



Team Time

Your **Shakespeare Hiking Team** enjoyed a nice Saturday hike at Nashotah Park, helping [Hope Street Ministry](#) to raise more than \$13,000 toward the building of their

[Shechem Community Center](#) on 26th and Capitol in Milwaukee.

Good work team!

Blog | View From The Lake



[Saving for a Long-Term Goal \(other than retirement\)](#)

July 14, 2020

Having a secure retirement is a long-term goal that all of us have. We put money away consistently into a 401k or 403b with a plan to have a secure future when we are done working. But what about other long-term goals? Do you want to pay for a child's or grandchild's education? Do you [...]

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[CARES Act – Special Access to Retirement Accounts](#)

June 22, 2020

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A portrait of a man with short brown hair, wearing a dark suit, white shirt, and a patterned tie. He is smiling slightly and looking directly at the camera. The background is a plain, light grey color.

Kevin's Tip of The Month: Investing in Uncertain Times

There is no shortage of reasons to be concerned about our finances these days. Whether it's the loss of a job, the challenges posed to society by COVID, civil unrest within our communities, a contentious presidential election in a few months, global warming, or any other negative headline

you can think of, these issues are real and substantial.

As we invest your hard-earned dollars, let's review the most important factors to focus on when making financial decisions:

Emergency Fund

It is important to keep 36 months of living expenses in the bank. This number does not change if uncertainty arises. Shakespeare anticipated potential withdrawal needs when we selected your asset allocation and we can get you needed funds from your portfolio, even during a market decline.

Time Frame

The best measure of time frame is your life expectancy or the life expectancy of the people who will inherit your money. I've never met a person who has less than a 3-year time frame, even if their life expectancy was measured in months.

Timing the Market

We all know timing the market is impossible to do consistently and an incredibly risky

proposition. To time the market successfully you must know the best time to get out and the best time to get back in. We are not able to do this (and neither are you 😊).

Discipline

Our investment disciplines of diversification and rebalancing anticipate uncertainty (even when do not know the cause of the uncertainty) and best position your assets to deal with up and down markets.

Alternatives

We invest client funds in the best available investment options. With money market rates near 0% and bonds yielding historically low interest rates, it is difficult to find better long-term investments than equities.

Positives

For every negative mentioned about the markets (and life in general), we can provide 10 positives. From the hard work and innovation happening throughout every business in the world to the global technology renaissance we are living through, we have much to be positive and thankful for.

Fear is not a Strategy

It is not enough to say "I'm nervous about the markets and I want to go to cash." Going to cash is not a strategy, it is a short-term reaction to a negative event.

Ear Plugs

We do not want to ignore reality, but sometimes we need to put in ear plugs so we can reduce the negative noise and best hear what is really happening.

Challenge Question

If someone truly thinks the markets are too high, they could 'short' the market, a strategy that profits if the markets fall. Of course, this strategy will lose money when the markets rise. From year to year, markets rise 75% of the time so this is not a good long-term strategy, but more of a strategy than going to cash.

Guest Column

2 Tips for YOUR Long-Term Care Plan



By Lisa Dregne, CFP®, CLTC®
Yorkshire Insurance Advisors

1. What You Need to Know if you have a Family History of Dementia

When planning for a potential long-term care event, you want to have as many options as possible to pay for the plan, including long-term care insurance. The timing of your planning may want to be even earlier now that one prominent long-term insurance carrier is taking into consideration family history of dementia (which includes Alzheimer's) in its underwriting decisions due to its hereditary component, and others may follow.

With this carrier specifically, if one immediate family member (parent, sibling, child) has been diagnosed with dementia, you are no longer eligible for their top rating class (least expensive) regardless of health. This doesn't mean you aren't able to secure the same great coverage, it just means it's potentially more expensive. If you have had two family members diagnosed, however, you will be denied any coverage no matter how healthy you are.

Long-term care insurance may, or may not, be a good fit for your long-term care plan, but the earlier you get started, the more options will potentially be available to you to pay for the plan at the lowest cost possible.

2. Will you need an Immediate Long-Term Care Facility Placement?

95% of Long-term Care Facility Placements are Due to an Immediate Need.

In the course of my business I talk to many individuals, families and colleagues in the industry who are dealing with assisted living or nursing home facility placement. It is very common for us/our loved ones to want to age in place at home as long as possible for both comfort and cost reasons, but if there's a fall or health deteriorates quickly, it's often a scramble to find a facility that has an immediate opening...setting up a second move in many situations to the facility of choice once available.

In order to avoid multiple moves that are each stressful and traumatic for all involved, consider investigating facility options ahead of an immediate need and make the move on your own terms. There are excellent placement companies out there that not only make the selection process easy, but they also know which facilities would be best for your needs and budget hopefully ensuring you're happy with the move and it's the only one you make.

Even if financially you're not able to make the move ahead of time, or just aren't ready to, having investigated the options you at least are familiar with what's available in your area, the features and benefits of each, along with their associated costs for when the need arises, you're armed with the right information to make a quick decision.

Thank You:

Hike for Hope 2020

Thank you to everyone who joined us for **Hope Street Ministry's Hike for Hope!**

All proceeds will support building **Shechem**, a 3-story community center for people living in Hope Street housing and the surrounding area (26th and Capitol Drive in Milwaukee). This is a way we can take direct action in improving lives in the City of Milwaukee.

You can change your **own** life by learning about Hope Street and taking part in their latest fundraiser for Shechem called **Bruised But Not Broken** July 19-25. Info at: <https://www.hopestreetministry.org/paint-a-reed>



Next Up:

Summer Shred Event - August 26th

We are in the early stages of figuring out how to modify Shakespeare's Summer Shred Event to keep everyone feeling safe. Details coming soon!

Habitat for Humanity

UPDATE:

Due to COVID-19, Habitat is currently limiting the number of group volunteer builders to five people (which isn't as much fun to us). We are looking into a volunteer day to help at Waukesha's Restore. More info to follow.



Out and About

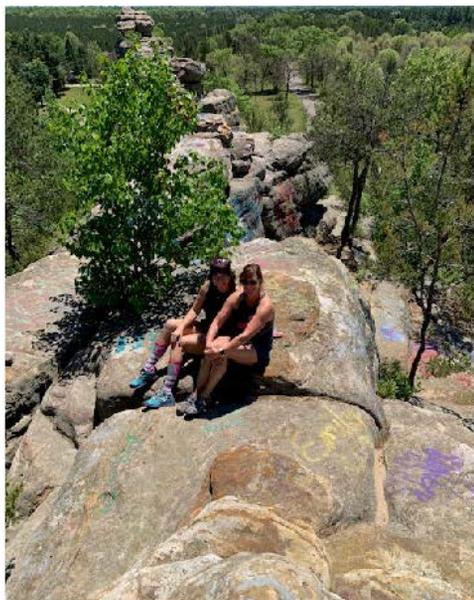


Andrea's family again making great summer memories... this time, a picture of the kids on their canoe camping trip!



Shakespeare Golfers!

Here's **Brittany** taking advantage of our very appreciated office half-day Friday schedule at the golf course... notice her **great shirt!** :) **Brian** and his wife **Rebecca** golf Blackwolf Run on the morning of the 4th of July!



Colleen's month was animal themed, involving snuggle time with new little goaties, a climb on Rabbit Rock and a stunningly beautiful trail ride in Western Wisconsin on this sweet horse named Traveler.



More fun with **Brittany**, as she took her first family trip on a Boathouse... and her first trip down the boathouse slide into the river!



Kevin finally has the opportunity to call himself GREAT at something! Pictured here with his newest great nephew. Congratulations!

Health, Wealth & Happiness

Health, happiness and wealth depend on each other. To reach your goals of a happy retirement, do not overlook the value of a healthy retirement. More than 80% of today's retirees say health is the most important ingredient for a happy retirement (valuing good health even over financial security).

July's Tip for a Happy Retirement -

Happiness When Times are Tough

Inspired by (and partly taken from) Happiness in Hard Times by Sari Harrar:

We've talked a lot about happiness, how to achieve it and how to maintain it. With the current situation in our country, including the COVID-19 pandemic, the protests, the riots, and what we are hearing and seeing in the mainstream media, there are many people that might be feeling like happiness is out of reach at the moment. But, though we are facing challenging times (physically and mentally), this is not the case.

Maria Sirois, author of *A Short Course in Happiness After Loss* says, "The happiness that helps in great difficulty is **realistic**. It recognizes fears and anxieties. It looks for **meaning**. It nourishes and sustains us."

The good news is we can all reach for happiness. The American Psychological Association estimates that up to 2/3 of adults actually experience an increase in well-being after a crisis. **Emotional resilience** and happiness are intricately connected, such that a sense of happiness will increase your emotional well-being. The reverse is also true. Emotional resilience (and knowing you can get through a crisis) can also lead to happiness.

Resilient people know that **happiness doesn't come from the outside**. Know what's important to you; know what's in line with your values; and use your strengths to positively impact your community. When you **pay attention to how you shape your own life** you will be less likely to feel victimized by what's going on around you.

We need to focus **more** on happiness now, not less. We need to train our brains to switch from feeling despair and a personal sense of tragedy, to encouraging perspective and empathy toward others.

Laurie Santos, a psychology professor at Yale developed a course in 2018 titled "Psychology and the Good Life" that revealed the physical and emotional underpinnings of happiness, what what could be done to increase them.

"Our minds suck at happiness," Santos says. "They're naturally wired for survival. We pay more attention to trouble. You have to work at happiness."

One of the single biggest contributors to happiness? **"Good relationships** keep us happier and healthier, period." A sense of joy seems to reach into our cells, reducing corrosive forces like inflammation and stress that "break down multiple body systems over time like your joints, your cardiovascular system, your brain," says Robert

Waldinger, M.D. And it's not the quantity, but the **quality** of your relationships that matters.

Get out there and love your people, make a difference, and do the little things to keep negative thoughts at bay!
