

SUMMER 2021

INFORMATIONAL

02 Advisory³ - Your Life In 3D

We walk alongside you in many different capacities to help bring a 3D perspective to your life and the legacy you want to leave.

03 Market Drill

Teaching others how to stay calm and on course when things around us are shifting.

04 Cryptocurrency Primer

Though there are many different elements to cryptocurrency we want to help you begin with some of the basics.

Money can't buy happiness?... Maybe

by Luke Kuchenberg CFP[®], CPWA[®]

I think we have all heard the saying, “Money can’t buy happiness.” When I was a kid, I listened to some family members and few assorted other adults utter the phrase here and there, but I sure did not give it much thought.

As I got older, I continued to hear it stated, but I was able to give it more thought and certainly understood the premise to be true. Money does not equal happiness. However, it surely can help. As my friend’s grandmother used to say, “Money can’t buy happiness, but it can buy milk and sugar, and milk and sugar can be used to make ice cream, and ice cream makes me happy.” While a bit tongue and cheek, there is a point here. In and of itself, money cannot buy happiness, but it can help us get and/or create the experiences that do. That, ladies and gentlemen, is the reason we are advisors; it is our “Why.”

Some of you may have seen the great TED Talk by Simon Sinek or read his book, *Start With Why*. If you have not, please Google it as you have a moment; it is wonderful. In brief, he makes the argument that while many of us will state “What” we do or “How” we do it, very few companies or individuals think about the “Why”—those that do seem to succeed significantly compared to those that do not. Let’s play this out. I feel like I can certainly express to you or others “What” we do here at FORM. I could then further explain “How” we do it. But honestly, I cannot believe the “What” or “How” would inspire our clients or those in our community.

FORM’s “What” and “How”: We create and sustain wealth for our clients using state-of-the-art trading and planning technology along with our education and advanced credentials to help our clients navigate their future planning points.



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“Acknowledging the good that you already have in your life is the foundation of abundance.”

Eckhart Tolle

Advisory³ - Your Life In 3D

by Luke Kuchenberg CFP®, CPWA®

“What do you do for a living?” is a common question in any social circle. Whether it be at a wedding reception, golf course or a backyard barbecue, it is generally one of the first ice-breaker questions people ask each other in introductory conversations.

It is one we are asked a lot and one I have answered a number of different ways throughout the past. Over time, the answer has changed as our education, experience, and clients' needs continued to grow and evolve. It is that evolution that has led our career and the goals of this practice to become multi-faceted. Gone are the days where we merely acted as an agent in brokering a transaction for a client's accounts — buying or selling a stock or a mutual fund. Instead, the experiences and education over the last 19 years has grown not only in the technical aspects of deeper financial planning, but also to acting as a coach and advocate on behalf of our clients for a life well-lived. I view our role as threefold in helping you prepare for and then sustain the greatest transition you will ever make — the transition to financial independence.

Before you build a house, you must lay a strong foundation. Any good contractor will tell you that, and it is no different when it comes to the basic principles of what we do here — financial planning.



In my view, the only way to do this is by having a Certified Financial Planner™ professional lead that task. Where the rubber meets the road, we are building financial plans and other detailed strategies to help clients solve for and meet their various goals. To deliver on that key component year in and year out, you need to have an education and background second to none. Tyson and I, as well as this team, have put in the time and effort to obtain not only important degrees and credentials to do this work, but we continually spend the time every year making sure we are staying up to date with the most recent information on tax and estate law, investment strategies, and financial planning. I feel truly fortunate to have this pursuit be a labor of love and I happily welcome this act of being a student of our craft.

Coach K at Duke, Jon Wooden at UCLA and my favorite, Vince Lombardi of the Packers, all have something in common — they connected and then coached their teams to achieve great success. Once you have the foundation of knowledge and the financial strategies built, now it is time to put that plan into motion. A coach is what makes that all possible. It gives life, action and, most importantly, accountability to the knowledge and planning noted above. In the role of coach, we share one of the greatest gifts we can impart which is our client's experiences of the past. We know what the good financial experiences were and what actions were regrettable. We share decades of

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GOLF TOURNAMENT

9 AUG 2021
cwi.org

Join us on August 9th as we raise money for a school expansion in Kenya. We will be having scheduled tee-times throughout the morning and early afternoon. To register online go to www.cwi.org and click on the Events tab or call 262-686-3131 to help us make an IMPACT! We look forward to you joining us. ♡

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Market Drill

by Tyson Ray CFP®, CIMA®



It was an Alaskan cruise; Jenny and I were both excited to be going on our first cruise.

For those of you who have taken a cruise, you will remember this, and for those of you who have never been on a cruise, allow me to explain the first thing you do when you get on the ship. No, you don't just go to your state room, nor to the upper deck to wave to everyone as you float off. No, the first thing you do when you get on the ship is perform a muster drill. A muster drill, sometimes referred to as a lifeboat drill, is an exercise to prepare passengers for safe evacuation in the event of an emergency on board the ship. Yes, before the boat leaves the dock, everyone gets educated on what to do if the boat is going to sink. This is not exactly what you want to hear before you are going off on a boat for several days, but then it is no different than when the flight attendant tells you how to use your seat cushion as a flotation device should the plane crash. The reasoning for the drills is that before anyone has a reason to panic, you can actually teach people what they need to do. There is no good way to teach anyone who, because of panic, has shifted over to fight or flight.

In the spirit of a muster drill, I offer all our investing clients this Market Drill. This drill is to remind you that, at any moment, this market could have a drop of over 20% and thus trigger a normal correction. If we want to look at history, we can be reminded of one day in October 1987 when the market dropped 20% in one day. But much more normal would be

a 20 % correction, which historically happens 1 out of every 5 years.

What do you do when a market downturn happens? The correct answer is nothing. If tomorrow the market has a major pull back of 20% or more, we will seek to do what we always do when the markets sell off, which is this — nothing! Why?

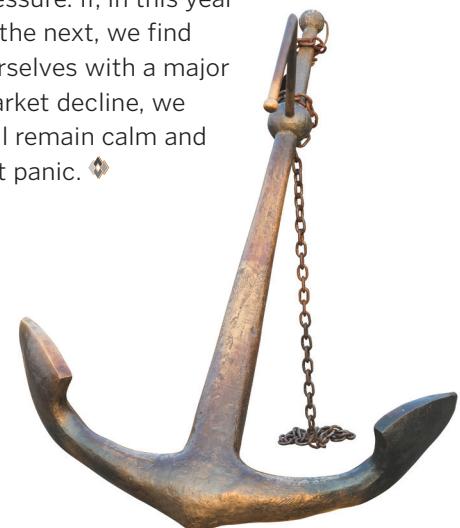
Because up to this point in history, market downturns have not been permanent but rather only a temporary effect of human panic, soon to be buoyed by the sanity that returns, causing the market that continues to make higher highs.

Please understand, I am not expecting nor predicting any major market declines but want to remind you when they happen, you are not able to see it coming. In fact, by the time any one of us realizes we have entered a bear market, it is too late to do anything about it. Additionally, since it is impossible to predict the future of when a downturn will happen or how long it will last, we at FORM Wealth Advisors have learned to just ride out market downturns.

This Market Drill is to remind you that it is important to not react when the markets head south but also note what you do before that correction matters. So, what should you do to prepare for a market downturn? Work with us to ensure you have the income and extra funds you need from your

investments 12-24 months before you need it. This allows you to have all short term needs pre-funded and out of the market. This allows you to have a cash cushion to use when a market downturn happens. Beyond setting aside what you need in advance, the only other thing to do when the market has a major downswing is not sell, not react emotionally nor make permanent changes to your plan due to a temporary change in the markets. For in my 20+ years of advising clients, it is not fear nor greed that is the great emotion. The greatest emotion that lasts far longer than fear or greed is that of regret. Often the regret is from panicking out of the investments only to see the markets recover without benefiting you.

At my first muster drill I learned that if there is a problem with the boat, the first solution is to not jump overboard. When you fly, I do not suggest you jump out of the plane if there is a drop in altitude or cabin pressure. If, in this year or the next, we find ourselves with a major market decline, we will remain calm and not panic. ♦



Cryptocurrency Primer

Raymond James



What Are Cryptocurrencies?

Cryptocurrencies represent digital units that are utilized to facilitate online transactions without the need for a central intermediary to process. The transactions are digitally recorded on a public ledger. As of May 2021, per CoinMarketCap, more than 10,000 cryptocurrencies, also known as coins, have been launched as there are minimal barriers to launching new coins. While almost all cryptocurrencies have no intrinsic value, the two most popular cryptocurrencies, Bitcoin and Ether, have a combined market value of over \$1 trillion.

What is Bitcoin?

Bitcoin, launched in 2009, is the most widely known cryptocurrency and its market capitalization surpasses that of all other cryptocurrencies. Additionally, Bitcoin's invention coincided with that of the blockchain (described later), which was required to facilitate transactions. The supply of Bitcoin is finite (currently capped at 21

million coins) and designed to become increasingly constrained over time.

What is Ethereum?

Ethereum is the most frequently used open source blockchain network (described later). The primary use case for Ethereum is the built-in functionality to create so-called "smart" contracts that can be executed without an intermediary. A simple example is a life insurance "smart" contract. When someone with a life insurance policy passes away, the notarized death certificate would be the input trigger for the contract to release the payment to the named beneficiaries. Ether, which is currently the second largest cryptocurrency by market capitalization, is the native cryptocurrency built into the Ethereum network. Ether is the cryptocurrency that is utilized to facilitate Ethereum smart contracts.

How Do Cryptocurrencies Compare to Traditional Currencies or Investments?

Unlike traditional, government-issued currencies, cryptocurrencies are not sponsored by a government authority, are largely unregulated and confer no claims against any assets. Moreover, due to price volatility and transaction costs, cryptocurrencies are rarely used to conduct typical financial transactions. Consequently, cryptocurrencies are not widely accepted mediums of exchange despite the small number of companies that accept them as forms of payment.

Given the lack of utility as payment mechanisms, the majority of the interest in cryptocurrencies has been for their use as speculative investment vehicles, largely based on the perception that their value will increase due to codified supply limitations and/or excitement regarding the potential application of blockchain technology.

What is Blockchain Technology?

Blockchain is the technology that underpins cryptocurrencies, but its application is not limited to just cryptocurrencies. A blockchain is a digital ledger of transactions that is duplicated and distributed across the entire network of computer systems on the blockchain. Once a transaction is agreed upon between users, the majority of computers in the network must verify that the transaction is valid before the transaction can be added to the digital ledger. Blockchain technology is designed to operate without the need for a central authority or clearinghouse. Additionally, the records that are created are irreversible and, therefore, cannot be duplicated or changed.

VIRTUAL

Halftime Report 2021

Join us for a webinar hosted by Tyson, Luke and Christine.

Wednesday, August 11th, 2021 at 11am CST

Tyson Ray CFP®, CLIMA®
FORM | Founding Partner
Senior Wealth Advisor

Luke Kuchenberg CFP®, CPWA®
FORM | Founding Partner
Senior Wealth Advisor

Christine Hayward MBA, CIS
FORM | Partner
Wealth Advisor - Middleton

LIVE WEBINAR
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F O R M
WEALTH ADVISORS
A Better Life.

Secure Act 2.0

by Christine Hayward MBA, CIS

I am sure many of you remember the SECURE Act, passed in late 2019.

Congress is now working on the Securing a Strong Retirement Act, also known as the SECURE Act 2.0. While there are many changes within the draft, I would like to focus on a few essential items.

The SECURE Act raised the Required Minimum Distribution (RMD) age (when a client is required to start taking money out of his/her IRA) from 70-1/2 to 72. The new Act proposes to change the age to 73 on January 1, 2022; 74 starting on January 1, 2029; and 75 beginning on January 1, 2032.

Under current rules, if someone does not withdraw the full RMD, the remainder is taxed at 50%. In the proposal, the penalty is reduced to 25%, or 10%, if the error is fixed in a timely manner.

Another proposed change focuses on the enrollment of employees in defined benefit plans (such as a 401k). After 2021, employers would be required to automatically enroll newly eligible employees at a contribution level of 3% (pre-tax) of pay. Each year, the contribution level would increase by 1%, up to at least 10%, but no more than 15%. The employees would have the option to elect a different contribution amount or altogether opt-



out. New businesses open less than three years, small businesses (those with ten employees or less), church plans, and government plans would be exempt from this requirement.

Part-time workers who work at least 500 hours a year for two consecutive years (versus the current three years) would be allowed to participate in an employer plan. Employers cannot give financial incentives to encourage employees to fund the employer-sponsored plan (except for matching contributions). Under the new Act, employers would be allowed to provide small enticements, such as a gift card. The new Act would also create a national database for individuals to locate old retirement plans.

This year, the contribution limit for funding employer sponsored plans (like 401(k)'s or 403B's) is \$19,500; plus, for those over age 50, an additional \$6,500 in catch-up contributions is allowed. The new Act increases the amount to \$10,000 for ages 62-64, starting in 2023. Currently, the catch-up contributions can be made on a pre-tax or Roth basis (if the plan sponsor has a Roth option). Under the new rules, starting on January 1, 2022, the catch-up contributions would be subject to Roth tax treatment. The plan sponsor would also allow their employees to choose if some, or all, the matching contributions would be treated as Roth contributions. Individuals over 50 can also contribute an additional (total) \$1,000 to their Traditional or Roth IRAs; this proposal

would allow that figure to be indexed to inflation beginning in 2023.

Another key part of the Act would allow student loan matching. Traditionally, employer-matching contributions are based on how much the employee elects to add to his/her account. Moving forward, employers would be able to give matching contributions based on the student loan payments of the employee, even if the employee is not funding the retirement plan. The vesting schedule for student loan-matching contributions would be the same as other matching contributions.

As always, we will provide you with timely updates if the SECURE Act 2.0 is passed. If you have specific questions, please contact us in the meantime to discuss your situation and how it may be affected by this legislation. ☀



Advisory³ - Your Life In 3D

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experiences as we coach our clients now. At the end of the day, and through the relationships we build, we are trying to help you navigate the primordial traits of greed and fear so you do not make the common behavioral mistakes that can take your financial plan off course.

A life well-lived. You have heard us say this in many conversations, but please know it is not simply a tag line. It is our passion. We view our most important role with you as an advocate in this life. It is only through this relationship that we are able to help propel and encourage you to explore your future and what's possible. Financial independence, retirement, travel, hobbies, legacy, family, faith and charitable pursuits - this is what all the planning is about and determines the FORM of your life. At the very core, we want to help you answer the question, "How will the last 30 years of your life impact the next 30?" We are your co-pilot, your navigator and your advocate on that voyage. Most of all, we wish to instill confidence and a certain peace of mind in you, knowing that we will navigate the future's changes and events together to help you achieve what's possible.



Financial planner, coach and advocate — three different roles that work in partnership to help us help you. I have said it before, but I will say it again. We are honored to walk alongside you, to craft a plan and put in place its strategies, to then put action to that plan and those strategies. Lastly and most importantly, we help you take the wealth you have accumulated and give it life — life in you, life in your pursuits, and life to your loved ones as you create your legacy. ♦

Grilled Lemon Herb Chicken Avocado Orzo Salad with Honey Mustard Bacon Dressing



Dressing Ingredients

- ✓ 1/3 cup extra virgin olive oil
- ✓ 3 tablespoons honey
- ✓ 3 tablespoons grainy dijon mustard
- ✓ juice of 1 lemon
- ✓ 2 tablespoons white balsamic vinegar
- ✓ 1/2 cup mixed herbs, chopped (rosemary, oregano, basil)
- ✓ 1 small shallot, grated
- ✓ 2 cloves garlic grated
- ✓ kosher salt, black pepper, and red pepper flakes

Salad Ingredients

- ✓ 3/4 pound boneless skinless chicken tenders
- ✓ 1 bell pepper, quartered
- ✓ 1 pound dry orzo pasta
- ✓ 1 cup cubed cheddar cheese
- ✓ 1/4 cup crumbled blue cheese (optional)
- ✓ 2 cups shredded red leaf lettuce
- ✓ 1 cup cherry tomatoes, halved
- ✓ 6 slices cooked bacon, crumbled
- ✓ 1 avocado, sliced

Preparation

1. To make the dressing. Combine all ingredients in a glass jar and whisk until smooth. Taste and adjust the salt and pepper.
2. In a large bowl, toss the chicken with 1/2 of the dressing. Let sit 10 minutes. Set your grill, grill pan, or skillet to medium-high heat. Grill the chicken until lightly charred and cooked through, turning halfway through cooking, about 10 to 12 minutes. During the same time, grill the bell pepper, until lightly charred, then chop.
3. Bring a large pot of salted water to a boil. Boil the orzo to al dente, according to package directions. Drain. Add the hot orzo, cheddar cheese, blue cheese, and 1/2 of the dressing, toss to combine. Add the chicken, grilled peppers, lettuce, tomatoes, and bacon, tossing to combine.
4. Top the pasta with avocado. Season with freshly cracked pepper and salt. Serve warm or cold.

Cryptocurrency Primer

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As its name suggests, blockchain can be described as blocks of information that are pieced together with digital signatures to form a chain of encrypted records. Beyond facilitating cryptocurrency speculation, the commercial application of blockchain technology can span a number of industries. For example, the blockchain can be utilized in supply chain management for tracking inventory and improving logistics.

How do You Buy and Sell Cryptocurrencies?

The buying and selling of cryptocurrencies is different than the buying and selling of more conventional instruments such as stocks or bonds. Many cryptocurrencies are bought and sold directly on cryptocurrency exchanges without an intermediary. There is no overarching best execution requirement and, in fact, cryptocurrencies often trade simultaneously at different prices on different exchanges. Cryptocurrency transactions can also involve noteworthy fees. Cryptocurrencies are stored in digital wallets that can either be connected or disconnected from the internet. While internet-connected (hot) wallets can offer a convenient way to access cryptocurrencies, they are subject to cybersecurity risks. Unlike traditional stock exchanges, most cryptocurrency exchanges also act as custodians.

What Are the Benefits and Considerations of Transacting With Cryptocurrencies?

The major benefit of transacting with cryptocurrencies is the use of a decentralized platform, which enables cross-border transactions and the ability to transact 24 hours a day, seven days a week. In some cases, cryptocurrencies can offer a certain degree of anonymity but, given that each transaction is recorded on a blockchain, such anonymity is

limited. It is important to note that the infrastructure and business adoption to support these transactions is still in the early stages. From an investment perspective, the primary benefit to cryptocurrencies is that, as the market developed, there has been an increase in the value of many cryptocurrencies. However, going forward, there may not be a correlation between increased blockchain adoption and the market value of cryptocurrencies.

What Are the Biggest Risks Associated With Speculating in Cryptocurrencies?

Many cryptocurrencies do not have any intrinsic economic value nor do they generate cash flows such as interest payments or dividends. Currently, the primary rationale for investing in cryptocurrencies is speculation that the market for cryptocurrencies will grow and that prices will rise. Additional risks include, but are not limited to:

Absence of regulatory oversight or investor protections – Cryptocurrencies are not regulated by any government agency or central bank.

Cybersecurity risk – Cryptocurrencies are bought, sold and stored online, which makes all parties in the cryptocurrency value chain vulnerable to cyberattacks and breaches.

Custody and clearing – Many of the custody and clearing standards used to trade securities have not been implemented by cryptocurrency exchanges.

Concentrated ownership – A large number of cryptocurrencies are controlled by early adopters who are unlikely to sell, which contributes to price volatility.

Can I Buy Cryptocurrencies at Raymond James?

At this time, Raymond James does not offer the ability to buy or sell cryptocurrencies. However, we continue to monitor the maturity of the space and the potential risks and benefits to investors. ♦

Money can't buy happiness?... Maybe

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Okay, don't get me wrong, I love this craft and all its technical points, but I don't believe that adequately sums up why we do it. Our "Why" is in rising to the level of your coach and advocating to help you breathe life and motivation into your goals, creating that impact and defining your legacy for tomorrow. It is in using the funds you have stewarded through your plan to live a better life.

One thing I know to be accurate, money on its own does not create happiness. It also, according to the Beatles, "Can't buy me love." But, money does have the ability to help us create happiness through experiences. Sometimes that is a vacation with family to celebrate a momentous occasion, and other times it is the more simple pleasures like ice cream. Either way, please know we are here to help you define those experiences and, if needed, help motivate you to live it out with those you care about most. ♦





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Prior to making an investment decision, please consult with your financial advisor about your individual situation. The prominent underlying risk of using Bitcoin as a medium of exchange is that it is not authorized or regulated by any central bank. Bitcoin issuers are not registered with the SEC, and the Bitcoin marketplace is currently unregulated. Bitcoin and other cryptocurrencies are very speculative investments and involve a high degree of risk. Investors must have the financial ability, sophistication/experience and willingness to bear the risks of an investment, and a potential total loss of their investment. Securities that have been classified as Bitcoin-related cannot be purchased or deposited in Raymond James client accounts.

REGULATORY BACKGROUND | Financial Industry Regulatory Authority ("FINRA") and the Securities and Exchange Commission ("SEC") have issued multiple warnings to investors regarding the risks associated with Bitcoin and other cryptocurrency. New products and/or technology, such as Bitcoin and other cryptocurrency, are typically considered high-risk investment opportunities as they commonly are targeted by fraudsters who manipulate the market with artificial promotional scams. As of January 2021, the SEC is currently reviewing more than 10 applications and has rejected multiple applications from fund companies seeking to create and list a cryptocurrency Exchange Traded Product ("ETP") due to the highly unregulated nature of the cryptocurrency marketplace. The biggest risk factors surrounding Bitcoin (and other cryptocurrency) issuers include that they are not registered with the SEC (or local country regulator) and can be exploited by criminals for money laundering/terrorist financing making the source of funds difficult to follow and verify.

RJF CRYPTOCURRENCY SECURITY DEFINITION | Approved cryptocurrency-related securities are defined as any security that is associated with a company and/or issuer that is: Affiliated with a U.S. federally regulated cryptocurrency business operation; Listed on a U.S.-recognized exchange (e.g., NYSE or Nasdaq); and Subject to RJF Securities Review Group (SRG) approval.

Prohibited cryptocurrency-related securities are defined as any security that is associated with a company and/or issuer that is affiliated with one or more of, but not limited to, the following non-U.S. federally regulated cryptocurrency business objectives: 1. Indexed to the underlying price movement of a cryptocurrency; 2. Cryptocurrency mining; 3. Cryptocurrency escrow services; and/or 4. Cryptocurrency exchange or payment services.

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Tyson Ray was named to the 2021 edition of the Forbes Best in State Wealth Advisors

*The Forbes ranking of Best-In-State Wealth Advisors, developed by SHOOK Research, is based on an algorithm of qualitative criteria, mostly gained through telephone and in-person due diligence interviews, and quantitative data. Those advisors that are considered have a minimum of seven years of experience, and the algorithm weights factors like revenue trends, assets under management, compliance records, industry experience and those that encompass best practices in their practices and approach to working with clients. Portfolio performance is not a criterion due to varying client objectives and lack of audited data. Out of approximately 32,725 nominations, more than 5,000 advisors received the award. This ranking is not indicative of an advisor's future performance, is not an endorsement, and may not be representative of individual clients' experience. Neither Raymond James nor any of its Financial Advisors or RIA firms pay a fee in exchange for this award/rating. Raymond James is not affiliated with Forbes or Shook Research, LLC. Please visit <https://www.forbes.com/best-in-state-wealth-advisors> for more info.

Tyson Ray was named to the 2021 edition of the Barron's Top 1200 Financial Advisors list

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