

WINTER 2021

INFORMATIONAL

02 Time

Time is the only thing we cannot get back and this last year taught us so much. What changes are you making this year?

03 Bring on the New Year!

A new year provides opportunities to make changes but make sure you are making the SMART ones.

05 Persevere

To persevere is to persist in anything undertaken; maintain a purpose in spite of difficulty – How do we practice this?

A Better Life

by Luke Kuchenberg CFP®, CPWA®

What does that mean for you? I know for us at FORM Wealth, it means helping you, our clients, live out your goals, share with the loved ones and charities you care about, and lastly, walking alongside you in this journey to define your impact and ultimately your legacy. FORM is an acronym that stands for Family, Occupation, Recreation, and Mission - it is the foundation of what we do because that is what your wealth is for. While we love the technical knowledge of tax codes, retirement laws, and asset allocation, our real passion is in rising to the level of coach and advocate. We desire to help you breathe life into your goals, navigate your potential concerns, and in doing so, hopefully, that allows you to breathe a little easier, and enjoy the journey. The FORM approach is something we believe in so much, we have made it our brand. As you look above and see our new logo, tag line, etc., know this is the why and the passion behind it.

A better life...what does that mean for you? If we can help start or continue that conversation, please let us know. Until then, please enjoy this quarter's newsletter as we wish all of you a healthy and happy 2021! 💎

We Welcome Middleton, Wisconsin

As we step into 2021, we would be remiss if we didn't highlight a great blessing of 2020. The FORM Family grew with the addition of a new location in Middleton, WI. With that event, Tyson and Luke welcomed a third partner to our firm, Christine Hayward, MBA, CIS. She and her associate, Ann Baer, are a tremendous asset to our team, and we are excited to have them aboard. Not only do they bring along years of wealth advisory and tax planning experience, but Christine also comes from a great legacy of financial advisors. We are grateful to have their shared wisdom, and together we look forward to the opportunity to continue to help our clients live a better life in 2021 and beyond! To learn more about Christine, please turn to the Team Highlight section. 💎



Tyson Ray CFP®

FORM | Founding Partner
Senior Wealth Advisor

Luke Kuchenberg CFP®, CPWA®

FORM | Founding Partner
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"Acknowledging the good that you already have in your life is the foundation of abundance."

Eckhart Tolle

TIME

by Tyson Ray CFP®



Why are the days slow? When our days get filled with too much, and the task list keeps growing, the days drag.

We see the never-ending list and keep ourselves so busy we get overwhelmed by seeking to rush through it all. Our days are long because we are rushing to get more done than humanly possible. Do we wear our busyness as a badge of honor?

Every evening you can pause – to rest – to stop and not rush. In thinking through the rush of life, I look at my sons, and I am mindful that it seems like just yesterday they were babies. Glance on the back cover to see they are far from that. Knowing that the time they are under our roof is dwindling, I wanted to acknowledge that if I were not mindful

of time, I would rush through the next few years, and they will be gone.

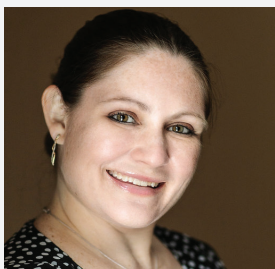
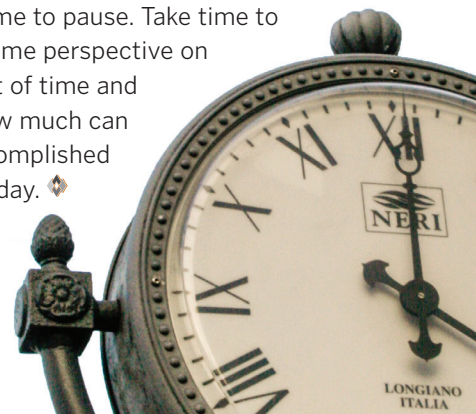
Taking time last summer to golf every Monday morning with my sons was a gift. In the fall, I took each one of my sons out individually, hunting. No matter the hunt's outcome, the opportunity to have solitude and have them away from their technology in order to connect was priceless.

The simple act of being together, pausing the routine, and eliminating the rush will provide us with rich memories for years to come.

At FORM Wealth, we talk about the phases of life one has on their retirement journey – Go-Go, Slow-Go, and No-Go. No-Go means you have the blessing of

the rush of your life in your rearview mirror. Over the years, our No-Go clients shared some of the richest times have come from experiencing a pause. When they slowed down to reflect upon their experiences and moments that enriched their lives - they never mentioned their task list.

We can never get our time back. In this new year, my encouragement to you is may we all learn from each other and take time to pause. Take time to gain some perspective on the gift of time and not how much can be accomplished in one day. 🕒



TEAM HIGHLIGHT SECTION

An Opportunity for You to Meet a FORM Team Member

Hi, I am Christine Hayward, and I joined the FORM Wealth Team in 2020, though I have been with Raymond James since 2012.

I am a Wealth Advisor and Partner at the Middleton office. I was born and raised in Middleton and received my MBA from UW-Milwaukee. I have been in financial services my entire life as I had the opportunity to watch my parents, John and Bonnie Hayward, pour their hearts into this profession and their clients for decades. It was a privilege to join their practice, walk alongside them, and now help continue their legacy of excellence. My passion has always been helping others, and getting to do that every day with my clients is lifegiving. I also enjoy being on the Director's Council with the Dane County Humane Society, participate with the UW School of Veterinary Medicine, traveling, singing, and cooking. Every December, I cut my hair and donate it to Locks of Love and have done so for the last ten years. This year I was able to donate 14 inches! 💇‍♀️

Bring on the New Year!

by Luke Kuchenberg CFP®, CPWA®



So, 2020 is over...can you hear the applause? Some fireworks perhaps? There is no doubt 2020 handed out its share of changes, struggles and hardship.

I don't remember another year whose end was so greatly anticipated in hopes of turning the page to a better new year. With that, it is time to now put 2020 behind us and start planning for this bright new year.

Let it be a breath of fresh air and help restore some optimism in what is possible for you and yours.

What plans or goals have been on hold for which you need to start planning? What are you looking forward to most? Just as importantly, what can we all do to put the odds in our favor to actually get those goals achieved and not fall victim to that dreaded New Year's resolution fizzle? Here are a few tips to get you going and keep you on the path to achievement.

- **Have a Plan**
- **Make it SMART**
- **Tell a Friend**

Let's take a look at each step in a little more detail.

1. Have a Plan – Do not just think about getting in better shape, eating healthier or saving more money; write it down. And, please don't just

take my word for it. Did you know that a recent Harvard study found that those with written goals are three times more likely to achieve those goals than those who don't? Truly powerful....and hopefully some added fuel to help you write out what's important.

2. Make it SMART – This is an acronym that can help us better frame our goals and thus put us in the best position to achieve them

- **Specific** – This is where you get detailed. Don't just say you want to eat healthier, get specific. Here you want to focus on the Whats, Wheres and Whens. What will you do? Where will you go? When will you do it?
- **Measurable** – Be sure to make your goal something that can be quantified. This pairs perfectly with "Specific" noted above. How much weight do you wish to lose? How far will you walk this afternoon? What is the budget for your first post-COVID vacation? (Sounds great just saying those words, doesn't it?)
- **Achievable** – This is the time for honesty. It's great to stretch for a goal and make it something on which you really need to work in order to achieve, but keep it realistic for your situation, age and/or budget.
- **Relevant** – Is this the right time for your goal and do you really

want it? Sometimes, it is just not the right time to go after a goal. Other times, we can think we want something, only to find out after a little more thought, it is not a goal we truly wish to pursue.

• **Time Bound** – This one really puts the finish on all of the above. When will you accomplish this goal? Is it one week, three months or one year?

3. Tell a Friend – Don't keep your goals a secret, get them out there in the universe. Now, I know this can be a little scary; accountability always gives us humans some pause. But, research shows you are more likely to achieve your goals by telling a friend or loved one who will keep you accountable. A friendly nudge is good for all of us!

Just as important to all of the advice above is to remember to enjoy the journey. I know, that is a trite saying these days, but there is so much truth to it. Please don't make it just about your goal, make sure you are enjoying the experience of what it takes to achieve what's most important to you. Or said differently, don't just focus on the summit, enjoy the climb!

What will you achieve in 2021? If you are not having these types of conversations, please start; you will not regret it. As always, if we can be of any help in getting your goals on paper and on track, please be sure to contact us.

Happy New Year to all! 🍀

Share Your Story

by Luke Kuchenberg CFP®, CPWA®



In continuing the theme of this season's newsletter around the pursuit of goals, using our valuable time wisely and persevering through the bumps in the road, let's now turn our focus to sharing.

I don't believe it's a secret to anyone reading this that sharing our stories and our experiences are one of the more cherished things in this wonderful journey called life. In fact, it is the very thing most of us have missed so much these last ten months while social distancing under COVID. Dinner with friends or meeting the kids and grandkids for the weekend are two activities that I know all of us miss dearly. While we do miss getting together and sharing those real-time experiences, there are still ways we can share something just as valuable to pass along our stories even though we are apart.

While contemplating a Christmas gift for my mom recently, I happened to stumble across a company called Storyworth. What they do is incredibly unique in that they will email a question once a week to a dear family member or other loved one that we may never have thought to ask. The recipient can then simply reply with their story and include any pictures if they wish. Those stories, in their words, are then shared with you each week. At the end of a year, the stories are then thoughtfully bound into a wonderful hard cover book that can be viewed and shared for many years.

Our loved one's stories and their life's experiences are important to us. They not only speak to the very history of our family, but also give many of us our compass in life.

To have a way to collect, curate and now pass these stories on truly creates an impact and a legacy that money cannot buy. If you are looking for a thoughtful gift that just might give as much to you as it does to the recipient, please give Storyworth a look and collect some of those cherished stories for yourself and for your future generations of family ahead. 📖



2020

Tax Document Dates

As you begin the New Year, you may already be thinking about preparing for your 2020 State & Federal Tax Returns due this April. As you might remember, Raymond James sends the 1099(s) which report your income interest and dividends to you by account as each account is ready, not in one final packet. Your tax documents may be sent to you following any one of these mailing dates:

- **January 31** - Mailing of year end retirement tax packets for 1099-R and 5498s if applicable
- **February 15** - Mailing of original 1099s and 5498s if applicable
- **February 28** - Mailing of amended 1099s and those delayed due to special holdings
- **March 15** - Final mailing of any additional original 1099s as well as continued amended mailings as needed

Persevere

by Luke Kuchenberg CFP®, CPWA®



It happens to all of us. None of us can escape it. And when it does happen, we are usually surprised. No, I am not talking about death or taxes, I am referring to some thing or some event that takes us off course or off the path we are happily walking just moments before we run into the proverbial ditch.

As noted above, these events can be and often are, out of the clear blue sky and not expected. This is not only frustrating, but it can also be maddening enough to completely derail us if we are not steadfast and mindful of what we are pursuing. In those moments, what can we do? What should we do to remain calm and push forward? Persevere.

Our son Jackson loved to swim as a toddler. In fact, we often called him a fish, as he seemed more comfortable in the water than out of it. Naturally, as he got older, he found his true athletic calling in the pool on the YMCA Swim Team. This has been a wonderful experience for not only him but us as parents and spectators. This has become such a family pursuit, that recently our daughter Lauren wanted to get in on the fun and start competing as well. So, just a few weeks ago the kids had their first swim meet of the year. With COVID, it was quite different, as no spectators were allowed in the pool area.

Jackson's first event was his favorite, 100 Meter Freestyle. With this being the first competition of the year, Jackson

had those familiar butterflies all of us have had at some point. Nevertheless, he knows the drill and got into his pre-race routine. He had prepared, put in the practice and was ready to go. Once on the starting block, all he needed to hear was the sound of the start.

However, the next few seconds is where it went sideways for Jackson. Upon entering the pool, his goggles slid off his swim cap, down his face and around his neck. While coaches had talked to the team about this type of event over the years, this was the first time it happened to Jack. This was understandably not the plan and he was not only surprised by it but was now off course. But I am happy to report that after just a second or two (it felt like 30) he got himself back to it and finished the race... his first without goggles.

I think we can all use what happened to Jackson as an example of how we can continue to push forward, plough through and persevere when the unexpected happens to us.

Whether it is a bad couple of holes on the golf course, a missed flight to our long-awaited vacation or that elusive goal that we just fell a little short of achieving; much can be said for perseverance. Anyone can say or even write down

goals, but only those with a little grit can power through the unexpected bumps along the way to realize those important goals. And when you do this, I think you will be surprised at how well you do.

Even though Jackson's race started with the unexpected, he still finished 3rd out of the 8 swimmers in that race. Certainly not his goal for the event, but indeed better than he thought in those first few, unexpected seconds.

So, the next time your plan is disrupted or taken off course, remember to try to keep calm and persevere. I think you may be surprised by how well you finish. 💎



SHRED EVENT

COURTESY OF
FORM WEALTH ADVISORS

COMING SOON

Get Rid of all that Paper!

Did you uncover loads of documents that need to be shredded during quarantine? FORM Wealth Advisors will be hosting an event in April. Save your papers and drop off all your sensitive documents that need to be shredded. We'll take care of the rest! Stay tuned to our website, Facebook or LinkedIn pages for specifics. 🗑️



Chicken and Dumplings with Mushrooms

Chicken Stew

- ✓ 6 oz. slab bacon, cut into 1/4" pieces
- ✓ 1/4 cup all-purpose flour
- ✓ 4 chicken legs (drumsticks with thighs; about 2 lb.)
- ✓ Kosher salt and freshly ground black pepper
- ✓ 1 1/2 pounds mixed mushrooms
- ✓ 1 medium onion, chopped
- ✓ 6 cloves garlic, crushed
- ✓ 1/4 cup dry white wine
- ✓ 6 sprigs thyme
- ✓ 2 bay leaves
- ✓ 8 cups low-sodium chicken broth

Dumplings

- ✓ 3/4 teaspoon kosher salt, plus more
- ✓ 1 cup all-purpose flour
- ✓ 2 teaspoons baking powder
- ✓ 1/2 teaspoon freshly grated nutmeg
- ✓ 1/8 teaspoon freshly ground black pepper
- ✓ 2 large eggs
- ✓ 1/4 cup whole milk

Chicken Stew

1. Crisp bacon in a large Dutch oven over medium heat; transfer to a paper towel-lined plate.
2. Place flour in a shallow bowl. Season chicken with salt and pepper and dredge in flour. Working in batches, cook chicken, skin side down, in same pot over medium heat until deep golden brown and crisp (do not turn), 12–15 minutes. Transfer to a plate.
3. Working in 2 batches, cook mushrooms in same pot, seasoning with salt and pepper and stirring occasionally, until brown, 5–8 minutes. Transfer to a bowl. Add onion and garlic to pot; cook, stirring occasionally, until onion is soft and translucent, 5–8 minutes.
4. Add wine to pot; simmer until reduced by half, about 5 minutes. Add chicken, bacon, thyme, bay leaves, and broth; season with salt and pepper. Bring to a boil, reduce heat, and gently simmer, partially covered, skimming occasionally, until chicken is falling off the bone, 2–2.5 hours. Add mushrooms and simmer until flavors meld, 10–15 minutes; season with salt and pepper.

Dumplings and Assembly

5. Bring a medium pot of salted water to a boil. Whisk flour, baking powder, nutmeg, pepper, and 3/4 tsp. salt in a medium bowl. Whisk in eggs and milk (batter will be slightly lumpy). Reduce heat until water is at a strong simmer. Drop teaspoonfuls of batter into water; cook until dumplings are cooked through and doubled in size, about 5 minutes. Remove with slotted spoon; add to stew just before serving.
6. DO AHEAD: Stew (without dumplings) can be made 3 days ahead. Let cool; cover and chill.

Tax Updates

by Christine Hayward



As we enter 2021, I hope you and your family are safe and healthy. While this new tax year has many items that have remained the same, there are some updates everyone should know.

Please be sure to contact your advisor as there are income limitations to funding certain vehicles. We can also discuss your specific tax situation at that time to decide if pre-tax options or post-tax vehicles are more beneficial to your plan.

The maximum contribution to employer retirement plans (such as 403(b)s, 401(k)s, and 457) remains the same at \$19,500, with a catch-up contribution of \$6,500 if you are age 50 or older. The maximum contribution for a Roth IRA and a Traditional IRA also remains unchanged at \$6,000, with an extra \$1,000 contribution if you are over 50. The SIMPLE limitations will remain at \$13,500 this year.

If you are taking the standard deduction,

it has increased to \$25,100 for married couples filing a joint return, \$12,550 for single filers and married individuals filing separately, and \$18,800 for head of households.

The tax brackets have increased this year for all filers:

Rate	Married Joint Return	Single	Head of Household
10%	\$19,900 or less	\$9,950 or less	\$14,200 or less
12%	\$19,900 to \$81,050	\$9,951 to \$40,525	\$14,201 to \$54,200
22%	\$81,051 to \$172,750	\$40,526 to \$86,375	\$54,201 to \$86,350
24%	\$172,751 to \$329,850	\$86,376 to \$164,925	\$86,351 to \$164,900
32%	\$329,851 to \$481,850	\$164,926 to \$209,425	\$164,901 to \$209,400
35%	\$481,851 to \$628,300	\$209,426 to \$523,600	\$209,401 to \$523,600
37%	Over \$628,300	Over \$523,600	Over \$523,600

If you are filing a married separate return, you will follow the Single bracket outlined above, however you jump into the 37% tax bracket at a taxable income of \$314,150.

When we discuss your complete financial picture, taxes will always play a role. While reviewing the tax code may seem dry at times, it is important

to find ways to help you save on taxes (if possible) in your working years and retirement to help achieve your long-term financial goals. As always, we are here to answer your questions and help support you in following your financial plan to live a better life. 🏡

Raymond James and its advisors do not offer tax or legal advice. You should discuss any tax or legal matters with the appropriate professional.

CWI UPDATE

2020 Recap

While 2020 tried to throw us a curveball when it came to opportunities to make an IMPACT, we were able to help raise funds to help Pastor Yves build a home, buy meals for local healthcare workers, AND package 100,000 meals with Kids Around the World. When COVID took so much from last year, we were able to give so much. Thank you for your continued support of Children's World Impact and we look forward to all that is to come in 2021. Save the date for August 16th for our Annual Golf Outing. 🏌️

Raymond James is not affiliated with and does not endorse the entities noted above.



Children's World Impact
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www.cwi.org



From left to right: Kim Cochenour, Katie Stecker, Jake Stilling, Sarah Johnson, Joann Fritz, Luke Kuchenberg, Tyson Ray, Christine Hayward, DeAnna Miller, Michael DaSilva, Ann Baer, Olivia Peters



Nelson Ray, 17



Austin Ray, 15



Carson Ray, 12



Jackson Kuchenberg, 12



Lauren Kuchenberg, 9



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