NELSONCORPNEWS

MAY
2023

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YOUR NELSONCORP TEAM

DAVID NELSON

EUGENE KRUEGER

VALERIE HILL

AMY CAVANAUGH

KENNETH NELSON

JACOB WOODCOCK

NATE KREINBRINK

JAMES NELSON

JOHN NELSON

ANDY FERGURSON

JAMIE HUGUNIN

MICHELLE EVERSOLL

AUSTIN ECK

TRAVIS MOREHEAD

MIKE VANZUIDEN

AMANDA SCHAVER

TABATHA WESTPHAL

MIKE STEIGERWALD

HANNAH VAN HYFTE

THE "THANKS, MOM" MOTHER'S DAY CHECKLIST

It's been said that checklists are a great way to help you do everything that needs to get done. They ensure nothing gets skipped or forgotten.

With that in mind, I'd like to share a very important checklist with you.

"Now, wait a minute," you're probably saying. "Why do I need a checklist for something as simple as Mother's Day?"

To that I answer: do you have any idea how many things there are to thank moms for? After reading this checklist, you will. For instance:

Every meal prepared & cleaned up
Every example set & lesson learned
Every tantrum endured & question answered
Every bruise kissed, cut bandaged, & fever cooled
Every encouragement or compliment given
Every fear soothed & sleepless night spent
Every homework paper checked
Every load of laundry
Every goodnight kiss & nightmare chased away
Every bedtime story read & heartbreak healed

And most of all ...
Every "I love you" ever said

As you can see, we have so much to thank our moms for—and this doesn't even come close to covering it! So, this Mother's Day, maybe we shouldn't just say "Thanks." Maybe we should list all the things we're thankful for. Because let's face it: Moms do everything for us. Happy Mother's Day!

David Nelson

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THINGS TO NOTE

Opening day for the LumberKings at NelsonCorp field is Wednesday, May 31st. Game begins at 6:30pm. We hope to see you there!

SUPPORT OUR LOCAL CHARITIES & BUSINESSES

Check out what's happening at our area charities, businesses, and communities:

- *NelsonCorp Field*
- *The Showboat*
- *Fulton Dutch Days*
- *Visit Clinton www.clintoniowatourism.com*
- *Visit Quad Cities www.visitquadcities.com*

NelsonCorp Nuggets

1 out of every 7 American workers (14%) is employed in the health care industry, a total of 22 million individuals.

Source: Census Bureau's 2019 American Community Survey

THE WHITE CARNATION

As you know, Mother's Day is observed on the second Sunday in May in the U.S. as a day to honor mothers for their contributions to family and society. That includes grandmothers, greatgrandmothers, and also women who serve in the role of mothers.

Have you ever wondered how Mother's Day evolved? The idea originated from mainly two women, Julia Ward Howe and Anna Jarvis.

Julia Ward Howe was a preacher, a reformer, a writer, and a poet in Boston. From around 1870 to 1880 when Julia sponsored a Mother's Day, she envisioned it as a day of solemn council. Her idea was that women all over the world would meet to discuss the ways to achieve world peace. She wanted them to meet as mothers keeping in mind the main duty of protecting their children.[1]

Ann Jarvis, the mother of Anna Jarvis, cared for the wounded on both sides of the conflict during the Civil War. She desired to orchestrate peace between the Union and Confederate mothers by forming a Mother's Friendship Day.

Anna Jarvis was just 12 in May of 1876 as she listened to her mother's plea during a Sunday School lesson she was teaching about notable mothers—that someone would one day be the founder of "a memorial mother's day commemorating motherhood for the matchless service they render to humanity in every field of life." When Ann passed away in 1905, her daughter was devastated and decided to memorialize her mother by working towards this dream her mother had.

Anna's campaign began in earnest during 1907 and continued over the next few years writing thousands of letters to prominent figures such as President Teddy Roosevelt, 1908 presidential hopeful William Jennings Bryan, Mark Twain, and former Postmaster General John Wanamaker, about proclaiming an official Mother's Day.

The very first Mother's Day Anna organized was at St. Andrew's Methodist Church in West Virginia in 1908 where her mother had taught Sunday School. She urged sons and daughters to visit their mothers, or at least write a letter home for Mother's Day. She further gave the counsel, "Live this day as your mother would have you live it." Her diligence finally paid off, because Anna became the official founder of Mother's Day in 1948.[2]

Anna's vision for Mother's Day was mostly domestic and sentimental with the mother's role within the home as the center. Anna declared the official flower of Mother's Day to be the white carnation because it was her mother's favorite flower. The carnations were to be worn by sons and daughters to honor their own mothers and to represent the purity of a mother's love.

But she noticed around 4 years after that first mother's day that florists were raising the prices of carnations for Mother's Day. As white carnations were selling out, florists began promoting the idea to wear red and bright colored flowers in honor of living mothers, and white flowers for deceased moms. Besides that, all kinds of other businesses were using the holiday for financial gain.[2, 3]

Anna wanted to protect the purity of Mother's Day to be a national holiday to honor overworked and underappreciated mothers. She eventually rescinded the carnation as the official emblem in protest. Because she never tried to profit financially from the holiday she founded, she became devoted for 40 years to fight the commercialism that she felt had changed the day. She wanted Mother's Day "to be a day of sentiment, not profit." She felt that commercialism was destroying Mother's Day.[3]

However, the much-loved tradition of giving Mother's Day gifts, cards, and flowers did not go away and in fact has grown in popularity through the years. No matter how you plan on celebrating Mother's Day this year, remember that your expression of love to the mothers in your life, especially your own Mother, is the most important thing you can do of all.

Happy Mother's Day!

Sources:
1 http://www.juliawardhowe.org/bio.htm
2 http://www.buzzfeed.com/joeloliphint/anna-jarvis-was-sorry-she-ever-invented-mothers-day#.ec5YKe2OP
3 http://mentalfloss.com/article/30659/founder-mothers-day-later-fought-have-it-abolished

TAKING THE SCENIC ROUTE – VOL. II

Not too long ago, I shared that I recently came across the saying, "Bad news travels fast. Good news takes the scenic route." Because it's so easy to get discouraged when turning on the TV or seeing what's trending online, the world can feel awash with negativity. But every so often, it's good to fill our lives with stories that inspire and news that uplifts. I have stayed on the lookout for these stories and found a few more to share that showcase the good in the world right now.

This month's stories are both on the theme of helping.

I think everyone, at different points in their lives, reflects on all the problems in the world and thinks, "I'm only one person, how can I make a difference?" We all want to help, but sometimes, it's hard to prevent doubt from getting in the way. Some worry that others won't accept the help they are giving. Some may hesitate to offer help because of fear of the unknown. Or worse, they do nothing because they doubt their ability to help will be of any benefit.

Alison Smith was not one of those people. One day, she heard her neighbors sounding discouraged. Looking over her garden fence, they shared with her how disheartened they were about their upcoming wedding. Due to the pandemic, it would have to be cancelled. Her empathy moved her to take action. But how? She couldn't exactly stop the pandemic by herself.

So, the first thing that came to her mind was, "I want to do something to cheer them up."1 Alison has a passion for baking. "My answer to pretty much everything is to bake a cake," she said in an interview. So, that's what she did. She made her neighbors a delicious Guinness chocolate cake with whiskey frosting.

That very first cake was the beginning of her journey to becoming the Cake Crusader.

Alison asked each of her friends if they knew anyone who was going through hardship so she could bake them a cake. Her friends not only gave her names, but they also even donated cake supplies she could use! Since then, she has gotten request after request from people who want to share her talent with their loved ones going through hard times. Each time, Alison was happy to agree.

You see, the goal of the Cake Crusader wasn't just to make a cake, Alison wanted to make a difference in her community, specifically with those who need a little pick-me-up.

Here's how Alison puts it: "I don't want it to just be a cake. I want this to be a cake that this person connects with. It's from one of their loved ones. It's an expression of love from the person who reached out to me. It's a hug baked in an oven."

In 2020 she was able to bake over 100 cakes!1 Since then, she has continued to bake cakes locally for those in need by connecting with them through her social media accounts.

Here's another lovely story I recently found. After her grandfather passed away, a woman named Angela was having a difficult time processing her grief. There were so many things to handle, so many issues to take care of – including what to do with the calico cat that he'd left behind.

The cat was named Mackenzie, and he was well-known in the family for his aggressive nature. Angela worked to find a home for Mackenzie but was unsuccessful. No one she talked to was willing to care for the irritable cat. After exhausting all her options, she was finally left with only two: either place Mackenzie in a shelter or adopt the cat herself. Since Mackenzie had been in the family for over 15 years, Angela decided on the latter.

After months of getting to know each other, Mackenzie finally began to warm up to Angela. This made her realize her original impression of the cat being aggressive was wrong. Actually, the problem was fear. So, Angela decided to play and go out on fun adventures together. They did so many things as a duo, from kayaking to long walks and even having lengthy conversations.

Angela would film the things they did and upload these videos onto TikTok. People loved her content, and after a few months, her audience grew to over half a million viewers. Her followers would ask her why she named her cat Mackenzie and she would always respond with "I didn't name her, she's my grandfather's cat." That sparked an idea.

When she shared her story of how she came to adopt and care for Mackenzie, she was flooded with questions and comments. Others were sharing how they too were going through the same experience and were concerned about what would happen to their cats when they move into a retirement home. Angela realized there wasn't a service out there for this particular problem. Most shelters will take in cats, but these senior pets are often overlooked for adoption.

So, Angela resolved to do something about it by starting "My Grandfather's Cat." Her charity helps seniors and terminally ill people find second "forever homes" for their pets before they move into assisted living or pass away. With the help of online merchandise sales and donations, Angela is able to fund her non-profit and provide this service for free to those in need. As of 2023, she has helped over 100 pets find new forever homes.

I really enjoyed reading these stories because they show that it only takes one person to really make a difference, especially if it's a cause they are passionate about. I'm glad to know there are others out there working together to make this world a better place. Despite all the bad news we see on TV, there is plenty of good happening in the world.

I hope you enjoyed these stories. Have a great month!

Q1 MARKET RECAP

Have you ever heard the stock market be compared to a roller coaster? There's a good reason for this. While sometimes the markets will go through long, relatively flat periods, there are also times when they will rise and fall, climb and dip with astonishing speed.

The first quarter of 2023 was the perfect example of this. As you know, last year was a turbulent one for investors. Inflation worries, rising interest rates, oil prices, and the war in Ukraine all combined to drag the S&P 500 down 19.4% for the year.[1] In fact, it was the worst 12-month span since the financial crisis of 2008.

The good news is that stocks bounced back somewhat in Q1. But this is where the roller coaster analogy really kicks in.

For example, in January, the S&P 500 rose just over 6.5%.[2] But in February, the markets dropped 2.6%.2 Things got really bumpy in early March, as the S&P rattled up and down like one of those old, wooden roller coasters from the early 20th century. But the markets hit a hot streak toward the end of the month, and as a result, the S&P finished up 7% for the quarter. [3]

Some sectors did even better than this. For example, tech stocks – which got hammered in 2022 – have enjoyed a much more positive start to the year. In fact, the Nasdaq, an index made up largely of tech stocks, shot up nearly 17%![3]

A roller coaster, indeed.

So, what was behind the market's latest thrill ride? There are a few factors, but chief among them is the Federal Reserve's war on inflation. After some data suggested that inflation began cooling off in late 2022, the Federal Reserve started cooling off the rate at which it's been raising interest rates. In both February and March, the Fed hiked rates by only 0.25%.4 That's far less than the 0.75% hikes we were seeing previously. This has led many investors to hope the Fed won't raise rates as high as economists expected.

There are two reasons this matters. First, the higher interest rates go, the greater the chances of our economy entering a recession. Second, higher rates tend to eat into corporate earnings.

Put these two together, and it's clear why the expectation of lower interest rates – or at least, slower rate hikes – would boost investor confidence.

So, what does all this mean moving forward? Is the roller coaster coming to an end? Is the car pulling into the station?

This is an important time to remember that current market conditions don't reflect the present – they reflect expectation of the future. Investors expect the Fed to stop hiking rates, so investor confidence goes up. But there are many factors that could cause those same expectations to change in a heartbeat. For example, inflation is still an issue, and there's no guarantee the Fed won't keep hiking rates if prices remain high. (Indeed, oil prices are on the rise again, which means other prices could rise as a result.)

Here's something else to keep in mind. While the S&P 500 rose 7% for the quarter, raw numbers like that don't always tell the full story. Much of that rally was actually driven by a small group of stocks overperforming – mainly the aforementioned tech companies. But, as its name suggests, the S&P 500 contains five hundred companies...and the vast majority of them barely moved at all. The rally, in other words, was not broad, but narrow.

While it has certainly been nice to see the markets trending up again after such a rough 2022, it's important that we do not get carried away by a few months of growth driven by relatively few companies. In other words, it's important we don't try to get off the ride before the roller coaster has come to a complete stop.

You see the roller coaster metaphor isn't important because it's cute. It's because it contains good advice. When you board a real roller coaster, you always know generally what to expect. You know it's going to be bumpy, jerky, fast. You know there are going to be sharp turns that whip your head around and sudden drops that make the pit fall out of your stomach.

So, what do you do? You secure your valuables. You buckle your seat belt. You brace yourself. As investors, it's important that we keep doing that moving forward – so that, ultimately, we end up at the destination we want, having enjoyed the ride.

We'll continue to be cautious, especially in the short term, keeping our hands and legs inside the vehicle until we get a clearer view of what's in front of us. And my team and I will keep watching your portfolio, doing our best to make the ride as smooth and straight as possible. As always, if you have any questions or concerns about the markets, please let me know. In the meantime, have a great month, a great quarter, and a great Spring!

1 "Stocks fall to end Wall Street's worst year since 2008," CNBC, https://www.cnbc.com/2022/12/29/stock-market-futures-open-to-closenews.html

2 "S&P 500 Index Historical Prices," The Wall Street Journal, https://www.wsj.com/market-data/quotes/index/SPX/historical-prices

3 "Stocks Close Higher in Last Session of Turbulent Quarter," The Wall Street Journal, https://www.wsj.com/articles/global-stocks-markets-dowupdate-03-31-2023-2eafbb02

4 "The Fed announces ninth-straight interest rate hike of 25 basis points," CNBC, https://www.cnbc.com/2023/03/22/fed-announces-interest-ratehike-of-25-basis-points.html

FINANCIAL SPRING CLEANING

Spring is in the air, and that means it's time for spring cleaning. But before you pick up that feather duster, give a thought to your *financial* spring cleaning first. Getting your finances organized can reap major rewards both now and later, so here's a short, easy checklist to help you do just that.

REVIEW & CONTRIBUTE TO YOUR RETIREMENT ACCOUNTS

Contribute the maximum amount to your IRA if you have one. For 2023, the annual IRA contribution limit is $6500 for people under age 50 and $7500 for those 50 or older.*

Also, be sure to review your 401(k) and increase your contributions if necessary. How has your 401(k) been performing? Do you understand how your money is being invested, and why? Are you contributing enough to take advantage of employer matching? If you don't know the answers to these questions, let me know and let's find out!

Finally, if you have fallen behind on contributing to your 401(k), the IRS allows employees age 50 or older to make extra "catch-up" contributions of up to $7,500 per year.** Contact me if you have any questions about this!

ESTATE PLANNING

Make sure you know where all your estate planning documents are. You should have a copy of your will, power of attorney, advance medical directives, letter of instructions, and other documents in a secure but easily accessible place. Verify that your spouse (or other appropriate loved one) knows where they are. And be sure to check that your beneficiary information is up-to-date and accurate, too!

INSURANCE

Review your current insurance policies for any potential gaps. (For example, Critical Illness and Long-Term Care may come in handy down the road.)

MAKE A LIST

List out your top retirement concerns. Anything you're uncertain about? If so, let's find the answers *now* rather than waiting until retirement.

DREAM

Similarly, make a list of any new goals or dreams you have for retirement. What will it take for you to achieve them? Are you on track? If you're not sure, let's start planning together!

*"Retirement Topics - IRA Contribution Limits," *The Internal Revenue Service*, https://www.irs.gov/retirement-plans/plan-participant-employee/retirement-topics-ira-contribution-limits

** "Retirement Topics - Catch-U[Contributions," *The Internal Revenue Service*, https://www.irs.gov/retirement-plans/plan-participant-employee/retirement-topics-catch-up-contributions

This material was prepared by Bill Good Marketing.

NELSONCORP MEDIA APPEARANCES

Make sure to catch our weekly educational content featured on television, radio, and the local paper. If you missed any of it, it is availalbe on our website at www.nelsoncorp.com.

On Financial Focus, David Nelson spoke about how important it is to have a trusting relationship with the financial firm that individual investors work with. He also talked about the importance of financial firms having fiduciary status and additional certifications beyond the legal ability to sell products. David spoke about the importance having the ability to communicate and tell the truth with clients, whether the news is good or bad. He also shared examples of how big market fluctuations can impact clients' futures and how crucial it is to preserve capital and be disciplined savers to create a better-looking future in retirement. He finished up by giving a description of his recent road show, traveling to see the Iowa women's basketball team throughout their magical NCAA tournament run.

On 4 Your Money, Nate Kreinbrink discussed the volatility in both the stock and bond markets. He talked about how having a plan in place can help guide investors away from making mistakes in a volatile market. Nate and Andy Fergurson spoke about the end of tax season and some key takeaways that have taken place in the tax laws that can impact the status of your tax return. They explained the importance of seeking professional help and not guessing when it comes to filling out tax forms. Nate and Andy finished up by providing some tips that can help you prepare for next tax season to eliminate any potential surprises.

4 Your Money airs Tuesday mornings on FOX 18 News at 8am and on WHBF CBS Local 4 News at around 6:10pm.

NelsonCorp Wealth Management
Financial Focus
Every Wednesday at 9:00 a.m.
KROS

Financial Focus airs every Wednesday at 9:00 am on KROS FM 105.9 and AM 1340.

Clinton Herald

David Nelson is a guest columnist every 1st and 3rd Saturday in the Clinton Herald.

WATCH OUT FOR THESE SCAMS

With fraud and identity theft cases on the rise, it is more important than ever to protect your finances from crooks and criminals. Recently, we have heard from many clients who have encountered phishing or other types of financial fraud, so I thought it might be a good idea to delve even deeper into the topic of financial security. After all, protecting what you have is important no matter who you are.

Let's start with the Big One: **Identity Theft**.

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Many things have changed over the last couple of decades, some things for the better, others for the worse. Credit and debit cards have made it easier to pay for your purchases, but they've also made it easier for hackers and con artists to get the information they need to steal your identity. This is especially true when paying for goods and services over the internet.

The scariest thing? Most people don't know they're a target until it's too late.

Fortunately, there are steps you can take to protect your identity. The first step is to recognize the most important tools you possess to help you combat identity theft.

Awareness and Knowledge

Identity thieves target many different types of people, but the older you get, and the closer you are to retirement, the higher up their list you go. Why? Because older adults frequently have access to cash they've been saving up for their entire lives. Many older adults also have great credit that they've been building up over a long period of time. Additionally, some people value their independence so much they are hesitant to report that their finances or identity have been compromised, fearing their relatives will think they can't handle things on their own.

So how can you protect yourself and your loved ones? Here are some other steps you can take:

- Do not publish the date of birth and death in obituaries. Dishonest people can use that information to obtain a death certificate, which usually includes the social security number for the deceased individual.
- Don't make impulsive decisions based on fear. If you receive an email or phone call stating that it's from your bank or the government, and that you're in trouble, investigate it before providing the sender with any personal information. Typically, the government will not contact you by email or phone. They will contact you by mail. Your bank will never ask you to provide information through email either. If you're concerned about the credibility of a call or email from your bank, contact the nearest branch and ask them.
- If someone contacts you saying they're a relative in trouble and need your help, ask them something that only your relative would know. Or ask a trick question that reveals they're lying, such as "How's your dog Scruffy? Did he get better?" when you know that relative doesn't have a dog. If they answer, "Oh he's doing much better," then you know they're a fraud and you should immediately hang up.
- Keep all personal documents in a safe place. Don't carry them around with you, especially not your Social Security card.
- Don't open emails from senders you don't recognize. These can be disguised as special offers for things such as "weight loss," miracle cures for different ailments, or products at unbelievably low prices. Scammers keep coming up with new subjects to hook you.

These are just a few things that can help you avoid becoming a victim of finance or identity fraud. Also, there are companies that can help you stay protected and informed.

Phishing

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Imagine this scenario. You get an email that appears to be from your bank. You open it and read a message riddled with misspelled words that direct you to "click the link below." You click on the link and are taken to a page that looks almost exactly like the website you're used to visiting ... almost.

You've been phished.

Hopefully, this scenario has never happened to you. Or if it has, you recognized the warning signs and knew to stay away. Unfortunately, many people don't recognize those warning signs, and fall prey to a particularly insidious form of Internet fraud called phishing.

Phishing is defined as "the creation of email messages and Web pages that are replicas of existing, legitimate sites and businesses. These web sites and emails are used to trick users into submitting personal, financial, or password data. These emails often ask for information such as credit card numbers, bank account information, Social Security numbers, and passwords that will be used to commit fraud."[1]

A play on the word "fishing," (with regular people as the prey,

and fake emails/web sites as the bait), the crooks behind phishing like to target the following areas:

Retail/Service – 29.37%
Payment Services – 25.13%
Email – 12.39%
Social Networking – 6.43%
Other – 26.68%

People who fall for these scams are often duped into giving out sensitive information, like their Social Security numbers, account passwords, credit card numbers, or even bank PIN numbers. Or they may be directed to sites that proceed to install malicious software onto their computer or mobile device. Either way, phishing poses a major threat to your finances, your identity, or your data.

Thankfully, phishing is easy to avoid if you follow a few common-sense rules:

- Legitimate banks, retailers, and social media sites should never ask for your personal information via email. If you receive a message from someone asking for this info, assume it's a scam.
- Furthermore, as a rule of thumb, do not reply to any message, electronic or otherwise, that requests your personal information.
- Never use links in an email to connect to a website. Open a new browser window and type the site address in directly.
- Always double-check the URL of any site you intend to visit. Some thieves set up sites with URLs that look very similar to a legitimate site. For example, "amzon.com" instead of "amazon," or "facebok.com" instead of "facebook." You get the idea.
- When doing business online, look at each website's address. Secure websites should have a small symbol of a lock next to their URL, or the letters https (instead of merely http) at the beginning of the address. Both the lock and the letter "s" indicate that the site has been verified as secure.

Also, learn to recognize what common phishing messages look like. There are often a few telltale signs, can you spot them all in the sample below?

Dear Costumer,
We have recieved notice that your identity is not secure! This could put your account in danger. To register for a higher lvel of security, simply:

1. Click the link below to open a secure portal to our site
2. Confirm your the owner of the account by answering a few simple questions

If you do not comply with these instructions in 7 days we have no choice but to permanently delete your account.

Sincerely,
Your Bank, Privacy Division

The warning signs aren't hard to spot. Look for misspelled words (costumer, recieved, lvel, etc.), links to click on ("Click the link below"), threats ("If you do not comply"), and references to a well-known business or organization.

Just remember that by keeping your eyes open and remembering a few common-sense rules, you can protect yourself, your loved ones, and your data from phishing scams.

Other common scams

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As a financial advisor, one of my goals is to help you avoid any disasters that might negatively affect your financial situation. Here are a few more common scams that seem to be on the rise lately.

Text Message Scams – Also called "smishing," or SMS phishing, works very similarly to regular phishing. Scammers send out texts asking, for example, for your PIN to reactivate your debit card or to cancel some trial of a service to avoid charges. With cell phones now being more popular than landlines, and children getting their first cell phones at earlier ages, it may be time to discuss these types of scams with any children you may have at home.

To avoid this type of scam, don't respond to any texts from numbers you don't recognize, and alert your wireless provider to any suspicious texts.

Gift Card Scams – With this scam thieves will go into retailers and find gift cards that are yet to be purchased. They write down the numbers to the gift cards and track them electronically until they are purchased. Once activated upon purchase, the scammer will drain the funds leaving the gift card empty for its rightful owner.

To avoid this scam, avoid purchasing gift cards that have either damaged or no packaging. If you feel uncomfortable buying a gift card you find in a store, you can always ask the staff if they have any in the back that haven't been accessible to the public. Also, to further protect yourself, avoid buying gift cards from third party vendors you aren't familiar with.

Fake Coupons – With everyone trying to save a little money on their shopping, coupons can be a handy resource. Unfortunately, there are scammers who set up websites that provide fake coupons to steal personal information. Be wary of websites offering coupons or discounts to third parties in exchange for personal information.

Counterfeit Gifts – Just as everyone is trying to save money with coupons, people are also on the hunt for deep discounts. Another scam to avoid this year is the sale of counterfeit goods. If this year's newest smartphone or gadget is being sold for a price that seems too good to be true, it probably is!

To avoid this type of scam, do your research on how to identify authentic goods, or purchase these items directly from the manufacturers.

I hope you found this information valuable. Feel free to share it with your loved ones so they may stay informed as well.

Above all, don't become a victim! Take a proactive approach to protect yourself, your family, and your retirement.

1 "Phishing scams," Canadian Anti-Fraud Centre, modified March 11, 2015. http://www.antifraudcentrecentreantifraude.ca/fraud-escroquerie/types/phishing-hameconnage/index-eng.htm

NelsonCorp Nuggets

Property taxes levied on office buildings and on private residences make up an estimated 30% of the tax revenue collected by American cities and towns, i.e., local governments.

Source: Urban Institute

WHAT DO YOU KNOW ABOUT YOUR 401(K)?

Recently, a client came to me with his most recent 401(k) statement. He asked for help understanding what it was he was looking at...and why, exactly, his plan was performing the way it was.

As you know, a company-sponsored retirement plan is one of the easiest and most convenient ways to save for retirement. According to one study, nearly 80% of full-time workers have access to an employer-sponsored retirement plan such as a 401(k), and of these, more than 80% participate in their plan.[1] That's because your 401(k) is such an invaluable retirement-saving tool.

Of course, as it's through your employer, I don't have any say in how your 401(k) is set up or invested. But some of my clients don't have a great understanding of what's actually in their 401(k).

This isn't a surprise.

Studies have shown that many 401(k) participants have no idea what investments they've selected, what their options are, or how much risk they're taking on.[2] Sometimes, that's because their plan provider has not given them that information or has not made it easily accessible. Other times, it's because people don't have time to look. Or they don't *know* to look.

Here's what most people *do* know about their 401(k):

- A portion of their paycheck gets invested in it every month.
- Ideally, their employer will match at least a portion of their monthly contributions.
- Hopefully, by the time they're ready to retire, they will have accumulated enough to live out their golden years.

Here's what everyone *should* know:

- Exactly what stocks, bonds, mutual funds, and ETFs your money is invested in – because it's been chosen specifically with your specific situation in mind.
- How your 401(k) has been performing...and how it's likely to perform during market volatility. (Sometimes, the investments you chose during a bull market are the exact wrong ones to own during a bear, and vice versa.)
- How much you are paying in fees.
- Whether or not you are taking advantage of your plan's brokerage window. This is an option that gives investors the capability to choose from a far wider range of investments than the typical – and limited – menu offered by the plan directly.
- When it's time to adjust your holdings, and when it's time to stand pat.

As your financial advisor, there's some questions I want you to ask yourself right now: "Are you giving your 401(k) the attention it deserves? Do I know all of these things? Or have I been in the dark?"

I won't mince words: It can be very risky to be in the dark about your 401(k). That's because your plan is one of the most important tools you have to save for retirement. And it's not enough just to *save* for retirement. You have to save *intelligently*. To do that, you have to make use of your 401(k) intelligently, too.

Now, I obviously don't manage your 401(k). But I *do* help manage your path to retirement. Since your 401(k) is such an important vehicle for traversing that path, I want to help you get the most out of it.

Now is the time to determine if you are in the wrong investments based on either subpar performance or excessive fees. If you've ever scrutinized the documents your plan provider has sent you, you know that understanding your 401(k) is difficult and time consuming. After all, there's so many details to sift through, so much technical language to decipher. And that doesn't even begin to cover understanding the various investment options you have!

That's where my team and I come in. We can sit down with you and review your 401(k) together in order to help you:

- Understand the different investment options available to you so you can choose the right options for your specific needs and goals.
- Know how much risk you are taking on and how you may be able to decrease it.
- Decipher the fine print so you will know exactly how much you're paying in fees.
- Determine how you can save for retirement with more ease and efficiency.

As your financial advisor, I want to make sure you don't let your best saving years go by without giving your 401(k) plan the attention it deserves.

1 "401(k) fast facts," American Benefits Council, updated April 2014. http://www.americanbenefitscouncil.org/pub/e613e1b6-f57b-1368-c1fb-966598903769

2 Richard Eisenberg, "We're Flying Blind Investing for Retirement," Next Avenue, June 12, 2014. http://www.nextavenue.org/were-flying-blind-investingretirement/

HOW TO PROTECT YOUR FINANCES FROM "PHISHING"

"Phishing" is when hackers and cyber-thieves try to trick people into submitting their personal, financial, or password data by creating fake versions of existing websites or sending emails that look like they are coming from a legitimate bank, business, or government agency. Phishing is one of the most insidious threats to your financial security, but you can avoid falling prey to it if you follow a few common-sense rules!

REMEMBER THIS

Legitimate banks, retailers, agencies, and institutions should *never* ask for your personal information - like passwords, PINs, and Social Security Numbers - via email. If you receive a message from *anyone* asking for this info, assume it's a scam.

Furthermore, as a general rule, don't reply to any message, electronic or otherwise, that requests your personal information.

DON'T DO THIS

Don't click on a link in an email to connect to a website unless it's from a source you *know* is real and trustworthy, like a family member. Instead, hover your mouse over the link to verify the address, or search for the site on Google. And NEVER click on an attachment you're not expecting!

The same is true for any links you see on social media, like Facebook.

ALWAYS DO THIS

Always double-check the URL of any site you intend to visit. Some thieves set up sites with URLs that look very similar to a real sites. For example, "amzon.com" instead of "amazon" or "facebok.com" instead of "facebook."

Also, check to see if sites have a symbol of a lock next to their URL, or begin with the letters https (instead of merely http). Both indicate the site has been verified as secure.

WATCH OUT FOR THIS

Phishing emails and websites may look legitimate at first glance, but the warning signs often stick out upon closer inspection. In particular, watch out for misspelled words, broken English, and threats.

Variations on "If you don't comply" is a particularly common phrase.

Source: ***Canadian Anti-Fraud Centre***
http://www.antifraudcentre-centreantifraude.ca/fraud-escroquerie/types/phishing-hameconnage/index-eng.htm

THIS MONTH'S FEATURED CHARITY IS THE YWCA CHILDREN'S CENTER

The Clinton YWCA Children's Center offers after-school programs, childcare, preschool, youth, and summer programs. The YWCA is proud to offer financial assistance and tuition scholarships, so all children have access to early childhood education. Extended childcare is offered until 9pm to serve working families. The YWCA Children's Center seeks to facilitate a safe space for youth development, while also supporting working families. The YWCA is proud to offer the highest quality of care and most licensed childcare slots in our community. This funding will support the final touches on a major renovation of our childcare facilities within our historic building which will help expand available childcare spots in our community.

For more information call the YWCA at 563-242-2110

JEANS FOR CHARITY

Every Friday, the team at NelsonCorp Wealth Management wears "Jeans for Charity". In exchange for getting to wear jeans to work, we each pay a $5 weekly fine. At the end of the month, the fines are donated to a charity. NelsonCorp will match the fines that are collected, up to $250.

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