling debate, U.S. dollar's reserve currency status, and central bank digital currencies. Use the link [here](#) to review the article

#### **Rethinking Retirement**

Many of the rules and behaviors we followed in our working lives don't apply in retirement. Here's how our attitude toward money might need to change in our golden years. Use the link [here](#) to review the article.

#### **Top Travel Destinations 2023**

Whether getting ideas for future trips or remembering adventures you've had in the past, we invite you to explore the amazing destinations featured in this piece. Use the link [here](#) to view Travel + Leisure's top travel destinations of 2023.

#### **Must-Do Summer Activities - Madison, WI**

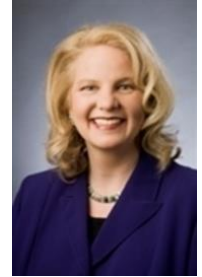
Although all of our clients are not from Madison, we thought you might enjoy seeing the ways we have fun. We welcome each of you to visit us and enjoy our wonderful city. Take a look at UW-Madison's list of top summer activities [here](#).

### What's Happening in the Markets?

## Market Strategy

by STRATEGAS A BAIRD COMPANY

STRATEGAS provides market strategy and timely perspective to help you better understand what is happening in the world today and what it



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means for your portfolio and plans. See STRATEGAS' Market Strategy Weekly video as well as other market insights [right here](#).

## **Baird Wealth Strategies**



### **Live Webinars by Baird Experts**

Baird Wealth Strategies is a program that offers live education and insights on timely wealth management topics. We have an archive of past presentations covering things such as education planning, and business transitioning. Be sure to catch the replays of these presentations, and registration for upcoming webinar's [here](#).

## **What Else is Going On?**

### **Baird Online & 360 Wealth**

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