



Summer 2023 NEWSLETTER

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NEED A REASON TO GET OUTSIDE?

A full moon occurs when the Earth is directly between the sun and moon so that the moon looks completely illuminated when you look at it. It happens about once a month or, 29.53 days on average.

Interested in refreshing your Solar System knowledge? Or looking for a reason to get outside with the kids or grandkids this summer? NASA.com is an excellent resource and starting point to learn more about what to look for each month.

- June 3, 2023 (Full Strawberry Moon)
- July 3, 2023 (Full Buck Moon)
- August 1, 2023 (Full Sturgeon Moon)
- Sept. 29, 2023 (Full Harvest Moon)
- October 28, 2023 (Full Hunter's Moon)
- Nov. 27, 2023 (Full Beaver Moon)
- December 26, 2023 (Full Cold Moon)

The dates and times provided by [NASA](https://www.fullmoonology.com/full-moon-calendar-2023/) in United States Eastern Time (ET) account for both Eastern Standard Time (EST) and Eastern Daylight Time (EDT) for part of the year in the United States. Since your local time zone may be different, the exact dates may shift slightly for your calendar.

<https://www.fullmoonology.com/full-moon-calendar-2023/>

THURS. JUNE 15

The deadline for U.S. citizens abroad to file tax returns. Second quarter estimated tax payments are also due, if required.

SAT. JULY 1

Parents and students might want to make note of deadlines for scholarship applications and paid internships in July.

CHECK FOR COLLEGE DEADLINES!

Many colleges and universities have registration and tuition payment deadlines in the summer months. If you have a 529 plan, make sure to discuss qualified expenses and payment plans with us.



CREATE AN ACCOUNT WITH SSA.GOV:

Check your earnings history for accuracy and review your expected benefits; doing this regularly should ward off error. If you're close to retirement age, discuss with us when and how you should file to maximize household benefits.

SHARE BIG NEWS WITH GENTIAN:

Let us know about major life changes you've experienced and how your financial plan could be affected. These changes include marriages, births, deaths, divorces, a sudden windfall, and more.

PENCIL IN A FAMILY MEETING:

Legacy planning is more than sharing wealth – it's also about passing down family values and history to the next generation. Host a family meeting to spark dialogue about traditions and building the future you want to see. Don't wait! Please reach out to our team about scheduling your family meeting in the Gentian Hall if you're looking for a space to gather.

FRESHEN UP YOUR ESTATE PLAN:

Check the beneficiaries of your IRAs, insurance policies, trusts and other accounts, and update information that's no longer relevant. Ensure your plan protects you and your family in the case of an unexpected event.

ASSESS INSURANCE NEEDS:

Periodically review coverage to ensure proper protection, especially if you've recently experienced major life events; we can help with part of your larger risk management plan.

HOW TO NAVIGATE INFLATION WHILE IN RETIREMENT

If you're close to or in retirement, recent inflation has likely been unnerving, particularly given that stock markets have experienced significant volatility since early 2022. That is, you're looking at higher prices while parts of your portfolio have lost value and your purchasing power has slipped. So, how should you respond to preserve your retirement goals?

When it comes to investing, the best strategy generally is to think long term, stick to your plan and don't panic. The long-term planning and diversification we have already done were designed to help you weather multiple scenarios, including rising inflation and zigzagging markets.

But what if you're in or nearing retirement? Then do you have cause to panic? No. There's still time to adjust your strategy and/or cut costs, and chances are your current retirement savings (paired with inflation-adjusted Social Security benefits) are already diversified enough to withstand inflation.

MAXIMIZE STEADY INCOME

Social Security benefits and other strategies can help you keep pace with inflation during retirement. Most retirees, with a few exceptions, receive Social Security retirement benefits, which include a cost-of-living adjustment (COLA) designed to keep pace with inflation.

Because Social Security benefits are adjusted based on inflation, a portion of your retirement portfolio is already automatically designed to minimize significant erosion in purchasing power.

HURRY UP AND WAIT

A diversified retirement portfolio may reduce inflation risks because some of the asset classes within it may perform well during times of high inflation, balancing out lost value from other asset classes.

But what if you're in or near retirement and fear you don't have enough time to make up for losses? That fear may drive action, but it's likely better to do nothing at first. It's time to use your sounding board. Before you make any changes to your financial plan, it's critical that you consult with your family and our team to temper heightened emotions. Because each person's needs, goals and options are unique, a customized strategy based on your long-term goals is essential.

NEXT STEPS

- Work with us to develop a long-term financial plan.
- Examine your portfolio and make sure it's working right for you.
- Avoid making emotionally driven or hasty investment decisions.



There is no assurance any investment strategy will be successful. Investing involves risk, including the possible loss of capital. Diversification does not guarantee a profit nor protect against loss. | Sources: investopedia.com; schwab.com; fidelity.com

GENTIAN | WELCOME TO THE TEAM!

Meet *Michael Birschbach*, Certified Financial Planner, CFP®

michael.birschbach@raymondjames.com | 262.310.0175

Michael joins the Gentian Team as a financial advisor. He is "excited to join an already strong team, that helps clients make smart financial decisions so they can focus on living their best retirement life."

Before joining Gentian, Michael worked as a financial advisor at another Wisconsin based wealth advisory firm. Originally from Ripon, Michael now calls Milwaukee home. He enjoys spending time with his dog, JoJo and making the most of the warmer weather. During his free time you can most likely catch him playing golf, working out, and cheering on the Bucks, Brewers, and Packers. *FUN FACTS ABOUT MICHAEL:* his favorite color is blue, his favorite TV show is The Sopranos, and his favorite restaurant is Vidorra (in Dallas, TX.) Michael looks forward to meeting you, if he has not already done so!

Welcome to the Gentian Family Michael!



DARK

You've heard of chasing the sun. But did you know chasing dark skies can be just as thrilling? Ahead, we dive into a dazzling world of darkness – one characterized by mind-blowing eclipses, certified dark parks and dancing auroras – including where you can catch these captivating sights.

Spectacle of shadows

Incomparable to any dawn or dusk you've beheld, a total solar eclipse is a spectacle of shadows and extends far beyond a darkening sky. Peeking out from the edge of a black sun in the moments

near totality, you'll see prominences and ribbons of solar flares located on the sun's surface that reach millions of miles into space. Venus and Jupiter typically make an appearance as well, along with shadow bands – long, dark bands separated by white spaces reflected on the ground and nearby buildings.

If the thought of witnessing this phenomenon fills you with excitement, we have good news: The next total solar eclipse will come to North America on April 8, 2024. Set to stretch from Texas to Maine, its path includes over 13 eastern states, lasting about five minutes. While not really a once-in-a-lifetime opportunity, you'll have to wait nine years to see another eclipse of its kind fall over our nation.

Windows to the universe

Some of the most stunning parts of our country reveal their true beauty after sunset. That's because there are more than 60 dark sky parks, communities and reserves in the U.S., all of which have been certified by the International Dark-Sky Association (IDA). These include 12 of 63 national parks, such as the Grand Canyon and Big Bend.

To be considered an IDA International Dark Sky Park (IDSP), an area must offer exceptional views of starry skies and a pristine nocturnal environment unencumbered by light pollution. Visitors can expect sparkling displays of celestial objects that range from constellations and meteors to parts of our very own galaxy. This is particularly enticing when

SKIES

you consider that light pollution makes it impossible for 80% of Americans to see the Milky Way.

Yearning for a peek into the universe? Consider visiting Utah, which has the most IDSPs and places on Earth. Prefer staying on the East Coast? Virginia has more IDSPs than any other state east of the Mississippi River. And if dark parks don't suffice, elevate your stargazing plans with the Central Idaho Dark Sky Reserve – the only International Dark Sky Reserve in the country – and its 1,500 square miles of dazzling darkness nestled in the Sawtooth Mountains.

An otherworldly nightscape characterized by ethereal hues of green, violet, red and yellow

swirling across the evening sky, the aurora borealis is a sight to behold. This natural marvel, born of charged sun particles colliding with the Earth's atmosphere, is typically best seen from northern locations. But you don't have to venture into the Arctic for a glimpse. There are a handful of U.S. parks where you can see these mystical lights when conditions are right. These include Alaska's Denali National Park and Preserve, where you're most likely to see the lights during autumn, and Minnesota's Cook County, whose skyscraping mountain peaks offer a breathtaking backdrop for the dancing auroras.

Sources: nationaleclipse.com;
nationalgeographic.com; nature.com;
space.com; travelquesttours.com;
visittheusa.com; visitutah.com

There are more than 60 dark sky parks, communities and reserves in the U.S., all of which have been certified by the International Dark-Sky Association (IDA)

PHILANTHROPY

Strategic and impactful philanthropy isn't exclusive to the celebrities we read about in the headlines. Thoughtful, proactive charitable plans are something for everyone to consider as part of their financial planning.

Despite what headlines might make you think, giving has been up across the board in 2021 and 2022, even in times of market, economic and geopolitical uncertainty over the past two years. A July 2022 poll showed that 70% of Americans gave to charity in the last year. And a recent Forbes article's headline sums it all up – "Tireless Generosity Amid Challenging Times." The piece went on to say that "this continued attention to charitable giving supports a historical pattern that during challenging times, Americans respond with philanthropy."

The Giving Pledge was originally inspired by people of all income levels who lead with generosity. The public nature of the commitment from the world's wealthiest individuals aims to not only inspire others but shift social norms of philanthropy. The hope is that it will lead to more generosity, establishing giving plans sooner and giving in smarter ways.

Meaningful—and smart – Giving

Shaquille O'Neal was once quoted, in reference to his children's assumption of wealth, saying, "We ain't rich. I'm rich." And there's Mark Zuckerberg's view that he wants to use his wealth to make the world a better place, not just for his children but all children.

While it might seem awkward to tell your family that you plan to donate most of your wealth, many of those committed to The Giving Pledge are being more than transparent with their families about their giving wishes – they have included their children and grandchildren in decision-making. Vehicles like charitable trusts, donor advised funds and private foundations make it easier to share values around wealth and involve family in charitable endeavors. Family members can help make decisions about where the charitable contributions go – now and in the future.

One survey found that 79% of students who said they came from a family that made charitable contributions also

said it was important for them to continue the tradition. So, while you may not be leaving a sizable inheritance to your children, you are leaving a legacy of philanthropy. Through causes you choose to support in your lifetime, you're also passing down your passions.

Philanthropic wishes shouldn't just be a topic of conversation as it pertains to estate planning. There can be so much joy from watching your gifts come to fruition during your lifetime.

Another benefit to implementing giving strategies while you're here is the tax benefits. And while tax savings isn't typically the catalyst for giving, it's a consideration as part of a holistic financial plan. While you don't have to go to the extreme of the signatories in The Giving Pledge, philanthropic intentions should be a topic of conversation that we have so you can gift thoughtfully, meaningfully and strategically.

Sources: gobankingrates.com; si.com; givingpledge.org



Plan It. Live It. Give It.

BRIGHT days & bright ideas to keep your finances on track!

It's summertime which means thoughts of warm sun on your face and a cool beverage in your hand may be top of mind; a financial check-in might not be. Assessing your current situation proactively and recalibrating as needed with our help will keep you on top of your game. (We're talking more than your golf game!) Here are a few simple questions to identify small tweaks to your financial plan that could pay dividends.

ARE YOUR CHILDREN HEADED TO COLLEGE?

If your children are off to college soon, help them create a budget and discuss financial expectations, particularly around use of credit. It builds a foundation for financial literacy and opens up lines of communication for future conversations.



DO YOU HAVE THE TRAVEL BUG?

You're just deplaning from your summer vacation, but there's no better time to consider holiday travel than now! Set price alerts for date ranges and destinations you're considering for holiday travel so you can book confidently when the time comes. **Vacation mode on!**

HAS YOUR HOME'S VALUE INCREASED?

Housing prices are predicted to be stagnant this year, but revisit your homeowner's insurance to determine if you have enough coverage. Some premiums have risen to account for inflation, so consider shopping your policy for the best price too.

HAVE YOU ADOPTED A NEW PET THIS YEAR?

If you've added furry friends to your household, think about adding them to your estate plans. While we consider them family, some states consider them property. Adding a pet clause to your will makes certain your wishes will be honored.

CAN YOU INCREASE YOUR RETIREMENT SAVINGS?

Most annual raises occur between January and April. If you received an increase, consider allocating some to your HSA, 401(k), or IRA. Your future self will thank you!

HOW ARE YOU TRENDING WITH TAXES?

It's best to check in midyear to see how your income is trending so you can estimate what marginal tax bracket you'll land in. It will help you determine if you should put off income that could push you into a higher tax bracket until the following year.

HAVE YOU UPDATED YOUR PASSWORDS?

If you've ignored that nagging pop-up far too long, it's time to change passwords for your financial accounts. Be sure to update your estate planning documents with that new information!

Summer

BUCKET LIST



DINING EDITION

GENTIAN TEAM

Here are some of our teams favorite outdoor hot spots!

VITAMIN D + A SIDE OF FRIES!

It's warm weather season in Wisconsin and whether you live here year-round or just come back to enjoy the beautiful summers, there is nothing quite like dining al fresco!

DID YOU KNOW? Getting anywhere from five to 15 minutes of sunlight on your arms, hands and face two to three times a week is enough to enjoy the vitamin D-boosting benefits of the sun.

So what ARE these benefits we speak of? Well, in addition to reducing the length of cold and flu season overall, take a look at these:

1. Kills bacteria
2. May reduce high blood pressure
3. Can regulate the immune system
4. Strengthens bones
5. Improves sleep quality
6. Sunlight is a natural mood booster



Mequon Pizza Co. | Mequon

'Our families go-to hot spot for great pizza, wings and salads...and it's right around the corner!'



CHRIS



Brandywine | Cedarburg

'Any patio to take advantage of the nice weather! Brandywine is our favorite spot in Cedarburg.'



PETER



Parkside 23 | Brookfield

'Fresh-to-fork consistently amazing food, fantastic ambiance, smells like my grandma's kitchen, cozy and warm!'



JENNY



South Shore Terrace | Bayview

'All the summer fun... sun, lake, dogs, food, beer & friends!'



LISA



Anvil Pub & Grille | Cedarburg

'Enjoy a meal on the patio, overlooking Cedar Creek & all the historic beauty it has to offer!'



ASHLEY



Flannery Patio | Home Sweet Home

'It's not summer unless I'm grilling! My family enjoys many summer dinners at home.'

KEN



Langford's Pub | @ Lawsonia Golf Course



'Ah the 19th hole! I've spent many hours enjoying this patio with my dad after a round of golf!'

ZACH

LANGFORD'S

Houdini's Escape | Appleton



'This Gastro Pub is a family favorite and a must stop when driving through!'

RYAN



Foolery's | Okauchee Lake

'Nothing compares to a boat up patio with live music in summer!'

MIKE **Foolery's**
LIQUID THERAPY



Kapco Park | Mequon

'...at a Chinook's game, of course! Baseball, brats and ice cream!!!'

KRISTIN



Wisconsin State Fair | Milwaukee

'Such good memories and a literal food adventure!'

ANGIE



Summerfest | Milwaukee

'For the variety of foods, music and people watching!'

JULIE



Barnacle Bud's | Milwaukee

'Great casual atmosphere on the water! You feel like you've left the state!'



MICHAEL



GENTIAN Patio | Mequon

Hold Your Next Event Here!



GENTIAN Patio | Mequon

We may be biased but time spent with clients, family, friends and team members makes this our favorite patio of all!

REMEMBER: This building is for YOU and available should you like to host an event/reunion/retirement party or the like right here at GENTIAN!

GENTIAN Firepit | Mequon



GENTIAN RETIREMENT
BIRTHDAY LUNCH Celebrations!
 Lunch | Coffee | Cupcakes | Connections
JUNE, JULY & AUGUST

BRING A Guest!

DON'T FORGET TO RSVP

JUNE 14
JULY 19
AUGUST 23

Check Your Weekly Bulletin to RSVP Online
 CALL 262.518.7575 OR EMAIL GENTIAN@RAYMONDJAMES.COM
 Gentian Hall | 12740 N. River Rd. Mequon WI 53092

SUMMER BIRTHDAY LUNCHES!

Celebrating a birthday this summer? **SAVE THE DATES &** let us celebrate you! Unable to attend in your birthday month? Feel free to join us the month before or after your birthday to celebrate!

Wednesday, June 14th, July 19th & August 23rd



CONCERT IN THE PARK

Spend a lovely gratitude filled day in the park! Enjoy delicious brunch style refreshments & community based worship listening to this talented sibling trio - Sunday, July 16th at Rotary Park.

SUNDAY, JULY 16TH

CAIN

Invites YOU to a Sunday Concert in the Park!

CHRISTIAN MUSIC TRIO

Concert @ Rotary Park | 4100 Highland Rd, Mequon, WI

10:30am Gates Open
11-12pm Brunch + Social
12pm Music Begins



SAVE THE DATE! SHRED EVENT & EAT OUTSIDE DAY!

Tear It Up with Gentian this Summer! Join us for our annual shred truck event and eat outside with your Gentian Team on Wednesday, September 13th.

PROTECT YOURSELF AGAINST IDENTITY THEFT

11-2pm

Join Us!
 FOR GENTIAN'S

SHRED EVENT AND ANNUAL EAT OUTSIDE DAY!

Wednesday Sept 13th

Limit 1 Bankers Box per person OR 2 per household. Shred truck, music, refreshments & lunch onsite - see you then!

DATES OF NOTE

- JUNE 18** FATHER'S DAY
- JUNE 19** JUNETEENTH - Markets & Gentian Office Closed
- JULY 3** Markets & Gentian Office Closed @ 12PM
- JULY 4** HAPPY 4th OF JULY - Markets & Gentian Office Closed



WAYS TO REGISTER



Hover your smartphone over the QR code, visit www.gentianfinancial.com & click 'events' OR click the links in your weekly bulletin!