

NELSONCORP NEWS

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2025

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YOUR NELSONCORP TEAM



DAVID NELSON



EUGENE KRUEGER



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ANDY FERGURSON



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TRAVIS MOREHEAD



MIKE VANZUIDEN



AMANDA SCHAUVER



TABATHA WESTPHAL



MIKE STEIGERWALD



HANNAH VAN HYFTE



ISABEL HANSEN



HAVE A GREAT TRIP!

Happy New Year! On behalf of all of us here at NelsonCorp, we hope the previous year was your best ever ... and that the coming year is even better!

Now, you're probably wondering what I mean by "Have a great trip," especially if you weren't planning a vacation anytime soon. Well, there's a saying that New Year's Day is the first in a 365-day journey ... a journey around the sun. So in a sense, we're all about to embark on a trip.

Is that a little silly? Maybe. But when I think of each successive year in those terms, I can't help but feel excited. I can't help but feel what an incredible privilege it is to participate in this grand and mysterious adventure called life.

Think about it. Every year, we start a new expedition: sailing through the cosmos in our ever-expanding universe, circling the most beautiful star in the entire galaxy. I remain convinced that, while each year brings its challenges and contests, its tests and trials, its hardships and heartaches, life itself is a pleasure cruise ... and we've all been invited to attend.

I can't wait to see what sort of shore excursions this year has in store for us.

So as we begin a New Year, remember to appreciate the stellar view we've been given. Remember to inhale the scents all around us. Remember to enjoy the feeling of the sun on your back. Remember to look at the stars. And remember, most of all, to have a great trip.

Sincerely,

David Nelson

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THINGS TO NOTE

Tax time will be here before you know it! Once you have received all of your tax documents, you can drop off those 2024 documents for our team to prepare your tax return. We'll ask you a few questions, get a copy of your driver's license, and call when it is finished. No appointment needed! If you are picking up for someone else, an additional signed form will be needed.

SUPPORT OUR LOCAL CHARITIES & BUSINESSES

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

- Cancer Support Group @ Clinton YWCA
- Visit Clinton www.clintoniowatourism.com
- Visit Quad Cities www.visitquadcities.com

NelsonCorp Nuggets

62% of the average net worth of an American household comes from just two assets - the equity they have in their home and the value of their retirement accounts.

Source:
Census Bureau

DO YOU KNOW WHAT YOU OWN?

From 1977 through 1990, a man named Peter Lynch ran one of the most successful mutual funds ever, posting an average return of 29%. He is frequently cited as one of the greatest investors of all time, but perhaps his most notable legacy is the wisdom he has shared over the years. During his career, Lynch espoused many investing principles, but there are seven in particular that I think all investors should know. They are:

- 1. KNOW WHAT YOU OWN.** Invest in companies, industries, and funds you understand well. What do they do? Who uses their goods or services? Is it a company you would want to do business with yourself?
- 2. PREDICTION IS FUTILE.** No one can predict where the markets will go or what the economy will do, so don't even try. Instead, focus on what you can control, like the types of companies or funds you invest in, how much you save, etc.
- 3. TAKE YOUR TIME.** Investing isn't a race. You have plenty of time to do your research and find outstanding companies to invest in. Follow the tortoise's example, not the hare's.
- 4. AVOID LONG SHOTS.** Investing isn't gambling, either. While we have no control over the markets, we do have control over how much risk we take on. Your portfolio isn't the place for speculation or bets. For that, head to Vegas.
- 5. BUY GOOD COMPANIES.** Invest in companies with proven management, a strong business model, and that sell things people actually use. Otherwise, you're investing in companies you

guess might prove popular...which is just another form of gambling.

- 6. LEARN FROM YOUR MISTAKES.** Even the greatest investors sometimes get things wrong. When that happens, accept it humbly and try to determine how you can improve.
- 7. BEFORE YOU BUY, BE ABLE TO EXPLAIN.** Before investing, can you explain to someone else what you're buying and why? Can you describe how that company or fund works? If not, take your time and do more research.

The reason I'm sharing these is because there's one rule in particular many investors fail to follow: *Know what you own.*

Many investors have a myriad of holdings in different places. That can make it very hard to "know what you own." Of course, as your financial advisor, I know exactly what you own—and why—in the portfolio that we manage for you. But you may have investments that I *don't* know about, and that you don't know much about either. That can make it hard to be sure everything in your financial life is performing how it should be.

It's like planning a long road trip but having no idea what model of car you'll drive, what kind of

gas mileage it gets, if it's manual transmission or automatic, or how much air pressure is in the tires.

You would never take a trip with those kinds of question marks. Similarly, there is no need to cruise down the road to your financial goals with any question marks, either.

With all that in mind, I want to be sure that you know exactly what you own, for two reasons:

1. To increase your understanding of the road ahead, which in turn increases confidence in your financial future.
2. To ensure that my team and I have a *complete* view of your entire financial picture. That way, we can be absolutely positive that everything is working as it should, as well as it should. And if we find anything that's out of place, underperforming, or even just making a weird rattling noise, we can handle it immediately.

One of the best ways to continue moving toward your goals is by understanding *exactly* what investment vehicles you are using to get there. Let's take the time to follow Peter Lynch's advice and ensure we both know exactly what you own...so we can better plan for what you may need down the road.



MICHELANGELO'S SNOWMAN



One cold January morning in 1494, the citizens of Florence, Italy woke up to an extremely rare sight: Their city was covered in snow.

Snow is uncommon in Florence, and this was no mere coating of powdered sugar. There was so much snow that kids today would probably grab their sleds and hightail it to the nearest hill. So much snow that trucks with plows would be required just to keep the roads clear.

It's impossible to know how most Florentines reacted to their new winter wonderland, but we do know what one person thought. When Piero de Medici, perhaps the wealthiest and most powerful man in Florence looked out that morning and saw his courtyard covered in snow, he decided to commission an artist.

The artist in question was young, barely nineteen, with a permanently disfigured nose. But his name would become famous throughout Europe, and the world has never forgotten it.

His name was Michelangelo, and his task was as surprising as it was simple: Build a snowman.

Given the sculptures Michelangelo produced later in life, it's reasonable to assume that his was the most beautiful snowman ever made. (At least one other artist wrote that it was very beautiful.) But we have no way of knowing exactly what Michelangelo's snowman looked like... because it melted.

It's ironic to think of a great work of art so impermanent that it could literally melt. It almost seems like a waste. Why go to all that trouble creating something beautiful, knowing it will never last? But I don't think it was a waste. In fact, when I ponder the story of Michelangelo's snowman, I think there's something meaningful we can take from it.

Every January, many of us set New Year's resolutions. We make promises to ourselves about the goals we want to achieve and the ways we want to improve. Go there, become this, do that.

But you and I both know that resolutions don't always last. Often, we may follow through on them for a month, or a season, or even a year...until life interrupts us. When that happens, we often move onto other things, leaving our resolutions to melt away.

But that doesn't mean our resolutions were a waste. It doesn't mean the work we put into them was worthless.

Think what often happens even when we fall short of our resolutions:

1. Sometimes, we return to our resolution months or years later, now armed with more knowledge and the experience gained from our first attempt. Everything we need, in other words, to actually achieve it this time.
2. Sometimes, we may not achieve everything we set out to do, and yet our lives still become better for the attempt. A person may not lose the 20 pounds they wanted, but the 10 pounds they did lose helped their blood pressure drop and their knees feel better. A person may not quite learn how to speak French, but in the process, discover they have a real love and ability to cook French food.
3. Sometimes, even half-finished resolutions may lead us to the things we are truly meant to do. Maybe you won't "write in your journal every day" like you wanted, but instead learn you have a flair for writing and decide to write something else. Maybe you won't get that promotion you wanted...but instead get a different job that you end up loving more than you ever thought possible.

Whenever we set goals and resolutions, whenever we lift our eyes up and aim just a little high-

er, we are shaping our lives into our own works of art. Sometimes they don't last – but the beauty is not in their permanence. It's in the ways they enrich our lives. The ways they help us get just a little closer to where we want to go...and become just a little more like who we want to be.

Michelangelo's snowman melted. We don't know what it looked like. But we do know that he created something beautiful. Something that enriched both his life and the lives of those who saw it, even if only for a little while.

And we know something else, too. We know what came after.

For just ten years later, Michelangelo created a new sculpture, one that we can hope will never be lost to temperature or time.

It was the statue of David.

As we enter a New Year, I wish you best of luck with your goals and resolutions. Please let me know if there is ever any way I can help you achieve them. But most of all, I wish you joy in the journey. May your resolutions get you ever closer to where you want to go...and become steppingstones and practice runs for whatever works of art you're destined to create.

Happy New Year!

RETIREMENT INCOME

We just wrapped up the holiday season that Andy Williams once sang was “the most wonderful time of the year.” We think that’s true! But it can also be the most expensive. Every year, families around the country save, set aside, and occasionally scrimp to ensure they have enough for their holiday spending needs.

The more income you have, of course, the less stressful holiday spending tends to be. That’s especially true for those nearing or entering retirement, for whom the topic of income is never far from their minds.

Income is one of the most important aspects of any good retirement plan. For that reason, we are going to feature in the next few issues the topic of income planning. Each article will be devoted to a different source or strategy regarding income in retirement.

We look forward to helping you move further along the Road to Retirement. May your New Year be happy and prosperous!

What’s Around the Bend: Maximizing Social Security, Part I

When it comes to income, few sources are more important — or more reliable — than Social Security. And guess what? There are ways to potentially maximize your Social Security benefits, there by increasing your post-retirement income.

The first method for potentially maximizing your benefits is to delay collecting them in the first place. Too many people rush to collect their benefits as soon as they retire. This is sometimes a mistake, especially if you retire early. Technically, you can begin

receiving benefits as early as age 62, but if you do, your benefits will be reduced significantly. For example, people born between 1943-1954 would see their payouts permanently reduced by 25%.¹

Waiting until your “full retirement age” might be a better option—it means you won’t face any reduction. What is your “full retirement age?” It’s the age at which a person may first become entitled to “full” or “unreduced” retirement benefits.² This chart gives you the specifics:

Year of Birth	Full Retirement Age
1943-1954	66
1955	66 and 2 months
1956	66 and 4 months
1957	66 and 6 months
1958	66 and 8 months
1959	66 and 10 months
1960 and later	67

The latest you can begin collecting benefits is at age 70, and there’s good reason to hold off until then if you can afford it. Benefit payments go up 8% for every year you wait after you reach your full retirement age up to age 70.² In other words, the longer you can keep your hand out of the cookie jar, the more sweets you’ll eventually receive.

What’s Over the Next Hill: Creating an Income Schedule

An oft-neglected way to ensure you have more income than you’ll actually need in retirement is to plan out the specific ways you will fund both your short-term needs and your short-, medium-, and long-term goals. In other words, every retiree should have an **income schedule**.

Now, everyone’s situation is different, which is why your investments should be coordinated with your specific requirements for income,



growth, protection of principal, and liquidity. However, here are some general guidelines:

Short-Term Needs: These are essentially your monthly living expenses. With careful planning, many retirees find they can often meet these needs through their Social Security alone, supplemented with careful withdrawals from their savings and, if necessary, distributions from their retirement accounts.

Short-Term Goals: These could be fixing the roof on your house, attending your relative’s destination wedding in the Caribbean, or making a major — but not life altering — purchase. (For example, a retired client of mine has devoted much of his now ample free time to mastering the art of pottery and decided to purchase a very expensive, very high-end kiln. This is obviously not the same as buying a car or moving to a new home, but it was also something he didn’t want to just stick on his credit card.) These types of goals can often be met through the use of short-term investments like money market funds, CDs, and Treasury bills.

Intermediate Goals: When you need income for something that’s between 2 and 10 years away, it can often be funded through fixed-income investments like municipal and government bonds.

Long-Term Goals: For longer-term income needs, goals that

are far off on the horizon, or just to combat inflation, many retirees turn to long-term investments like stocks, mutual funds and exchange-traded funds, and even real estate.

What’s on the Horizon: Alternative Income Sources

There are more sources of income out there beyond Social Security and standard investments like stocks, bonds, and CDs. These alternative sources of income are not right for everybody, but they are always worth exploring to see if they fit you and your situation.

For example, one alternative source of income in retirement is real estate. Many retirees like the idea of owning or investing in real estate because of its appreciation potential. But buying and selling real estate can be extremely risky and beyond some people’s financial reach. Meanwhile, owning real estate and deriving income from, say, rent, can be extremely time consuming.

But there are other ways to use real estate for income. One method is through a Real Estate Investment Trust, or REIT.

A REIT is a company whose sole purpose is to own and/or operate income-producing real estate, such as apartments, shopping centers, offices, and warehouses. Some REITs engage in financing real estate. What makes REITs

unique is the requirement that they pay at least 90% of their annual income to their shareholders. This payout can also include non-taxed income representing cash flow from depreciation.

As an investment, REITs offer a number of attractions. Foremost is the fact that public REIT shares trade on the stock exchange, giving investors liquidity with their real estate investments. They may buy and sell a diversified portfolio of properties, as well as the management, on an instantaneous basis.

REITs can also offer the security of owning real estate with a long life and the potential to produce income. When compared to owning public company bonds or dividend-paying stocks, payment of rents to an investor take priority over payment of bond interest and stock dividends.

Of course, like all investments, REITs come with risks, too. Their value can be less attractive when interest rates rise and other types of investments, like Treasury bonds, become more appealing. REITs can also be vulnerable to fluctuations in the economy. And since REIT dividends are taxed as ordinary income, they can have an adverse effect on your tax situation.

For these reasons, REITs aren't right for everyone. But if you are interested in the idea of using real estate as an income source in retirement, they are always worth exploring, so let me know if you have any questions!

Watching the Weather: Market Conditions on the Road to Retirement

November was a strong month for the markets. The Dow rose 7.5% in November, its best month of the year. The S&P 500, meanwhile, gained 5.7%³. Both indices were driven by certain companies getting a

boost after the election, with investors feeling certain sectors of the market will benefit under a second Trump administration.

What We're Keeping an Eye on

November 29, Black Friday, officially kicked off the holiday shopping season, which often provides a boost to both the economy and the markets. Some data suggests that, with inflation lower and interest rates coming down, consumers will break spending records this year.⁴ If so, that could likely continue propelling the markets higher.

However, the future does contain question marks. One of the major aspects of Donald Trump's economic agenda is higher tariffs. Many economists project that higher tariffs could increase consumer costs. If this happens, and inflation spikes again, it could cause the Federal Reserve to hit pause on further interest rate cuts. That would likely have a dampening effect on the markets.

So, as investors, there are reasons to be both optimistic and cautious about the coming months. As always, my team and I will continue monitoring the markets carefully.

- 1 "Starting Your Retirement Benefits Early," Social Security Administration
- 2 "Delayed Retirement Credits," Social Security Administration
- 3 "S&P 500 and Dow post Black Friday gains," CBS News, <https://www.cbsnews.com/news/stock-market-today-dow-s-p-500-november-best-month-2024/>
- 4 "Black Friday shoppers hit stores across U.S. with spending records expected to fall," CBS News, <https://www.cbsnews.com/news/black-friday-shoppers-store-across-us-spending-records-expected-to-fall/>

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.

This month on 4 Your Money, David Nelson looked at the housing market and explained the affordability index to viewers. He showed how the gap between home prices and the measure of American families affording the mortgage has widened significantly over the past decade. James Nelson was on to discuss economic sentiment, specifically the surge in speculative bonds (or junk debt). David returned on another segment to compare corporate profits to the percentage of the economy right now.



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

On Financial Focus, Nate Kreinbrink and Mike Steigerwald went into detail about Medicare and one important change – there is no more donut hole to worry about for 2025 on Part D drug plans. They suggested looking at your plan compared to your medications to make sure what you currently have is the best option for 2025. Andy Ferguson joined Nate on another episode to let listeners know of some tax issues to be aware of. Andy mentioned that the IRS shuts down their electronic filing until the end of January so no returns can be filed until it opens back up. He also talked about how Venmo and PayPal may need to send you a 1099-K if you received payments through those apps. The important thing there is that some of those payments may be taxable and some may not and a tax professional can help you when it comes time to file your return. David Nelson sat down with Gary Determan to look at how the markets have done this year.



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

ON A PERSONAL NOTE...

DAVID NELSON

Happy New Year! Sally and I hope you and your family had a blessed holiday season. We feel incredibly fortunate to have spent quality time with our kids, grandchildren, family, and friends over Thanksgiving and Christmas. This truly is such a special time of year for making memories together. Here's a photo from one of our office Christmas events at the lodge—we hope it brings a smile!

We're also continuing to enjoy basketball at all levels. From the energy and excitement of attending Iowa Women's basketball games to cheering on our granddaughter Sophie in her 7th and 8th grade games, it's been an exciting season. With school basketball wrapping up, we're looking forward to Sophie's travel basketball and volleyball seasons.

Wishing you a wonderful start to the New Year!



EUGENE KRUEGER



Susan and I came back to Iowa for Thanksgiving and had a wonderful time with our family including our three grandchildren George (9), Lydia (17), and Charlie (6). Lydia was invited to participate in the Iowa

All State Band Concert in Ames on 11/23 and fortunately we were able to be in attendance. Both Susan and I are planning on being back in Iowa for Christmas so I'm hoping that the weather is mild. Merry Christmas to all of you, thank you for your business and most importantly, thank you for your friendship.

KEN NELSON



Where has the time gone! It just seems like a couple of years ago that we were blessed with our three beautiful granddaughters' arrival, and yet they are all turning four years old at the time of this writing. Here is a picture of the three of them at the oldest granddaughter Amina's birthday party just a couple of weeks ago, and the twins Kendall and Peyton will also be four by the time that you get this newsletter. Good thing that it is just them getting older while Nana and Papa are remaining status quo! They do need to slow down though, as they are growing up way too fast.

My wife and I are heading into Lake Forest to see the twins perform at their Christmas program, and a few days after we get home we will be off to Amina's Christmas program as well. Should be very interesting and a whole ton of fun! Wishing you all the happiest of holidays!

AMY CAVANAUGH

I hope you all enjoyed time with family and friends over the holidays. It's always a special time of year and we enjoyed celebrating with our children and five grandchildren. I had a great

2024 with many things to celebrate including a new granddaughter born in March. Here's a recent picture of little Drew. I also had a great trip to Italy in July with friends. I am looking forward to 2025 and will celebrate my birthday in January while we are in Key West. I wish you a healthy and prosperous 2025.



NATE KREINBRINK



Happy New Year! 2024 seemed to fly by, and the Holiday season was no different. The NelsonCorp Christmas events seem to "officially" kick off the Christmas spirit following Thanksgiving. We had two amazing nights at Eagle Point Lodge, with the lights, cookie decorating, Santa, and of course your generous donations of toys and food that seem to grow each year.

We made it back to my parents' house in Ohio for a quick trip right after Christmas in-between basketball games. Although the boys aren't as young as they used to, it's still a special time to be together with family. It's definitely a houseful, and gift

opening doesn't take as long as it used to, but the laughter and smiles still remain no matter how old they get.

With the new year upon us, I want to wish everyone a happy, healthy, and prosperous 2025.

JAMES NELSON

Hello Everyone! I hope you enjoyed the holiday season. We had a nice time with family and enjoyed spending time with our girls. Sophia just finished her school basketball season. She is now into her travel volleyball season. Violet and Amelia enjoyed dance and look forward to their basketball league soon. It was nice to see so many of you at our office Christmas parties last month. Wishing all of you a healthy and prosperous new year. I look forward to seeing you in the office soon.



JOHN NELSON



Happy New Year! I hope you enjoyed the holiday season with

friends and family. Speaking of family, ours will be growing. Will and Isabelle are excited to be welcoming a baby sister in late May. We feel incredibly grateful and are so excited to see them interact with their new baby sister. I hope to see many of you in our offices soon!

JAKE WOODCOCK



We hope this holiday season finds you healthy and happy. We have been busy watching Christmas programs and instrument recitals. Our son, Gabriel, now plays the guitar; our daughter, Zara, plays the piano and flute; our daughter, Daria, plays the piano; and our youngest daughter, Claudia, looks forward to beginning lessons soon. They've also been busy with Quiz Bowl, Chess Club, and horse riding lessons, which keep us busy, too. We hope you all have a great start to the new year!

VAL HILL



Happy New Year! Alan and I wrapped up 2024 with some memorable trips. In November, the Hill family flew down to Orlando for a fun family getaway. Our group ranged in age from 3 to 87, and Orlando truly offered something for everyone. From Disney and Sea World to Universal Studios and Epcot Center. Everyone had a fabulous time!

Just a couple of weeks after returning from Florida, we traveled to Minnesota to celebrate Thanksgiving with my family. We had a great time! Here's a photo of my immediate family members who were able to make it. We were only missing 24 people from the picture!

I hope your holiday season was equally fun and that 2025 brings health and happiness to you and your family.

JAMIE HUGUNIN

Happy Holidays to all! As of writing this, we haven't yet had Christmas. We are so excited for Christmas morning and watching the kiddos open their gifts. With Everett now 2 ½ and Miles turning 5 in January, Christmas should be pretty magical! Miles had his Christmas concert and was the little drummer boy playing his own drum set in the concert. Such a brave little guy performing in front of the crowd. How fun to watch all the Preschool kids sing and dance.

We surprised the boys with Disney on Ice and they absolutely loved it and all of the characters. The boys are getting eager to meet their little sibling and have actually helped pick out some names. We all continue to place our guesses as to whether it will be a boy or girl.



MICHELLE EVERSOLL

I hope everyone had a wonderful Christmas and a Happy New Year! December was filled with so much fun and many special memories. Kaeson turned 2, so

we celebrated with an action-packed weekend at the aquarium & water park in Dubuque. The following weekend, he spent the night, and we had a blast making a gingerbread house and building a fort together. My picture is of Kaeson with our cat. They have such a sweet connection, and it's always heartwarming to watch them play and cuddle together.



MIKE STEIGERWALD



Happy New Year! I hope everyone had a nice holiday season and got to enjoy some time with loved ones. Our boys had a busy few weeks with Christmas gatherings, library trips, cookie baking and decorating days, and a long weekend trip into Oak Lawn, IL to see family. William (4), Joseph (2), and Thomas (2) were on their best behavior, as they knew that Santa was watching! This year is especially enjoyable as our kids are old enough to understand and showcase their excitement around all the holiday activities.

All three boys have enjoyed school so far this year, and if they had their way, we would be getting snowfall every day! Cheers to a happy and healthy 2025!

TRAVIS MOREHEAD

I hope everyone had a happy Holidays. I enjoyed mine by spending plenty of time with my family. It's always great to see my nephews opening their gifts. We had a great Thanksgiving together as well. I've included a picture of the pumpkin pie I made. I think it turned out pretty good! I am excited to begin a new year. January always brings around a feeling of starting something off fresh. I look forward to seeing what opportunities lie ahead, and I hope everyone gets off to a great start!



AMANDA SCHAUER

Happy New Year, everyone! Looking back at 2024, I have so much to be grateful for! My son received his five-year service pin at the Fulton Fire Department along with the Woodsy Award and EMR of the Year. I have truly enjoyed my time with the pups, family, and friends. My picture is from a fun girls' night out at The Rust Belt.



AUSTIN ECK

Happy New Year, everyone! I hope you had a great holiday season. We closed out the year on a strong note with music recitals from both girls and a band concert from our oldest, Emma—she knocked it out of the park. We also made the trek

ON A PERSONAL NOTE...

to Kansas City to catch Alice in Wonderland performed by the Kansas City Ballet. The girls were completely spellbound by the show, and it was one of those unforgettable family moments that I really enjoy. Wishing you all the best as we step into 2025!



HANNAH VAN HYFTE



Happy New Year! I hope all of you had a Happy Thanksgiving and a Merry Christmas. My family and I enjoyed our time together at my house Christmas Eve for our traditional dinner. It's one of my favorite times of year. Tyler is halfway through his junior year of high school and Madison is grown so we open all the presents Christmas Eve instead of waiting for Christmas morning. It makes me a little sad that they don't wake up wanting to see if Santa came, but we do everything we can to keep our other traditions going.

I also officially hit my reading goal of 100 books completed in 2024 and am ready to tackle another 100 books in 2025. I hope you all have a wonderful 2025 and I look forward to seeing

you in the office and at upcoming events.

ISABEL HANSEN

Happy New Year! I hope you all had a wonderful holiday season! I had such a great time seeing my family and friends who came home for Christmas. One of my favorite holiday traditions is to go into Chicago before Christmas. At the beginning of December, my boyfriend Carsyn and I traveled to Chicago to visit my sister Emma and her boyfriend, Trevor. We had such a fun time walking down Michigan Avenue, eating delicious food, and watching the fireworks at Navy Pier. I also took another trip to Chicago with my mom. While we were there, we visited Wrigleyville to eat at one of the Christmas pop-up restaurants, and it was lots of fun! I also enjoyed seeing so many of you at our Christmas parties, and I can't wait to continue seeing you all in the office! I hope 2025 is a great year for all of you!



ANDY FERGURSON

I cannot believe it's been another year already. As we welcome the holiday season, we are thankful for a year full of memories and adventures. Delainey is doing well in New Zealand and will be back in the summer and Mikeala will be home from BYU-I before this letter reaches your mailbox. We will enjoy our last bit of family time as we celebrate Christmas and then we will

buckle down for tax season. Tax season is always an adventure but like every meaningful thing, hard work will return a sense of accomplishment and reward. We are ready, we have prepared. If we put our heads down and work hard, we can enjoy the journey and the fruits of our labor. I hope everyone gets to enjoy this holiday season surrounded by family. I will see you soon!



MIKE VANZUIDEN

2024 just keeps speeding along. It wasn't that long ago that I was excited for the summer to move on and for the leaves to start changing colors. I am less excited for the season that is nearly upon us. This year has flown by. It has also brought many blessings along the way. During the fall, Christy and I were able to spend our annual weekend in Normal, IL for Illinois State University homecoming. We enjoyed a volleyball game and a football game. We enjoyed just being back on campus and reminiscing about our time there over 30 years ago.

Now we look forward to celebrating the holidays with family and friends. It was nice to visit with so many of you at the NelsonCorp baseball games and the recent NelsonCorp Christmas event. I wish you all a very Merry Christmas and Happy New Year.



TABATHA WESTPHAL

Hi everyone! It looks like winter is finally here, and with any hope it will be quick and mild. My winter is looking pretty busy with softball, volleyball, and basketball... that is without mentioning tax season and the busyness that brings! To say the next few months are going to be hectic is an understatement, but I wouldn't have it any other way. We are getting ready to take our yearly New Year's trip to the Dells before everything gets into full swing. It will be a nice break to start off the year.

I hope everyone had a great holiday!



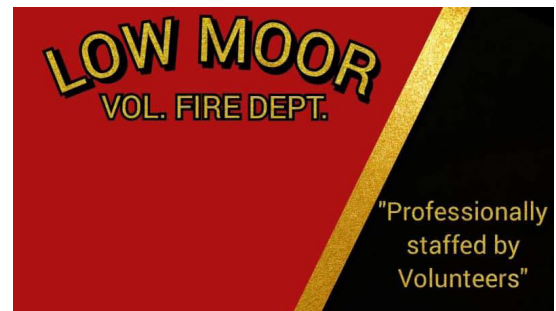
NelsonCorp Nuggets

Only 10% of non-retired Americans say they will wait until 70 to receive their maximum Social Security benefit. Also, 40% plan to take Social Security between 62-65, locking in a permanently reduced benefit.

Source:
2023 Schroeders US Retirement Survey



THIS MONTH'S FEATURED CHARITY IS THE LOW MOOR VOLUNTEER FIRE DEPARTMENT



WINTER TIPS

PROTECT YOUR HOME AND WALLET THIS WINTER

While winter can feel more like a wasteland than a wonderland, there are ways to prevent cold-weather woes from draining your finances. Here's how you can save money and stay warm this winter:

- Inspect Overhanging Tree Limbs:** Remove limbs that could fall under the weight of snow to prevent damage to homes or vehicles.
- Check Your Roof:** Repair cracked or missing shingles to avoid water damage.
- Prevent Frozen Pipes:** Take steps to keep your pipes safe from freezing: Drain water from sprinkler lines (without antifreeze, to protect the environment). Store outdoor hoses and leave valves open to allow water to expand outward. Insulate pipes using sleeves, special tape, or even newspaper.
- Use the Sun's Heat:** Keep curtains or blinds open during the day, especially on south-facing windows.
- Lower Your Thermostat:** Drop the temperature by 10°F for 8 hours to save up to 10% on heating bills annually. Replace furnace filters monthly for efficiency.
- Seal Air Leaks:** Use caulk or rolled-up towels to block drafts around doors and windows.
- Be Fireplace Smart:** Close the damper when not in use. Lower the thermostat when you have a fire burning.
- Watch Electricity Use:** Turn off lights when not needed, especially during longer winter nights. Switch to LED Christmas lights, which use 75% less energy, and turn them off before bed.
- Adjust Your Water Heater:** Lower the temperature, especially when you're away on vacation.

"WISHING YOU A WARM & HAPPY WINTER! STAY SAFE, SAVE MONEY, AND ENJOY THE SEASON!"



The Low Moor Volunteer Fire Department is a dedicated group of 28 professional volunteers committed to serving the community. Located in Low Moor, Iowa, the department is known for its extensive training and readiness to respond to various emergencies. Members undergo rigorous training before taking on calls, ensuring they are well-prepared to handle a wide range of situations, including fires, vehicle accidents, and other emergency services.

Beyond responding to emergencies, the Low Moor Volunteer Fire Department plays a vital role in supporting the local community through various fundraising events. One of their most popular events is the annual pancake breakfast, which attracts thousands of attendees each year, helping raise critical funds for the department's operations and equipment.

In addition to their local coverage, the department provides mutual aid to several surrounding counties, further exemplifying their dedication to serving the broader region. The Low Moor Volunteer Fire Department is a cornerstone of the community, known for their professionalism, commitment, and the strong sense of volunteerism that drives their exceptional service.

Donations can be sent to 420 3rd St. Low Moor, IA 52757.

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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