

NELSONCORP NEWS

OCTOBER
2024

CHOOSING THE RIGHT STRATEGY

Get help choosing the best asset allocation and withdrawal strategy. p4

THE SEPTEMBER EFFECT

An important mindset to navigate the turbulent markets September and October are known for. p6

FEATURED CHARITY OF THE MONTH

NelsonCorp's Jeans for Charity Supports Mississippi River Eco Tourism Center p11



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 SCHAUVER



TABATHA WESTPHAL



MIKE STEIGERWALD



HANNAH VAN HYFTE



ISABEL HANSEN



HAPPY HALLOWEEN!

Do you remember when you were a child, how easy it was to be afraid of the dark? How your imagination would fill the places you couldn't see with scary things? How the empty space under your bed seemed *juuust* the right size for "something" to fill? How the closet door always seemed just a touch more ajar than it should be? How every creak was the sound of a monster's footsteps coming up the stairs? How the shadow of a tree on your wall always seemed a little too much like a hand reaching out to grab you?

Childhood can be a scary place with all the "firsts" you encounter. Even as an adult, when I find something totally unknown that I don't understand, a little fear sometimes creeps up on me. But then I always remember my first Halloween night, when I *became* one of those fears. A goblin in the closet, freed to run through the neighborhood. A ghost released from the graveyard, a vampire out to stalk the living.

It was a night where all my fears became friends dressed in costumes. A night when I *became* one of those fears – and realized there was never anything to fear at all.

I think that's one of the reasons I still love Halloween. It's a holiday like no other – where we bring our fears out into the light so we don't have to fear them anymore. Where we make *fun* of scary things. In fact, if there's anything Halloween has taught me, it's that there's no better way to chase away the dark than to laugh at it.

This Halloween, I hope you can delight in your fears as much as you did when you were a child.

Sincerely,

David Nelson

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THINGS TO NOTE

The Medicare open enrollment window is almost here. We can take a second look at your Medicare selection and see if there is something that would be a better fit for you. Call the office to schedule time with one of our Medicare specialists if you want to review your policy.

SUPPORT OUR LOCAL CHARITIES & BUSINESSES

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

- Clinton Humane Society Trivia Night
- Camp Shalom, Maquoketa, IA
- Visit Clinton www.clintoniowatourism.com
- Visit Quad Cities www.visitquadcities.com

NelsonCorp Nuggets

44% of Americans do not regularly put a portion of their paycheck into savings. 22% of Gen X have nothing saved for retirement.

Source:
listwithclever.com - 99 key statistics for 2024

CHOOSING THE RIGHT STRATEGY

Have you ever seen the movie "The Princess Bride"? One of the main characters, an expert swordsman named Inigo Montoya, has spent his life trying to avenge his father's death. But when he finally does so at the end of the film, he realizes that he's not sure where to go next. Then he drops a great line:

"It's very strange. I have been in the revenge business [for] so long, now that it's over, I don't know what to do with the rest of my life."

In other words, after finally getting what he always wanted, what he had always worked for, he thought: *Now what?*

As a financial advisor, I've seen many investors ask this same question upon reaching retirement. They have been in the "saving for retirement" business for so long that, now that it's over, they're not sure what to do next. That's why, over the last few issues we've been exploring the question of "Now what?" This month let's look at some of the decisions and activities we should focus on immediately after retirement.

What's Around the Bend: Shifting Your Asset Allocation

One of the things that can change in retirement is a person's asset allocation.

Asset allocation is a strategy that spreads your investments across different "asset classes." The three main classes are equities (stocks), fixed income (bonds), and cash. There are other classes, of course, like commodities and real estate.

The thinking behind asset allocation is that by mixing your investments amongst these different classes, you take on less risk. That's because if one class goes down in value, the other classes may not be affected.

Many people, when they begin saving for retirement, adopt a relatively aggressive form of allocation by investing more heavily in stocks than other assets. Stocks have historically risen higher in value than, say, bonds, so they tend to be a good option for building your nest egg.

But stocks also tend to be more **volatile** than other assets. While the stock market does tend to rise over time, it can experience major dips and swings that can last for months, and which can take years to recover from. That's why many investors adopt an increasingly **conservative** asset allocation as they get older. This means gradually allocating a greater portion of your portfolio to less volatile assets — most commonly fixed income — as you get closer to retirement.

The thinking is that by doing this, your retirement savings will be less exposed to extreme volatility, decreasing the risk of a major loss in principle just when you need your principle most. (i.e.

in retirement, when you will no longer be living off the income of a regular paycheck.)

But there's no one-size-fits-all approach to investing, which is why it's critical that you take a close look at your own asset allocation in retirement. Do changes need to be made? Do you need to be more conservative...or are you too conservative already? There are several factors to consider, for instance:

- Do you need to focus more on drawing regular income from your investments in order to meet your daily living expenses?
- Do you need to focus mainly on preserving your principle so you don't outlive your money?
- Do you have important goals in retirement for which you still need to grow your money in order to achieve?

The answers to these questions will help determine what your asset allocation should be in retirement — and how long that allocation should last before changing again. So, if you ever need help answering these questions, or in applying the answers to your investment strategy, please don't



hesitate to reach out. I would be happy to answer any questions or address any concerns you may have.

What's Over the Next Hill: Setting Your Withdrawal Strategy

Regardless of your asset allocation, every retiree should have a strategy for *when* they will withdraw money from their accounts, *which* accounts they will draw from first, and *how much* they should withdraw every month, quarter, and year. There are many potential strategies to choose from, and a near-infinite number of ways to customize each strategy for you. Over the last few editions of this newsletter, we've broken down a few of the more common. This month, let's look at:

The Proportional Withdrawal Strategy. If you're like many investors, you may have more than one investment account. For instance, a **taxable** brokerage account, a **tax-deferred** account like a 401(k) or traditional IRA, and a **tax-advantaged** account like a Roth IRA.

Traditionally, many retirees would withdraw from their taxable accounts first, then their tax-deferred accounts, and finally their Roth accounts. (While withdrawals made from a traditional 401(k) or IRA are taxed as ordinary income, withdrawals from a Roth account are tax-free.) The idea here is to let the assets in your tax-deferred and tax-advantaged accounts grow for as long as possible.

The problem with this approach is that it can sometimes lead to a heftier tax bill. In fact, it's not uncommon for a retiree to avoid touching their standard IRA until they must begin making withdrawals at age 73...only to find that they have inadvertently pushed themselves into a higher tax bracket. (This is due to having to pay taxes on the potentially

large amount of money they withdrew.)

For this reason, a proportional withdrawal strategy is worth considering. With this approach, you would: first determine how much in total you would need to withdraw each year. Then, you would withdraw a proportionate amount from each account every year, based on their respective percentage of your overall savings. For example, imagine that the value of your taxable accounts represents 30% of your overall savings, your tax-deferred account is 50%, and your Roth equals 20%. Since you need to make \$35,000 in total withdrawals each year, you would withdraw roughly \$10,500 from your taxable account, \$17,500 from your tax-deferred account, and \$7,000 from your Roth. This approach would spread out the tax impact of your withdrawals, and potentially lead to a lower overall tax bill each year.

Now, this strategy requires a lot of thought and calculation, and it's not right for everybody. But if taxes are a major concern for you in retirement, it's certainly an approach worth considering!

Next month, we'll look at a withdrawal strategy that's a little simpler to understand: the **guardrails strategy**.

What's On the Horizon: The Importance of Keeping Active

A popular image of retirement is sitting on the beach, sipping mai tais. Equally popular is the idea of lounging in a hammock with a book on your lap, a shade over your face, and a glass of lemonade nearby. But if you find yourself asking "Now what?" at any point in retirement – especially in the beginning, as you adjust to a schedule that doesn't involve calendars or alarm clocks – then here's some of the best advice I can give:



Get up and get moving.

Recently, someone shared a study with me from the National Library of Medicine. I'm a financial advisor, not a doctor, but there were several passages in the study that are very connected with retirement planning. Allow me to quote from it:

*The global population is aging rapidly. It is estimated that 21% of the population will be aged >60 years by 2050. A major challenge of the growing number of old people is the potential increase in healthcare demands due to age-related chronic diseases and disabilities. **Physical activity has been shown to be crucial for reducing the risk of cardiovascular diseases, diabetes, and some cancers; prevention of falls; and maintenance of independence in the later years of life. Despite these benefits, objectively measured physical activity levels are consistently low in older adults.***

*Retirement has been recognized as a critical turning point in determining physical activity behaviors in old age. **Retirement may therefore present an important 'window' for targeting interventions to promote increases in, or maintenance of, overall physical activity levels.** Retirement is a major life transition that is associated with life changes including those involving social networks, income, and time flexibility that may all affect physical activity*

*behaviors.*¹

As a financial advisor, I've seen it for myself: My retired clients who have led active lives, who get out of the house, who keep moving, often save a lot of money that might otherwise have gone to paying for medical expenses. Just as importantly, they often seem to enjoy retirement more, too.

For that reason, if the words, "I'm retired – now what?" ever cross your mind, the solution is simple: Go do something active, in whatever way that means to you!

¹ "Physical Activity and Transitioning to Retirement," National Library of Medicine, <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3830178/>

THE SEPTEMBER EFFECT

This month, I want to talk a little bit about investing success. Let's start with one of my favorite quotes, from the one of the greatest investors of all time:

"The most important quality for an investor is temperament, not intellect." – Warren Buffett

The older I get, the more I have found this quote to be true. Throughout my career, I've learned that investing success is largely a matter of *behavior*. It's about mastering our impulses and emotions. It's about staying disciplined and focused. It's about concentrating on what we can control rather than stressing over what we can't.

And the thing we can control the most is our own temperament.

This is especially important to remember in September. Why? Because every year, as the days get shorter and summer makes way for fall, investors will see a rash of headlines on how September and October are the worst months for the markets.

Here's a sampling of *this* year's headline harvest:

"Here's why September and October are historically weak for stocks"

CNBC, September 11, 2024

"Is the 'September Effect' Going to Hit Markets Again?"

The Wall Street Journal, September 9, 2024

"S&P 500 just saw its worst first week of September since 1953"

MarketWatch, September 9, 2024

"September's poor history is hard to ignore"

CNBC, September 3, 2024

"September Lives Up to Its Reputation for the Stock Market"

Barron's, September 3, 2024

Now, there's definitely some truth to all these headlines. The average September is historically the worst performing month for the stock market.¹ Over the last four Septembers alone, the S&P fell by 5%, 9%, 5%, and 4%, respectively.² October, meanwhile, has also tended to be historically volatile.

Some people refer to this as the "September Effect." It's a name that sounds like the title of a mediocre sci-fi thriller, but it's easier to say than "September Market Anomaly" so we'll go with the movie title.

Why do September and October tend to be so volatile? Unfortunately, despite a *lot* of research on the subject, no one has found a single causal link that can explain it. (Certainly not one that repeats year after year.) However, there are plenty of theories about the September Effect. Here are three of the most plausible:

1. **Cashing In.** With summer vacation over, many investors look to lock in their gains for the year so they have money for education expenses, paying off debts, and holiday shopping. Since you have to sell stock to realize your gains, this causes the overall markets to slide.
2. **Taxes.** Institutional investors – mutual funds, pension funds, endowments – often end their fiscal year September 30, so they sell in September to harvest their tax losses.³ (This means they sell some holdings at a



loss to reduce the taxes they owe on capital gains.)

3. **Psychology.** A third explanation is that the September Effect has become something of a self-fulfilling prophecy. Since investors *expect* the markets to decline in September, they sell in order to get out before that happens. (Ironically, triggering the very slide they wanted to avoid.) There is some evidence that more investors are starting to sell earlier in anticipation of September, which explains why August can sometimes be volatile, too.

Of course, in any given year, you can always find more topical reasons to explain the markets. For example, right now, investors are worried about the unemployment rate, and whether the Fed waited too long to lower interest rates. Others are concerned about companies that have invested heavily in artificial intelligence. (AI hype has been one of the biggest drivers of the current bull market. Lately, though, some of that hype has begun to die down as investors wonder whether the technology is all it's cracked up to be.)

And of course, there's the upcoming elections.

But here's where things can get dangerous for investors. Not because the markets sometimes decline in September and October, but because it's those months when too many investors start prioritizing *intellect* over *temperament*. Meaning, they start overthinking it rather than controlling their behavior.

While it's true that, on average, September is the worst performing month of the year, that doesn't tell the whole story. In some years, September is the *best* performing month. Some years, the markets may dip dramatically early in the month and then rebound sharply towards the end. Furthermore, even if the September Effect is real, it's just one month. If you were happy with your portfolio going into the month, if you feel you own quality investments, why would you make decisions based on a 30- or 60-day timeframe instead of the whole year?

And finally, while September is historically the weakest month for the S&P 500, November and December are historically two of the best.¹ But it can be much harder for investors to take advantage of that if they are

trying to buy their way back in.

This is why it's so important to prioritize behavior and temperament during months like this, when we see headlines like the ones above. The media is trained to make every headline seem like a huge event. It's how they sell copies and generate clicks. Nobody would read an article or watch a video if the headline were, "Everything's normal!" As a result, it's very easy to get distracted from the long-term view by the short-term emotions that headlines can provoke.

Here's how I like to think of it. Imagine someone who has begun going to the gym to increase their fitness. There are all sorts of machines and equipment, and dozens of potential exercises to choose from. But the person who will be truly successful at reaching their fitness goals isn't the one who chooses the smartest machine. It's the one who keeps going to the gym every single day. It's the one with the right temperament. It's the one who doesn't quit.

The same is true of investing.

Make no mistake: The average September can be a rough one for the markets. October can sometimes be volatile, too. And over the next few weeks, there will be all sorts of statistics and storylines that can distract us from our long-term path. Interest rates. Inflation. Consumer spending, housing, unemployment. The election.

While it's always important to know what's going on, they are still just today's headlines, destined to be replaced by something new tomorrow.

That's why, here at NelsonCorp, we will focus more on what lasts: Our long-term strategy and your long-term goals. We will continue to prioritize our behavior and our temperament

over everything else. Because, in the end, that is what we can control.

As always, please let me know if you have any questions or concerns in the coming months. We will always be here to help you in any way we can.

1 "Average S&P 500 Performance by Month," Reuters, <https://www.reuters.com/graphics/USA-MARKETS/SEPTEMBER/zdvxozbwqpx/>

2 "The September Effect?" BMO Economics, <https://economics.bmo.com/en/publications/detail/aecd84d2-33c5-4b81-89cd-74eae823629a/>

3 "The September Effect: Navigating Seasonal Volatility", Investing Daily, <https://www.investingdaily.com/127684/the-september-effect-navigating-seasonal-volatility>

NelsonCorp Nuggets

Retirement may last longer than you think. The typical make turning 65 today is expected to live until age 82, while females are expected to live until 85.

Source:
Social Security Administration

NELSONCORP MEDIA APPEARANCES

Be sure to catch our weekly educational content featured locally on television, radio, and the newspaper. You can get this and more at www.nelsoncorp.com/blog.

On 4 Your Money, David Nelson discussed the recent trends in employment numbers compared to historical times of economic recessions. While this is just one indicator that is looked at, it could be telling us a slowdown on the horizon. Nate Kreinbrink was on the program to explain this high-pressure economy we have had lately and why that has been the case. David was back on another week talking about the Weekly Economic Index and the data it compiles and what it can tell us. He also brought up the possibility of the Federal Reserve cutting interest rates. He stressed that caution is probably appropriate at this point in time.

This month on Financial Focus, Nate Kreinbrink and Mike Van Zuiden sat down together to go over the basics of Medicare and when people need to enroll. They went into detail about the open enrollment period and what that means for those that have already enrolled for Medicare. David Nelson joined Gary Determan on another segment and how we have had defensive positioning lately given the data we look at. David spent some time explaining markets in other parts of the world. He also talked about the historical charts that we analyze and what those charts have shown for the months of September and October as well as presidential elections. Nate returned to talk about the different options people have with their pensions and that it's not a one-size-fits-all type of retirement vehicle.



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



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



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

ON A PERSONAL NOTE...

DAVID NELSON

Sally and I are blessed to have 5 children and 12 grandchildren. It's tough to get us all together at the same time, but we were fortunate enough to all spend a fun week in Minnesota. We had a fabulous time Boating, jet skis, s'mores and of course fishing! In fact, we have several new little fishing people in the family who love fishing as much as Papa does - nothing like passing down a passion!

School is back in session, so we don't see the grandkids as much as we did in the summer, but still enjoy attending all their activities and sporting events.

Nana has been busy making several batches of her delicious homemade applesauce, caramel corn and strawberry jam, and peach pies! She loves to do this, and we all love to enjoy it!

Here's a picture of all 23 of us in Minnesota.



EUGENE KRUEGER

Welcome to the autumn of 2024 everyone. It's hard to believe we're almost into the 4th quarter of the year.

I've been quite busy this summer doing a number of different things, professionally. Some say at age 70, I should slow down but that's not in me.

Both Aaron and Libby and their families are doing great. Granddaughter Lydia (pictured)

is in her senior year of high school and enjoying it a lot. She'll be going to Iowa State next fall.

Have a great rest of your year and thank you for not only your business but more importantly for your friendship.



KEN NELSON

Do you think that our granddaughters had any fun on our first family fishing trip? What a blast! They are standing out front of our cabins in one of the pictures, and in the other picture Amina is teaching the twins tricks with their sippy cups as they hang out on the foldaway couch having a snack before bedtime. They had a ton of fun swimming out on the sandy beach in front of the cabins, and how fun it was to watch them drive the pontoon boat while sitting on Papa's lap.

As for fishing with their Frozen and Paw Patrol fishing poles that we bought them for Christmas, let's just say that was short lived! None of them have a fishing attention span! Needless to say that the parents, grandparents,



and three little characters had a great time, and we cannot wait to do it all over again next year. Here's hoping all are wrapping up a great summer, and bring on the beautiful fall colors.

AMY CAVANAUGH

I had a great summer, and my only complaint is that it went too quickly. We had an amazing trip to Italy in July and spent time in Sorrento and Rome. The Amalfi Coast was beautiful, and the weather was perfect. In Rome it was hot, but we still enjoyed most of the tourist locations and I attached a photo of us in front of St Peter's Basilica in Vatican City. And the food was wonderful! This fall we are busy with football and weddings. We are invited to three weddings in September and October and we will be cheering on the Iowa Hawkeyes. I hope you all enjoy this fall too.



NATE KREINBRINK

Fall is upon us, although summer temps have remained as of late, which I don't mind. We are back in our school routine, with Braxtyn starting 5th grade, Emerson his sophomore year, Alijah finishing up his master's degree, and Ashley her 2nd year with the AEA. Brax and Em are busy with their football seasons, and Alijah a grad assistant with the Clarke University golf team.

My parents made it out for an extended weekend in mid-September and were able to catch a few games. I don't think the boys will fit on grandma's lap

anymore!!! She brought along a few jars of her homemade applesauce, which definitely won't last long as the boys love it. Until next time, enjoy the colors of fall.



JAMES NELSON

Hello everyone! I hope you had a nice summer, and you are enjoying the fall weather. We love the fall activities at our house. All three girls are playing soccer and I am coaching all of them. Sophia is also playing middle school volleyball while Violet and Amelia are dancing. They are really enjoying it!

I have done some traveling recently to see some clients around the country. It has been nice seeing them on their "home turf." I also have a quick trip to Minnesota planned in early October. I hope everyone is well and I hope to see you at our fall and winter events.



JOHN NELSON

I hope you have had a wonderful summer and are enjoying the

start to fall. We have been busy this summer with kids' sports. Will enjoyed playing baseball this summer and is now loving soccer. Isabelle has favored gymnastics and soccer.

Will and Isabelle have both loved the return to school and are pictured here on their first day. Will is in kindergarten this year and Isabelle pre-k.

I look forward to seeing many of you soon in office and at upcoming client events.



JAKE WOODCOCK



We are enjoying the beginning of autumn. Our kids are back at school and our youngest, Claudia, has started kindergarten. Gabriel is in quiz bowl and guitar lessons, while Zara and Daria take piano lessons and horse-riding lessons. Zara has also started band, learning how to play the flute. We were fortunate to wrap up the summer with another road trip where we traveled to The Arches National Park, Zion National Park, and The Grand Canyon. We are looking forward to doing some hiking and trail riding this fall. We hope you are

doing well and look forward to seeing you soon.

VAL HILL

Hello! Hope you all had a fun summer and are now enjoying fall! Our summer included boating, golf, fishing and a few short trips including going to my nephew's wedding in Brainerd, MN. We had a great time with family and friends. Hawkeye Football is in full swing which means tailgating and games which are always a fun time. Here's a picture from tailgating this year. Alan, me, Elle and her boyfriend, Nick.



JAMIE HUGUNIN

Hi everyone! Fall is upon us and I'm certainly enjoying some cooler temps! Miles is doing great in Pre-K and we are already feeling the activities ramping up. Miles is in swimming lessons and soccer. This soccer season is already becoming so much fun to watch as he and his teammates are really getting into it. Everett is enjoying watching and you can tell he can't wait until it's his turn to participate. Currently, our favorite family activity is playing backyard baseball. The boys love hitting the ball and running the bases over and over. Zeus and Apollo are right there waiting for us to throw the ball for them as well.

We had a great summer going to Raging Waves Waterpark a few times, the Milwaukee Zoo, fishing, and the Trampoline Park. Now it's Pumpkin Patch Season! In other news, Miles is teaching Everett how to be a big brother, as we are expecting our 3rd child

in March. They're both excited and we can't wait to add a little more chaos and a lot more love to our family!



MICHELLE EVERSOLL

Happy fall, everyone! This is truly my favorite time of the year. One of my greatest joys this summer has been spending time with my grandson, Kaeson, who is almost 2. He loves the park, monster trucks, dinosaurs, cookies, and of course, his Papa! I look forward to every moment we have together. The photo included is from a surprise visit Kaeson made to the office to see his Nana. I hope it brings a smile to your face like it did mine!



MIKE STEIGERWALD

Greetings to you all and happy fall! Although the weather has not changed much yet, we know it is about to! Our family has spent a lot of time trying to soak up the remaining summer sun and look forward to the nice fall days ahead. School is back in session, as Willy is now in 3-year-old preschool, and Joey and Tommy have started the 2-year-old preschool program. Hard to believe that the twins

are already going to school! Willy has started soccer, and his brothers love going to watch him play. We have spent weekends at the farmers market in Davenport and had a busy summer with friends and family coming for weekend visits. Here is a picture of us enjoying a baseball game at NelsonCorp Field at a recent event. Hope to see you all soon!



TRAVIS MOREHEAD

It is one of my favorite times of the year, the start of fall! Crisp mornings, football, playoff races for baseball and the WNBA, and fairways that make me feel like a big hitter. I'll have no problem staying busy. I'll be attending two weddings, one in Galena and the other in Des Moines. I also have a bachelor party in Minneapolis. It will be nice to catch up with some friends that I haven't seen in a while. Here's a picture of me with my niece, Zoey, who was born this summer. I hope this season brings you all a ton of joy and the leaves fall in your favor.



ON A PERSONAL NOTE...

AMANDA SCHAUER

Happy fall! I hope everyone had a great summer! I enjoyed live music at Codfish Hollow Barnstormers and The Rust Belt. I also had a stress-free staycation! This picture was shared on 9/11 and it's a proud mom moment for me. My son, pictured on the right, volunteers countless hours to our Fulton community.



AUSTIN ECK

The weather is starting to cool and that means the kids are back in school. Both girls are excited about their new adventures. Lily is now in kindergarten and loves every moment, especially the arts and crafts. Emma has moved up to sixth grade and is enjoying all the new things she's learning—particularly science. Wishing everyone a great start to fall!



HANNAH VAN HYFTE

Hi everyone and hello fall! This is my favorite time of year! My husband, Jason, and son, Tyler, and I vacationed before the school year started in beautiful

Tennessee. This is our third trip down and we keep finding new things to do. This time we spent one afternoon four-wheeling in the foothills of the Smoky Mountains. Going up was pretty good but coming back down was terrifying – for me at least! If we do it again in the future, I will definitely have to be a passenger. I hope you all have been well and look forward to seeing you in the office or at an event!



ISABEL HANSEN



Hi Everyone! I hope you all had a great summer and are ready for fall weather! I had a busy end to summer with a trip to Wisconsin for my sister's bachelorette party, going to Chicago to celebrate my birthday, and celebrating my mom's birthday in Ohio at our family's lake house. At the beginning of September, I took a trip to Maryland with some of my family to watch my oldest sister get married!! She was the most beautiful bride, and the ceremony that took place along the Eastern Bay in Queenstown was picturesque. I am looking forward to her reception that will be in October! I hope you all have

the best months ahead and have a wonderful fall!

ANDY FERGURSON

Summer has quickly come and gone as it always does. We took Mikaela out to BYU-Idaho for her freshman year of college and Noah to Wahington, DC. We have added CHS Football, CMS Cross Country and another travel soccer team to the mix. We also added two kittens and a 75 lbs. puppy to the circus. It seems like a hectic schedule is the price you pay for memories, but it seems worth it. If I am being honest though, I am grateful that the kids are back in school and ready for the stability of a routine again. Stability does not equate to rest but at least we will be at home for most of it. Fall brings one last season of calm, then Christmas, then Tax Season. Can't wait! I will see you all soon.



MIKE VANZUIDEN

Well, summer was fun, wasn't it? Fall is beginning to show itself in the trees. This is my favorite time of year, although this past summer was a nice one. Christy and I had the pleasure of a beach vacation again this summer. We decided to make it a road trip and drove to St. Pete Beach, Florida. We enjoyed our time together very much. Lounging on the beach and by the pool was our objective and we accomplished it. We also took in a college football

game with our kids at Kinnick Stadium. Iowa played the Illinois State Redbirds. Both Christy and I are Illinois State alums, so this was extra fun for us.

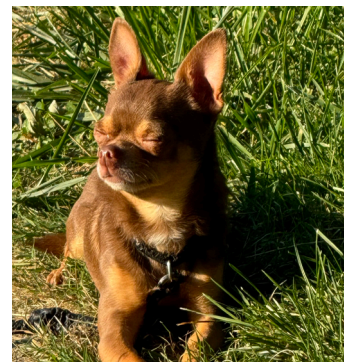
I hope that each of you had an enjoyable summer. It has been nice to see so many of you at our NelsonCorp events recently! Have a super fall!



TABATHA WESTPHAL

This summer has flown by. We stayed busy with sports (volleyball, baseball, and softball), and that is just continuing on through the fall. Travel ball for my youngest daughter starts here very soon, so that will keep us busy I am sure. Before I know it, we will be rolling into the winter and the fun that comes with that. I will say, one member of our family is not ready for the summer to end. Little Leo (our pup) is soaking up all the sunrays he can while it is still nice enough out for him to lay outside!

Hope everyone had a great summer!



A QUICK PRIMER ON IMPORTANT TYPES OF INSURANCE



Insurance is a topic that few people want to talk about – and yet, sometimes, it can make all the difference in whether or not you reach your financial goals. Choosing the right type(s) of insurance is a critical part of financial planning, because it helps protect you, your family, and your money from unexpected and devastating loss. Loss of health, loss of mobility, and sometimes, loss of a loved one. Below are four types of insurance that everyone should know about and consider.



CRITICAL ILLNESS

Critical Illness (CI) insurance provides a tax-free lump sum payment in the event of certain medical emergencies or major illnesses. For example, heart attacks, strokes, some cancers, dementia, kidney failure, and some surgeries all fall under the umbrella of a critical illness.

CI insurance can help pay for costs not covered by traditional health insurance. It can also be used for nonmedical costs that you can't pay because of illness, like child care. Typically, these types of plans are considered low-cost. The potential downside, however, is you never know *when* or *if* you will get a critical illness. Additionally, seniors may encounter limits on their benefits.

DISABILITY

According to the CDC, [more than 1 in 4 adults in the U.S. are living with a disability](#). Some disabilities are mental. Some are chronic conditions. Some are due to injuries. All can be extremely expensive to deal with.

Disability insurance provides regular income payments in the event of an injury or illness that affects your ability to work. Essentially, it's designed to at least partially replace your monthly paycheck.

Disability insurance can either be short-term or long-term. These types of plans can sometimes come with relatively high premiums, but may be worth it if either your job or medical history make disability more likely.

LONG-TERM CARE

According to the Department of Health and Human Services, [more than 56% of people turning age 65 will need some sort of long-term care](#). Many Americans rely on loved ones to pay for their LTC needs out-of-pocket. LTC insurance is designed to help pay for nursing-home care or home-health care for people over 65 or who have a disabling condition that requires around-the-clock supervision. Because Medicare does not cover most LTC expenses – which can be extremely high – LTC insurance can be very helpful. However, it is much cheaper if you purchase it at a younger age...likely long before you will actually need it.

CASH VALUE LIFE INSURANCE

Finally, this is a form of permanent life insurance that many people don't know about. While cash value (CV) life insurance tends to be pricier than term life, it doesn't expire and can accumulate in value over time. In addition, the holder can either make withdrawals or borrow against the cash value of the policy if there is an urgent need, although this will reduce the policy's death benefit. Withdrawals can also be made tax-free so long as they don't exceed your total premium payments, which is why some people use them as a form of an additional savings account in retirement. However, there may be surrender charges, and it's important to review policies carefully as each will have its own withdrawal rules.

INSURANCE POLICY

If you have any questions about your needs, please don't hesitate to contact my office! I am always happy to answer your questions.

This material was prepared by BGM

THIS MONTH'S FEATURED CHARITY IS THE MISSISSIPPI RIVER ECO TOURISM CENTER AT ROCK CREEK MARINA AND CAMPGROUND



The education about and history of our Mississippi River and all the life that it supports draws tourists from all over the country and the world. Our state-of-the-art Eco Tourism Center will educate and entertain tourists, as well as provide an excellent place for local schools, families, clubs and all folks to explore our great Mississippi River heritage!

Come see the big fish of Iowa display and our new 8,000-gallon aquarium with local river fish species. Come for an afternoon visit or a stay in the campground. Rent a canoe, kayak or paddle boat and explore the backwaters. Or go on a naturalist guided cruise aboard the Blue Heron pontoon boat. This summer, make the Mississippi River Eco Tourism Center the starting point for your Mississippi River Adventure! Please call the Eco Center at 563-259-1876 to find out our hours. The center is located at 3942 291st St, Camanche, IA.

To donate, checks can be made payable to Clinton County Conservation Foundation and earmarked as the Mississippi River Eco Tourism Center.

Mail to Clinton County Conservation Foundation
 P.O. Box 68
 2308 255th Street
 Grand Mound, IA 52751

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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