

BAIRD BUZZ

UPCOMING WEBINARS

September 9:
Charitable Giving

October 19:
Medicare

November 16:
Year-End Tax Planning

PAST WEBINARS

June 15:
Market Update: Inflation and Rising Interest Rates

May 18:
Baird's Retirement Guide for Women

OFFICE CLOSINGS

September 5:
Labor Day

September 28:
Team Retreat - phones will be forwarded to other Baird associates



TREASURES AND TRIUMPH



Who doesn't like a treasure hunt?! A few nights ago, my 3 year old neighbor, Greyson, drew the green map and asked if I could help him find some treasure. As you can imagine, we didn't have much success that night. However, the following night, with a little preparation, a more defined and detailed map and plan, and someone guiding the way to keep him on track, Greyson was overjoyed to find exactly what he had always dreamed of – a real treasure chest with cool things inside!

Do you have a detailed map and guide to help turn your financial dreams into reality?

If not, our team would love to sit down with you to discuss your financial goals, dreams, and purpose and be your guide on your financial journey to success!

Amy Rice



CHANGING YOUR PERSPECTIVE

It is easy to open your monthly account statement and fixate on the number showing with a feeling of uncertainty given the market volatility we have experienced this year. And, while that is a perfectly normal response, changing your perspective can change everything! Just as my perspective of Seattle changed with a broader view of the city as my wife, Joy, and I stood atop the Space Needle, changing your perspective as you open your monthly statement from a narrow view of a short time frame to a broader view with a long-term focus will change the way you view your financial picture. As you open your monthly statement, remind yourself of your long-term goals and purpose for the money.

Famed investor Howard Marks describes the the pendulum of human psychology -- the mood swings of the market between fear and greed. While fear, human nature, and emotions often creep into our decision making process, when it comes to making good investment decisions, these three things often results in unfavorable outcomes. If your goals and purpose for the money have not changed since your portfolio was constructed with your time horizon and risk tolerance in mind, a narrow focus on short term fluctuations in the market should be replaced by a broader view of your financial picture –just like standing atop the Space Needle –you just need to change your PERSPECTIVE to experience a new, refreshing view!

FINANCIAL FOCUS

Behind every individual, family and business is a unique story. A story filled with dreams, ambitions and celebrations of success. At Baird, we take the time to learn about your story and your financial vision. Drawing on a team of financial experts, we create a personalized wealth management strategy that helps you achieve your financial goals and prepares you for the next chapter of your life.





Many of you may have noticed on your July statements that account values have finally increased for the month. This, combined with a relatively healthy start to August, has many investors hopeful that the bear market we've experienced over the past several months is a thing of the past. While we are relieved to see asset values recovering, we feel it's too soon to make any assumptions about the pain subsiding once and for all!

There is always so much information swirling around, and everyone experiences economic challenges differently. For many of our clients, higher gasoline and energy prices are a serious threat to the monthly budget. For others who own businesses the process of finding, hiring and retaining staff workers has become expensive if not impossible. It's a mid-term election year, which always adds the political carnival to the anxiety list. Last but not least, the Federal Reserve is aggressively raising interest rates in an effort to curb inflation. All these things weigh on markets, with expectations rising that we will have (or may already be in) a recession.

A couple of those things (fuel costs and inflation readings) have shown recent signs of improvement, which has helped. But we have a long road to travel together. Sometimes being a good investor means playing defense. Stay patient, keep a long-term focus, and always call us if you want to discuss your plan or accounts. Our whole growing team is here for you!!

- The Main, Gowin, Fischer, Rice Group