

IN TOUCH

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Let's Get Engaged!

Your Paycheck in Retirement

Karen Turns 75!





Let's get engaged!

We've had four recent engagements (and two weddings!) at Ellenbecker Investment Group, and it's got me thinking about the benefits of long-standing and meaningful relationships. Engagement is crucial in all relationships, including the relationship you have with your EIG wealth management team.

What is the true power of full engagement with your financial planning team?

- 1.** We can create personalized solutions for you and your family. Fully engaging with your financial planning team helps us to understand your unique financial circumstances and goals. It helps us to create a plan that aligns with your personal needs and establishes a roadmap for your financial success.
- 2.** Engagement fosters a holistic approach. It isn't just about your money! This holistic viewpoint prevents siloed decision-making and ensures that every component of your financial life is optimized to work seamlessly together. It's like a family recipe!
- 3.** Engagement allows us to provide expert guidance. As seasoned navigators of financial planning, if we can combine our expertise with knowledge of your personal circumstances, we can create a plan that leads to informed and comprehensive decisions. The more we know, the better we can protect your financial future.
- 4.** We can quickly help you pivot and adapt to unexpected circumstances. Knowing your personal situation and having a deep relationship will help us adapt and adjust very quickly as your plan changes. You won't need to tell your story twice, because we will already know what really matters to you and your family.
- 5.** Being fully engaged with your team creates peace of mind. Financial planning isn't just about amassing

wealth; it's about securing the future for you and your loved ones. By fully engaging with your financial planning team, you gain peace of mind knowing that your financial affairs are in capable hands. This confidence alleviates stress and allows you to focus on pursuing your passions and enjoying life's moments.

How can you maximize your financial potential through deep and meaningful engagement at EIG?

- 1.** Come to our events! We host many events with the purpose of engaging you and your family. Our events are meaningful, family focused and always fun! Bring your friends and family.
- 2.** Schedule routine meetings. We love to meet with you face to face or virtually. Anytime you have a life event or change in your circumstances, let us know so we can be there at your side to help navigate or adjust.
- 3.** Get to know our EIG tax team. Our tax team is amazing and by understanding your personal tax situation they will contribute a huge impact to the longevity of your investment portfolio. They will know how and where you can adjust to be most tax efficient.
- 4.** Sign up your family for newsletters, emails, and more EIG information. We want to get to know your family. Bring them to meetings, offer our services and let us include them in our communications and events.

The effectiveness of your financial plan and the longevity of your assets greatly relies on the degree of engagement you have with your financial planning team. We recognize the importance of being present in all areas of your life so we can help you achieve your personal and family goals. Let's get engaged! 🍷

Julie Ellenbecker-Lipsky, CFP®, CDFA®
President and Senior Wealth Advisor
Ellenbecker Investment Group





Karen J. Ellenbecker
 Founder & Senior Wealth Advisor
 Ellenbecker Investment Group

Health is Wealth

In today's busy world, it is easy to get caught up in the hustle and bustle of everyday life and neglect our health.


As financial advisors, we have the ability to reduce the risk that is inherent in your portfolio with diversified investments, managed tax strategies, and efficient fees. We can enhance your wealth transfer process and lessen the anxiety and stress for your family by assisting you with structuring your estate plan. What we cannot do, is reduce the risk that health care costs will have on your portfolio. Nor can we increase your personal longevity.

Getting sick is not just about aging... the average age for a heart attack in men is 65 and for women, 72. There has been an increase in heart attacks in people under age 40. The average age for a stroke is 74. *(These numbers are according to articles from Mayo Clinic and Norton Healthcare.)* Diabetes, cancer and many other illnesses could potentially drain your resources. In Wisconsin, the average monthly cost for a nursing home is \$320 a day or as high as \$9,733 per month. The numbers for health care costs continue to increase.

If you are like many of us, we tend to ignore subtle symptoms and feelings such as a persistent headache, unexplained fatigue, or a nagging pain. We often dismiss these symptoms as the "new you" or just a part of the aging

process. We think it is our "new normal". Being proactive about your health means being attuned to your body's needs and taking preventive measures to stay healthy. One of the most important things about being proactive about your health is listening to your intuition and trusting it. Your gut instincts can often be a red flag that your body is alerting you to something that needs attention. Just like when the red service-engine light goes on in your car, you need to pay attention. You must pay attention to the red flags and signals your body is giving you. In addition to your physical health, pay attention to your mental and emotional health. Stress is a thief of emotional wellbeing. Listen to your body, trust your intuition, and seek appropriate medical care when needed.

We want to partner with you on your investments, tax planning, risk management and estate plan. We are here to listen to you, understand your needs, and determine what is going on in the world and how it will affect you. We are proactive with your holistic financial plan. We need you to take care of your health, see a doctor, exercise, eat well and get good sleep.

We want your money to outlive you. We want you to have longevity and a healthy, wonderful life. Let's work together and make it a reality. 



ENGAGING YOUR EMPLOYEES

If you are a business owner or key decision maker, you know firsthand that your employees are not just a resource to be managed but are essential partners in achieving the company's goals and objectives. Treating them well and valuing their contributions can lead to a more engaged, motivated, and productive workforce, ultimately driving the company's success. After all, they are your most important brand ambassadors.

One way you can show that you value your employees is through a competitive employee benefit package. Employee benefits are an integral part of an individual's total compensation, and I am guessing based on today's competitive market, you probably have a competitive package set in place.


Now let me ask you this; Do your employees truly understand the value of the benefits, and do they know how to leverage them personally? This is where financial planning and education can bridge the gap between benefits provided and benefits utilized.

Investing in financial education that is easily accessible to employees helps foster a sense of commitment and loyalty to your employees. Equipping employees with the knowledge and

tools they need to be successful through educational avenues helps raise the financial literacy of the workforce to help navigate through financial decisions with confidence.

I have found that when employees feel supported in their financial goals, they are more likely to remain with a company long-term. This leads to a workforce that has a higher understanding and value of their benefits and they have the knowledge they need to thrive. For employers this means a more engaged, productive workforce resulting in overall corporate success.

Through workshops, one-on-one consultations, and educational materials, employees can gain the knowledge and skills necessary to make informed financial decisions and enhance their financial literacy, both in the workplace and their personal lives. The end result is engaged brand ambassadors that truly understand the value of their benefit package.

If you feel you would like to embark on a journey of employee financial empowerment, give your advisor a call to determine what your roadmap to employee engagement looks like. 

Advisors Who Provide Structure and Support®

Jean Range, CFP®
 Senior Wealth Advisor
 Ellenbecker Investment Group





Tammy Niemann
Wealth Advisor
Ellenbecker Investment Group

Selling Your Home

Real estate is an integral part of your overall financial plan. As summer is upon us, many people are considering selling their home. Whether you are downsizing, upsizing or rightsizing, there are three simple steps to help you navigate the real estate market and attract potential buyers:

1. Price Your Home Competitively

Pricing your home competitively is crucial in attracting buyers and securing a quick sale. Yes, even in a sellers' market it is possible to overprice a home. Avoid overpricing your home, as this can deter potential buyers and lead to your property lingering on the market. If a property sits on the market too long, buyers become weary of the property resulting in lower offers. On the other hand, pricing too low can result in missed opportunities for maximizing your return on investment. Finding the right balance and setting a competitive price will attract serious buyers and increase your chances of a successful sale. Work with a real estate agent to conduct a comparative market analysis to determine the optimal listing price for your property based on similar homes in your area. I often suggest meeting with several potential agents to find the right fit. If you need a realtor referral, please reach out to me.

2. Enhance Your Curb Appeal

The first impression matters. Almost everyone drives by a property before scheduling a formal showing. Enhancing your curb appeal is crucial in attracting potential buyers and making them interested

in seeing more of your property. Start by ensuring your front yard is well-maintained, with trimmed bushes, colorful flowers, and a freshly painted front door. Investing in minor landscaping improvements can set the stage for a positive viewing experience.

3. Declutter and Stage

Before listing, it is essential to declutter and stage your space to showcase its full potential. Remove personal items, excess furniture, and clutter to create a clean and spacious environment that allows buyers to envision themselves living in the space. Consider removing family photos and storing knickknacks and personal memorabilia to allow the buyer to better envision their family in the space. Consider hiring a professional stager to help you arrange your furniture and decor in a way that highlights your home's best features and maximizes its appeal. Even though the real estate market is moving quickly, staging can still make a significant difference in how fast your home sells and at what price. Some realtors will include professional staging as part of their listing agreement.

Overall, selling your home in 2024 still requires careful planning, preparation, and execution. By following these three easy steps, you can position your property effectively in the market, attract buyers, and achieve a successful sale. Please feel free to reach out to me for more information or for assistance with putting a plan in motion. 🏡

THE 4% RULE

Jamie Williams, CFP®
Wealth Advisor
Ellenbecker Investment Group



The 4% Rule is a concept that has been long discussed and debated among the retirement and financial planning community since the concept was first published in the Journal of Financial Planning in the mid-1990's. Simply put, the 4% Rule is used to determine a baseline understanding of this question: What is the amount of funds that my retirement savings portfolio can provide for annual spending starting at my retirement? The rule assumes a 30-year retirement period with the same amount of funds each year, increasing annually for inflation.

While this popular rule of thumb concept may serve as an initial benchmark to determine a projected retirement spending level at a specific point in time, it is also important to understand that there may be other factors to consider when assessing your unique situation.

Portfolio Composition and Other Assets

The 4% Rule is a great starting point but does have some shortfalls in terms of painting the full clear picture for retirement planning. For example, the rule fails to consider how other sources of income such as social security, pension income, or the potential for proceeds derived from home sale or real estate might play a factor in future cash flow needs. For most retirees, these sources of funds may be an essential part of their income sources at retirement, or at a point in time later in their plan.

Flexibility is Needed in Your Plan

It is also important to understand that the 4% Rule is a "rigid" calculation. It assumes that the spending is over a 30-year time horizon and is based on a 50/50 portfolio allocation to stocks and bonds. The assumption does not consider

changes to investments or significant market conditions over time. In practical terms, withdrawal rates should be looked at differently for those that are in retirement as well as changes to the portfolio in terms of investment objectives. For example, distributions for those further into retirement may be higher based on a wide range of personal factors including family, health and lifestyle goals. It is encouraging to spend more on things like travel or family when we can be more flexible in good performing years!

Taxes and Other Considerations

Another major consideration involves taxes; the 4% Rule assumes taxes are paid from the annual distributions of what is being drawn out of the portfolio each year. For this reason alone, it is essential to work with your tax and wealth advisors to review the various types of savings vehicles so that you can save (and spend) in the most tax efficient manner possible for your given situation. With proper tax planning and savings considerations within your portfolio, taxes may likely be easier to manage in our retirement years.

When it comes to planning and money, it is no secret that everyone has their own unique mindset and approach. For some the 4% Rule might serve as a "back of the napkin" starting point, but there are many other factors to consider. If you are just getting started or now getting serious about retirement, connect with your EIG Wealth and Tax Advisors as they can help you reinforce a realistic and practical outlook on retirement success. 🏡

*Advisors Who Help
Preserve Your Legacy®*

YOUR PAYCHECK IN RETIREMENT

You spend your entire working career preparing and saving for retirement, but how do you plan to replace your earned income in retirement? Transitioning to retirement can be scary when you are used to receiving a paycheck. We often look at your portfolio as your family business, and you have hired us to be your CFO. It's our job as your CFO to develop the strategy for future cash flow, mitigate risks, and provide you with a paycheck. After all, when you retire, you no longer have a savings account, you have a spending account!

So how do we plan for spending in retirement? The answer to how much is needed in retirement will be different for each retiree, but the principles we follow on each and every distribution are put in place to provide you with a predictable income stream, regardless of how the market is performing. For most retirees, a direct deposit to their bank account monthly mimics that "paycheck feel" and helps ease that retirement transition. The process appears seamless for our clients, but there are many factors that go into that distribution.

We must first determine the source account for your distribution. Should it come out of an IRA or 401k, a Roth IRA, or your taxable account? For those of you who work with our tax team, you will recognize the benefits of coordinating your distribution strategy with your tax

plan. Where available, we will look to maximize the lower tax brackets by taking distributions from your traditional IRA or 401k, then look to control your tax impact through the use of your taxable accounts or Roth accounts. This coordination also allows us to proactively plan for taxes and withhold both federal and state taxes on IRA distributions if needed.

Once we determine the account that distributions should come from, we need to determine which investment to sell to create the needed cash. Your allocation, risk tolerance and market performance all have a place in this decision. Your risk tolerance is determined with the help of your advisor and revisited each year to ensure that you are still comfortable with your stated risk tolerance. In its simplest form, your risk tolerance determines how much exposure you have to equities (stock) and fixed income (bond) investments. We look to maintain balance in your portfolio as we take distributions by strategically selling positions and rebalancing you back to your stated risk tolerance.

Market performance and other global economic factors also play a part in determining what to sell for distributions. We are believers in a diversified allocation approach to your investment portfolio both to meet your stated risk tolerance, and to provide us with flexibility in different market cycles. When clients need money in an up market, we look to harvest gains in the equity (stock) side of your portfolio so that we can lock those gains in while the market is high. When the market is down, we look to take distributions from the fixed income (bond) side of your portfolio. We plan to have five to seven years worth of what you need to spend set aside in high quality fixed income investments. This strategy allows us to use the market's volatility to your benefit. If your stock positions

are reinvesting their dividends, we want those dividends to reinvest in a down market because they buy more shares of the same high-quality investment. By positioning the portfolio for each client's needs and risk tolerance, we can outlast a down market by drawing from the fixed income portfolio and allowing your stock portfolio time to rebound when the market recovers.

These principles come into play each time you get your "paycheck" and when you take "bonus". A bonus in retirement is a one-time distribution to cover expenses, such as a new car, home improvements, or even a vacation! As your family's CFO, we want you to have a sustainable paycheck, but also take bonuses in the good years. With careful planning, this can be achieved.

To set up distributions from your portfolio, we will get your bank account linked for quick and easy direct deposit. When it comes to your financial information, EIG is your first line of defense on your investment accounts, so we will always verbally verify any changes to your bank, distribution pattern or mailing address.

Due to the many factors that are considered when planning for your distributions, we always ask our clients to give us some advanced notice for large purchases, but we understand that unexpected expenses can arise. For that reason, we are excited to announce an enhancement to our trading platform with Schwab! Currently, some investment types can take up to two business days after the date of trade to be available for distribution after a sale. With this change, officially known as T+1 (trading day plus one business day), settlement cycles on stocks, mutual funds and ETFs will move from two days to one day on both buy and sell transactions. This new feature that went into effect on May 28th will help us adjust to your needs quicker!

As always, please reach out to your advisory team with any questions you may have. 🏠



Presented by Ellenbecker Investment Group, this unique radio show features non-profit organizations each week and explores ways for listeners to have an impact in our local community and the world.

Hosted by Jill Economou, EIG's Director of Community Relations, on Sundays at 10:00 AM on WISN AM 1130. Listen to past shows at ellenbecker.com/radio.



The Heart of Milwaukee Philanthropy®

Guests from Q2 2024

- | | |
|------------------------------------|--|
| 4th Dimension Sobriety | Lake Area Free Clinic |
| Anchor of Hope | Lake Country Caring |
| Bridge to Brighter | The LOVE>hate Project |
| The Community Warehouse | Medical College of Wisconsin |
| Consumer Credit Counseling Service | Meta House |
| Disability:IN Wisconsin | Milwaukee Academy of Science |
| Good Friend Inc | NAMI Southeast Wisconsin |
| GPS Education Partners, Inc. | Rogers Behavioral Health |
| Hope Through Restoration | Saber Six Foundation |
| "I Have A Dream" Foundation | Samaritans Hand Inc. |
| Ignite the Spirit MKE | Washington County Anti-Trafficking Advocates |
| Junior Achievement of Wisconsin | Wellpoint Care Network |
| Kathy's House | |



Kristina Schnuckel
CFP®, AIF®
Director of Client Experience & Wealth Advisor
Ellenbecker Investment Group

TAXES: WHAT'S NEW in 2024

As the tax team meets with clients during the year, we are often asked – what’s new this year? That’s a great question because comprehensive tax planning requires an awareness of what’s new and changed from previous years. There are several tax law changes and updates for 2024 that could impact your individual tax situation this year:

RMD rule delay for inherited IRAs. The IRS has again delayed the implementation of inherited IRA RMDs until 2025. With previous IRS relief, penalties were waived for potentially missed RMDs from specific IRAs inherited in 2020, 2021, 2022, and 2023. This RMD rule impacts the IRAs of original owners who passed after December 31, 2019. The delay means beneficiaries of inherited IRAs have more time to adapt to distribution requirements.

RMDs from Roth 401(k)s. Beginning this year, the SECURE 2.0 Act eliminates RMDs for qualified employer Roth plan accounts.

Previously, there was a difference in the rules that applied to Roth 401(k) accounts in employer plans versus Roth IRAs. Roth IRAs are not subject to required minimum distributions – and now your Roth 401k isn’t either.

Emergency expense distributions. Beginning in 2024, you will be allowed to take an early “emergency” distribution from your employer retirement account to cover unforeseeable or immediate financial needs.

Emergency distributions of up to \$1,000 can only be taken once during the year, but won’t be subject to the usual additional 10 percent tax that applies to early distributions if you are under age 59½. Penalty-free withdrawals of up to \$10,000 from retirement plans in cases involving domestic abuse will also be allowed. Regular income tax will still be due on emergency distributions.

Employer fund match for student loan payments. Under the SECURE 2.0 Act, your employer can now make a matching contribution to your retirement plan account based on your student loan payment amount. This is designed to address the fact that high student loan debt can keep people from saving for retirement.

Roth rollover option for 529 plans. Beginning in 2024, rollovers from a 529 education savings plan to a beneficiary’s Roth IRA can be made with excess funds. If the account has been open for at least 15 years and the beneficiary has earned

income (see our article in the Q3 2023 newsletter for more information), rollovers of up to a \$35,000 lifetime limit can be used to fund a Roth IRA. Many of our clients have leftover money in their 529 plans after their children finish college and may be able to use this new rollover provision.

QCDs increased. The qualified charitable distribution cap is now indexed for inflation so that IRA owners 70½ and older can transfer up to \$105,000 in 2024 from their IRAs directly to charity without having to pay tax on the withdrawal. The previous limit was fixed at \$100,000.

IRA and 401k limits increased. Workplace retirement plans and IRAs contribution limits increased in 2024. The maximum 401(k) contribution is \$23,000. Employees born before 1975 can contribute an additional \$7,500. These limits also apply to 403(b) and 457 plans. The 2024 contribution cap for traditional IRAs and Roth IRAs is \$7,000, plus \$1,000 as an additional catch-up contribution for individuals age 50 and older.

The income ceilings on Roth IRA contributions are also higher for 2024. Contributions phase out at adjusted gross incomes of \$230,000 to \$240,000 for joint filers and \$146,000 to \$161,000 for single filers.

Remember to check with your tax advisor for annual tax changes. Amid an evolving tax landscape, planning ahead is always a good strategy. 🔄

Account	2023	2024
401(k) contribution limit	\$22,500	\$23,000
Traditional & Roth IRAs contribution limit	\$6,500	\$7,000
SINGLE FILERS Roth IRA Income ceilings range	\$138,000 to \$153,000	\$146,000 to \$161,000
JOINT FILERS Roth IRA Income ceilings range	\$218,000 to \$228,000	\$230,000 to \$240,000



Sandra Geisler
Director of Tax Planning
Ellenbecker Investment Group



EIG DADS CLUB

Introducing EIG Dads Club, a new group hosted by me, Ryan Lundeen, along with my colleague Jamie Williams, and the other dads of EIG! With a shared vision of creating a supportive network, we've launched a space for fathers to connect, learn, and grow together.

EIG Dads Club offers a unique blend of social interaction, financial education, and shared experiences. We understand the multifaceted roles dads play and aim to provide a balanced environment where fathers can relax, gain valuable insights, and exchange parenting wisdom.

The social aspect of EIG Dads Club is, at its core, fostering camaraderie through regular meetups and activities. Whether it's a casual barbecue, a sports outing, or a simple virtual gathering,

these events provide a much-needed break from daily routines and an opportunity to forge lasting friendships.

Financial literacy is another cornerstone of EIG Dad's Club. With our combined extensive backgrounds in finance, Jamie and I facilitate workshops and discussions on topics ranging from budgeting and investing to saving for college and retirement planning. This practical knowledge equips dads with the tools they need to secure their family's financial future.

EIG Dads Club is more than just a group; it's a community where fathers can thrive. 🏡

Interested in attending the next EIG Dads Club gathering? Please email me at ryan.lundeen@ellenbecker.com or call (262) 691-3200.



Ryan Lundeen, CFP®, CIMA®
Wealth Advisor
Ellenbecker Investment Group

Ellenbecker Investment Group
CAR SHOW

Thursday, July 18th | 4:00 pm - 7:30 pm
Unique Vehicles | Live Music | Food & Beverage

THE EIG EXPERIENCE

Heather Deaton
CFP®, CSRIC™
Wealth Advisor
Ellenbecker Investment Group



"What makes EIG different?" This question comes from prospective clients, people looking to make a change, and even people happy with their advisors. Long-time clients sometimes have forgotten what it was like somewhere else and may not know how to describe it! This is one of my favorite things to talk about as the client experience extends beyond just our expertise. We are different from other firms in a variety of ways.

First, we are comprehensive in our planning by looking into all aspects of the financial picture, in addition to the investments. Planning for taxes, getting estate documents in order, and understanding insurance risks are some of these areas. We work closely with clients on their cash flow to identify saving and spending opportunities while planning for future goals. Taking a whole-person approach enhances the work we do and gives clients confidence in their plan. As life changes, we work with clients to make updates and create solutions that make sense for their individual needs.

Second, we do not have account minimums – we know how important financial planning is to everyone, regardless of asset size. We have created solutions to offer financial planning for all clients. I am grateful to be able to work with anyone looking for services we offer.

Third, even beyond technical expertise, we listen. This is on our website, billboards, radio show and newsletters. Listening without worrying about any 'agenda' is one of our driving values when working with clients. We focus on the relationship. We understand your goals, dreams, fears and challenges so we can build and adapt the financial plan that will work for you. Our clients know they have a team they can trust and count on. We meet people where they are at with respect and care. We offer seminars and workshops to inform and educate clients and the community. Clients who value relationships and education are a great fit for our firm.

Lastly but very importantly, we are fiduciaries, we hold our clients' best interest ahead of our own at all times. As a part of this, we do not invest in any commission-based products and do not share revenue with any outside partners. We are very transparent in our fees and fee structure so clients know exactly what they pay and there are no hidden or surprise costs. We don't look at prospective clients as dollar signs.

I encourage you to share this with your friends and family who might want to know more about the EIG experience. We have great ways to get engaged and learn more, for anyone interested. Attend a seminar, special event or schedule a complimentary session to meet someone new and discuss what might be needed for you. 🏡



Advisors Who Plan®



"HIGHER-FOR-LONGER" CONTINUES TO RING TRUE

Richard Schiller, CFA®, CPA
Portfolio Manager & Wealth Advisor, Pavlic Investment Advisors, Inc.

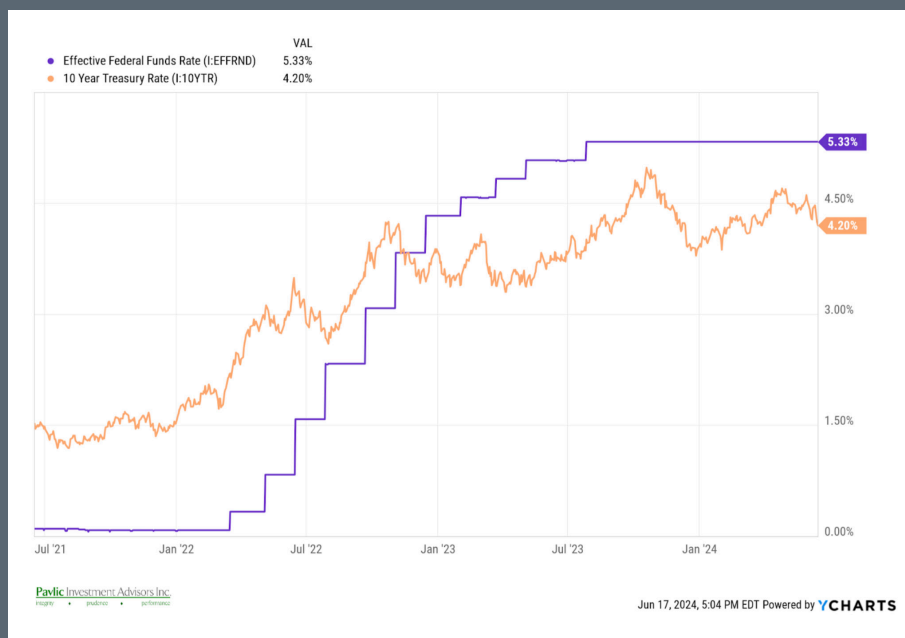
With another quarter in the books, the 10-year US treasury rate has gone yet another round trip to end the quarter roughly where it started—around 4.25%. A refrain we have been saying for over a year now of a “higher-for-longer” interest rate environment has indeed been playing out as shown in the table below. Rates haven’t gone much higher from levels reached almost two years ago in October 2022, but they also haven’t gone much lower either. This has been a good environment for our bond portfolios as we continue to purchase bonds at a discount to their par value while also simultaneously collecting the interest payments that are owed to us as bond holders. While longer dated bond prices felt downward pressure as rates rose in 2021 and 2022, that pressure has abated simply due to the passage of time as opposed to a decline in rates. This benefit in this interest rate environment is instrumental to our bond strategy of holding bonds until maturity when in which we receive \$100/bond par value along with the final coupon payment.

With regard to inflation, readings on inflation such as the CPI and PCE report have continued to move lower, albeit at a slower pace than desired. This in turn has pushed out expected interest rate cuts by the Federal Reserve with the first rate cut now expected to be in the fall. The debate today is whether

the Fed will cut rates 0.25% once or twice this year, compared to the beginning of the year when the market was expecting six to seven 0.25% rate cuts for 2024. Higher-for-longer isn’t just a moniker for the 10-year US treasury rate (blue line below)—it has also held true for the short end of the yield curve with the Federal Funds rate (orange line below).

So where do we believe interest rates go from here? We sound like a broken record at this point, but we don’t think the “higher-for-longer” interest rate environment is over just yet. We expect the last mile of the fight against inflation—getting inflation from ~3% to a consistent ~2% level to be the most difficult part of the journey and the Fed doesn’t want to repeat the mistakes of the 1970s when interest rates were

lowered too soon, and inflation reared its ugly head again. Thus far, economic data has remained robust which has in turn has kept wage growth high which all points to a stickier level of inflation. Higher inflation = higher rates. It is also important to note our investment grade bond strategy by design does not attempt to predict the path of interest rates. In this higher rate environment, our typical bond ladder structured at 10 years in length in equal increments is expected to generate a meaningful ~5.75%/year when held to maturity. Please don’t hesitate to reach out to your EIG Wealth Advisor if you would like to discuss our investment grade bond strategy in greater detail! 🧐



ECONOMIC UPDATE



Barry Mendelson
CEO
Capital Market Consultants, Inc.

Economic growth in the United States continues to be relatively solid. Real (after inflation) GDP growth has again been set up to remain solid in Q2, with current estimates in the 2%-3% range at time of publication.

Consumer spending has been remarkably resilient lately, and another strong performance in Q2 would assist growth in personal consumption expenditures (PCE). However, many households have exhausted their savings accumulated during the pandemic and could face significantly higher debt costs and more subdued inflation-adjusted income growth.

Some additional slowdown in business investment also seems likely as capital expenditure spending has remained challenged by higher financing costs from elevated interest rates.

Although strong recently, the labor market appears poised for some moderation. Slower employment growth and more people looking for work should generate a slightly higher unemployment rate, which could peak at around 4.0% in Q4-2024.

Softer inflation readings should continue to emerge over the next few months as they did in May. A rate cut or two could occur in the fall.

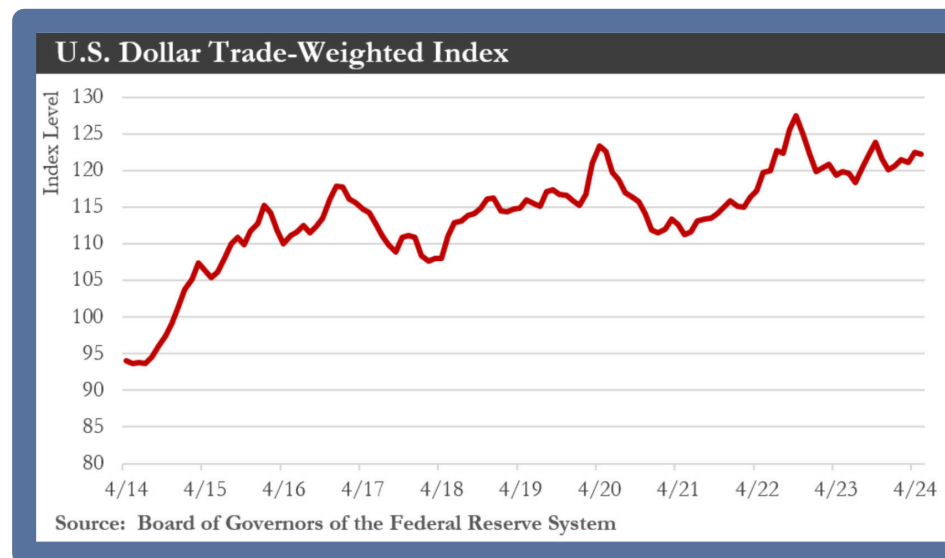
The outlook for global economic

activity in 2024 has continued to brighten, with global GDP growth to be around 3.0%. That would represent only a modest slowdown from the global growth of 3.2% seen in 2023. In China, Q1 GDP growth was stronger than expected, supported by government monetary and fiscal stimulus. Firmer 2024 GDP growth in the eurozone of 0.8% is expected. The eurozone economy experienced a mild technical recession in the second half of last year. However, firmer GDP data and sentiment surveys in early 2024 and strengthening trends in real household incomes now have suggested a stronger European economic recovery than previously thought.

The global economy could face a myriad of challenges; however, global

economic growth has remained resilient. With that said the composition of global growth has started to change as the U.S. economy has shown clearer signs of deceleration while major foreign economies have demonstrated signs of recovery.

The U.S. dollar has continued to be primarily influenced by Federal Reserve monetary policy. Once the Fed makes a clear pivot to rate cuts, depreciation pressures could build on the greenback, and a downtrend in the dollar would persist for most of 2025. Economic growth trends becoming more favorable for international economies relative to the U.S. could also act as a long-term headwind for the U.S. dollar. 🧐



PURSUIING YOUR PASSION

As I approach my 75th birthday next month, I find myself reflecting on the journey that has brought me to this moment and contemplating on the legacy I hope to leave behind. Over the years I have had the privilege of partnering with you, and it is with a sense of gratitude and excitement that I transition to this new chapter called retirement. Throughout my career I have been blessed by clients and employees that have entrusted me with their financial goals, dreams, families, and their friends. Your trust and support have been the driving force behind my success. I am humbled and filled with pride for the relationships we have built and the personal milestones we have achieved together. As I transition into this new phase of life, I am filled with a sense of purpose and a desire to give back to the community that has given me so much.

With this in mind, I am excited to share with you, Pillows With Wings. Pillows With Wings is a faith-based, 501c(3) non-profit organization that is dedicated to promoting spiritual, physical, and emotional wellbeing through meaningful, actionable content. Our mission aligns with my passion for providing education, through the creation of educational products and programs based on real life experiences that help transform lives. The idea for Pillows With Wings came from a personal place – a children’s book called “My Pillow Has Wings” which was co-authored by my granddaughter Taelor, whom I raised. This book is a true story of love, loss, and forgiveness, it was born out of our desire to connect on a deeper level and share our journey with others. What began as a way for us to connect has evolved into something much greater: a platform for helping children K5-4th grade deal with complex emotions and build empathy and understanding.

We shared the book with friends and family and were asked to consider making it more than a children’s book. It was suggested that we develop a way to help children deal with the feelings that Taelor experienced and the feelings that other children are struggling with for similar reasons. With God’s help and direction, that is what has happened. We have created a companion workbook that emphasizes “10 Lessons to Understanding, Big Feelings”. Recognizing that empathy is one of the essential skills all children need, to connect with another and knowing that it is not a learned skill but a skill that needs to be experienced and modeled, we have designed our Empathy Program curriculum to accomplish just that.

In addition to the “Pillows With Wings Empathy Program” we have developed another program called “Connect Nourish Grow”, a way to connect the family, the school and the community, a parent engagement program that is a compliment to PWW. We are currently working with Seton Catholic Schools, Lumin Lutheran Schools, St. Marcus Lutheran Schools all located in the City of Milwaukee and next year St. Anthony’s Catholic School On the Lake in Pewaukee. St. Anthony’s is in a completely different demographic than the other schools, demonstrating that our Empathy Program is a universal program for all students in all schools. Recently the Milwaukee Archdiocese approved our program for K5-4th grade elementary schools in the diocese. More than 80% of our students are considered economically disadvantaged, they face challenges with housing, food insecurity and emotional and financial stability.

I am excited to share these programs with you. I invite you to join me in this personal mission. Whether it’s through volunteering your time, sharing your resources through gifting or simply spreading the word about our programs to your friends, schools and individuals interested in impacting children and families. Your support can make a meaningful difference in the lives of our children, grandchildren, and the future leaders of our country. I believe that PWW is an organization that demonstrates the values of compassion, empathy, and spirituality. Please walk this journey with me, help me raise awareness and financial support to ensure sustainability and our future success. You can learn more by calling me personally to answer any questions you may have, and by going to pillowswithwings.com

Blessings, Karen

Please stop in on July 9th from 11a-1p or 4p-6p for a book signing and celebration of my 75th birthday. Kindly RSVP at ellenbecker.com/events.



PILLOWS WITH WINGS™

Devoted to change, guided by faith.

SAVE THE DATE

EIG Holiday Mercantile

SATURDAY, NOV. 16TH, 2024
10:00 AM - 2:00 PM



Shop Local



Meet Santa

Interested merchants contact events@ellenbecker.com

WELCOME: New Team Members

Michele Brehm joined Ellenbecker Investment Group in June 2024 as a Wealth Advisor Associate. She has been serving clients in the financial services industry for several years, with Associate and Financial Advisor experience. Michele joins Jamie Williams's team, providing comprehensive financial planning and extraordinary service to EIG clients. Michele graduated from Michigan State University with a bachelor's degree in Finance. She has successfully passed the FINRA Series 7 General Securities Representative exam, Series 6 Investment Company Products/Variable Contracts Limited Representative exam, Series 63 Uniform Securities Agent State Law exam and the Series 65 Uniform Investment Adviser Law exam, as well as obtaining Health and Life Insurance licenses. Michele lives on Potter's Lake in East Troy. She and her husband, Mark, have three children and two grandchildren. She is an enthusiastic reader, enjoys biking, traveling, and spending time on the lake with family and friends.



Colin Oquist joined Ellenbecker Investment Group in May 2024 as part of the summer intern program, working closely with Julie's team. Colin will be graduating in the spring of 2025 from UW-Madison with a degree in Finance and Investment Management and is the son of EIG Wealth Advisor, Heather Deaton.



Isaac Schroeder joined Ellenbecker Investment Group in May 2024 as part of the summer intern program, working closely with Heather's team. Isaac will be a senior at UW-Whitewater this fall and will be graduating with a bachelor's degree in Business Administration, majoring in Economics.



ICYMI (IN CASE YOU MISSED IT)

Do you follow EIG on Facebook and/or LinkedIn? If not, you don't want to miss this!

If you've ever been to an EIG event, you know that live music is an unofficial part of our brand. With that in mind, we are excited to sponsor Lake Country Live, Delafield's Summer Concert Series, and hope to see you at one or all of the shows!

Stay up to date on EIG's upcoming events, radio shows, and other important news by following us on social media.

facebook.com/EllenbeckerInvestmentGroup

linkedin.com/Ellenbecker-investment-group

Liberty Park Live
DELAFIELD'S SUMMER CONCERT SERIES
 brought to you by The Delafield Arts Foundation

JUNE
 PAT MCCURDY 7TH 04:30
 BE THE RIVER 7TH 07:00
 THE ACOUSTIX 7TH 08:30

JULY
 THE KIDS FROM WISCONSIN 6TH 04:00
 WITH NAGAWICKA LAKE FIREWORKS 04:00
 DAN LEPIEN 25TH 05:30

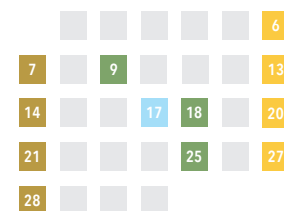
AUGUST
 SUPERTRAMP TRIBUTE BAND 1ST 04:30
 WITH SPECIAL GUEST: RYAN BRATZ
 SOUTHBOUND 8TH 04:00

901 Genesee St, Delafield, WI

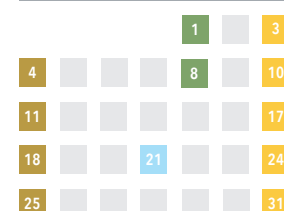
CALENDAR OF EVENTS

To register and view the most current list of events, visit: ellenbecker.com/events
 To receive our weekly emails, please email: info@ellenbecker.com

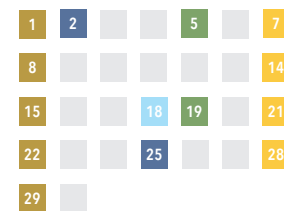
JULY



AUGUST



SEPTEMBER



EVERY SUNDAY

- Money Sense on WISN AM1130 12:00 PM
- Milwaukee's Philanthropic Community on WISN AM 1130 10:00 AM

EVERY SATURDAY

- Money Sense on WISN AM1130 2:00 PM

JULY

- 6 Liberty Park Live Concert: The Kids from Wisconsin 6:00 PM
- 9 Karen's 75th + Philanthropic Mission 11:00 AM / 4:00 PM
- 17 Wisconsin Widows Connected (WWC) 5:30 PM
- 18 EIG Car Show 4:00 PM
- 25 Liberty Park Live Concert: Dan Lepien 5:30 PM

AUGUST

- 1 Liberty Park Live Concert: Supertramp Tribute Band 5:30 PM
- 8 Liberty Park Live Concert: Southbound 5:30 PM
- 21 Wisconsin Widows Connected (WWC) 5:30 PM

SEPTEMBER

- 2 Labor Day: Office Closed
- 5 Veterans Appreciation Event 4:00 PM
- 18 Wisconsin Widows Connected (WWC) 5:30 PM
- 19 Discovering National Parks 4:00 PM
- 25 Women's Bible Study 5:30 PM

NOVEMBER

- 16 Holiday Mercantile 10:00 AM

HR UPDATE

Employees of the Month

Congratulations to these employees for going above and beyond and being chosen as EIG's Employee of the Month!

Jennifer Geisler
 Breanna Jones
 Jamie Williams

Employee Anniversaries

April
 Ryan Lundeen - 1 year

June
 Kristina Schnuckel - 11 years
 Heather Hipke - 1 year

Anniversary Donations

Premie Power of Wisconsin
 Augustine Academy
 Pillows With Wings

Quarterly Charity Partner

Blessings in a Backpack - Waukesha County Chapter provides food on the weekends to local children who might otherwise go hungry. Join us as we collect items July 1st through September 30th, 2024.

- Granola bars & cereal bars
- Meat sticks - Jack Links, Slim Jim, etc.
- Fruit cups & apple sauce pouches
- 100% Juice boxes

* No items containing peanuts
 * Items need to be individually packaged



Learn more and get involved:
waukesha.blessingsinabackpack.org



Ellenbecker
Investment Group

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Waukesha, WI 53188



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The Voice of EIG®



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Tune in as Ellenbecker Investment Group Wealth Advisors share their unique financial perspective as they interview local and global economists, attorneys, tax professionals and other interesting guests.



Sundays at 10:00am | WISN AM1130

Presented by Ellenbecker Investment Group, this unique show features non-profit organizations each week and explores ways for listeners to have an impact in our local community and the world.



Listen to past shows at ellenbecker.com/radio

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