



WINTER 2022

INFORMATIONAL

02 Thinking with the End in Mind

If we keep the end in mind, it can direct our day-to-day to help make the end what we hope.

03 Inflation

The buzz word that is bringing concern to many and why we are choosing optimism.

04 Total Relationship

We exist to help make your life better by engaging with you in all areas of your life - a Total Relationship.

Bring in 2022!

by Luke Kuchenberg CFP®, CPWA®

Happy New Year to All! I hope our first newsletter of 2022 finds you healthy and having had a wonderful holiday season! As I have written in the past in the winter edition of our newsletter, I love the new year because it is a time to refresh, reengage and look ahead with anticipation for what the year ahead has in store.

Throughout the past, I feel like most of us have felt this way about the new year. A time to again take charge, breath deep and forge ahead with renewed optimism. However, as we turn the page to 2022, many of us may not be feeling that "new" year, fresh feeling. After the events of 2020 and many of them carrying over and through 2021, there may be some of us that are wondering, will 2022 be different? Can we turn the page and get back to some form of what we knew as normalcy? Of all our clients' questions on planning, this is one for which I wish I had the answer. However, I think it's safe to say no one knows for sure and none of us ultimately has control of it. At the same time, I am a big believer in taking charge of what we are able to change or influence. With that, I have the following thoughts to share on how we all can put our best foot forward in this new year.

- 1. Increase your Community** - Since February 2020, I think all of us can admit we have lost some of our connection with community. Whether that is with our family and friends, or those at our church, school, workplace or our favorite yoga class. We feel that isolation from those we love and/or like to spend time with and that may have left us feeling a little empty. In this new year ahead, try to find ways to increase your own community. Plan a get together with friends or find some new ways to volunteer and get active. These are all activities that can be done remotely as well. My



Tyson Ray CFP®, CIMA®

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

Eckhart Tolle

Thinking With the End in Mind

by Tyson Ray CFP®, CIMA®

When I started and where I got the idea is lost to me, but years ago I created my own eulogy.

Ever since its original draft, I have regularly reviewed this document. Why? Because the exercise has become more inspirational to me than the original desire to help plan my funeral arrangements.

You see, my eulogy has become more of a life mission statement. By writing how I want others to think of me in the future, I am guided by its words in how I live my life today. How I want to be remembered in my death now guides my life. I find myself being reminded of who I am and how I need to live out the eulogy if it is going to be true.

I just reviewed it for 2022, and like most years nothing changed but the impact it has on me. So here it is...

2022 Tyson Ray Eulogy

Born 1975 - Died 2022

Tyson Ray lived a life of service that impacted our world. He loved his Lord Jesus Christ and served his Savior with all his heart, mind, soul and strength. He did so without judging others who didn't share his beliefs.

Tyson was married to Jenny for his whole life. Jenny said, "Tyson was everything I ever desired in a husband and expected as the father of our three sons." Nelson, Austin

and Carson said of their father, "Our Dad was a real man; he was our role model and was responsible for helping us know what it looks like to be a real follower of Jesus. He was our encourager and our mentor. Our Dad helped us create and succeed in our own faith in Christ, in our own families and in our own careers."

Tyson Ray spent much of his time and money giving back to others, including widows, orphans and those neglected in this world. In fact, Tyson often was heard saying, "I exist to help make life better by helping others do what they could not do on their own." Through his foundation, Children's World Impact, Tyson poured his life into packing meals for the starving, building schools, homes and creating ways to help people help themselves.

Tyson also impacted thousands of people through his financial advisory career. Not only were the lives of his clients and their families changed for the better from his counsel, but he also helped thousands of financial advisors learn how to positively

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Kenosha Location

We are excited to announce the FORM family is continuing to grow its reach and impact!

With that, we want to extend a hearty welcome to our new Kenosha FORM Wealth Advisors team of Rick Elsen, Jeanne Kretschmer, JoDell Faraone, and their clients! Rick Elsen and his team have been helping clients navigate their financial journeys with Raymond James since 2001. Rick will continue to serve as Senior Wealth Advisor with FORM along with his team. We are excited for the opportunity to combine our strengths in helping all clients live a better life! ♦

CWI UPDATE

100,000 Meals

We ended 2021 by packaging another 100,000 meals at Lakeland Community Church that are on their way to Zambia. Throughout the year we were able to continue our Microfinance program in Ghana, fund a school expansion project in Kenya and watch the building project in Haiti come closer to completion. Please visit www.cwi.org for more updates. We hope you can join us next year (weather permitting) for the Golf Outing on Monday, August 1, 2022. ♦

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Inflation, Inflation Everywhere

by Luke Kuchenberg CFP®, CPWA®



If you have tuned into business or market news recently you have undoubtedly started to hear the words inflation mentioned increasingly. If you haven't, you most certainly have started to feel inflation at the grocery store and while at the gas pump, hardware store or restaurant.

Make no mistake, inflation is not coming, it's here. In fact, just a few weeks ago, the Consumer Price Index published by the Bureau of Labor Statistics noted that the "all items" index rose 6.8% for the 12 months ending in November; the largest 12-month increase in over 30 years. To that point, the last time inflation in this country was over 6% was 1990.

Inflation is an important measure because it depicts for us how much the cost of various goods and services are rising in price. It weakens our purchasing power, and thus we must enact strategies to reduce its effect.

One of the best ways to do that is to be an owner of stock, or equities. To better paint a picture of how our ownership in equities can do this, please note the information below:

- In 1990, the S&P 500 Index ended the year at 330. As I write this in mid-December 2021, the S&P 500 is at a value of 4672. Said differently, **it is up 14 times.**

- The cash dividend of the S&P 500 was \$12 in 1990. In 2021 it looks like it will close out the year at just over \$61, **a quintupling of that dividend income.**

- The Consumer Price Index (CPI) in December 1990 was measured at a value of 133. As we closed out November 2021, that value was 277. Put differently, you need \$2.08 to buy the same goods and services as \$1.00 purchased in 1990. Hence, the cost of living **has hardly doubled.**

Because this is important, I want to summarize the information above as it points out how we will help you navigate through this current financial environment.

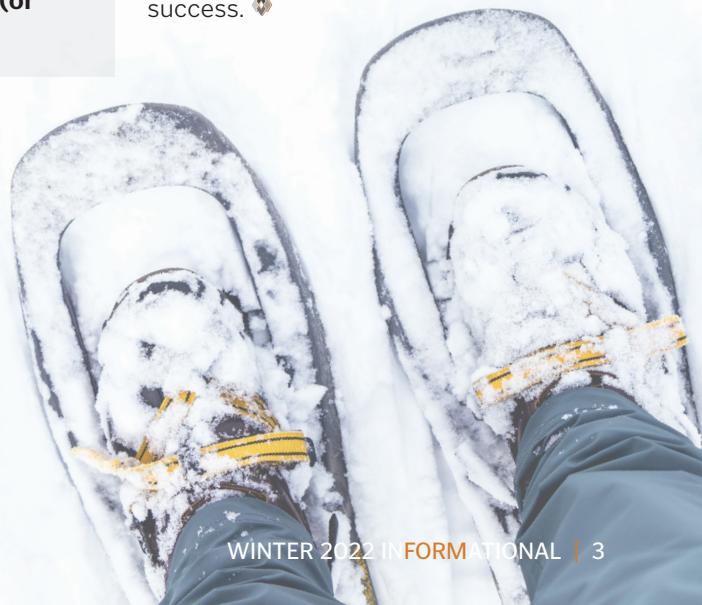
- **The S&P 500 index is up 14 times since its closing value in December 1990.**
- **Dividend income from that index is up 5 times.**
- **Our cost of daily living (or inflation) is up 2 times.**

Ladies and gentlemen, this is the driving force behind our investment strategy and why we own equities. Income is the very essence of your retirement or financial independence. Thus, we strongly believe that we must not only sustain your wealth, but put you in the best position to grow that

wealth over time. This in turn then gives us the most probable potential to not just maintain your standard of living or purchasing power, but the opportunity to increase it. For that primary reason, our entire TR Vest investment strategy has always been about one thing.... helping you combat inflation.

As the next days turn into weeks and then months, you will be hearing about inflation. Every expert or talking head will be at the ready when the networks come calling to give you their opinion on where this is heading along with the doom and gloom that will assuredly follow.

As we have strived to be in the past, we look to be a light of optimism and perspective for our clients. While we will tell you that inflation is very real and many items and services will rise in price, we will also tell you "be not afraid." We have a plan to combat the ill effects of inflation, and like many other economic events of the past, we too will see this through to your continued success. ☺



Why? - A Total Relationship

by Tyson Ray CFP®, CIMA®

Early in my career, I was asked, "Why do you get out of bed each day and what are you trying to accomplish?" I think about these questions often and spent time this past holiday season with them.

While Jenny and the boys slept in during their winter break, I was up at 5 am each morning. I got out of bed, made a pot of coffee, and enjoyed time to reflect upon the past and the future. Each morning I would start with a blank legal pad and write out my answers to those and other questions. Over the course of a week those responses became harmonized into one, basic answer: To help make our clients' lives better!

Additionally, a question I kept asking myself was, "What do I really do?" Is it financial planning? Is it building and managing investments? Is it building multi-decade relationships with clients and their families?

The answer is yes to all three, but I feel it is bigger. Ultimately, I came to the question, "What am I trying to do with my life?"

As the days passed and I looked over the different ways I asked that question, my notes boiled down into a theme: we help clients' live a better life by having a total relationship. The team at FORM Wealth Advisors accomplishes this by being invested in multiple areas of



your life. Because we know your assets are just part of your overall wealth equation, we seek to help you live out a better life by serving you in three roles: Teacher, Coach and Advocate.

Total Relationship Investing – Teacher

As a teacher, we help educate you about the limited resources of time, energy, and money by providing truthful information and experienced perspective. We educate, so you can make meaningful decisions based on how your resources affect the impact you wish to make in your current and future life.

Total Relationship Planning – Coach

As a coach, we discuss and discover how you can be in position to achieve your goals and minimize the impact of your concerns. We discuss who you want to be, what you want to do, and where you want to go. We then help

you by developing strategies and the necessary plans to achieve the best life you can afford.

Total Relationship Care – Advocate

As your advocate, we seek to bring meaning, motivation, and empowerment to your wealth. We encourage you to make decisions that enhance your ability to love and be loved, to embrace joy in what you have and to find peace in knowing that we are with you every step of the way.

There you have it-the answer to my "why". Now, when someone asks you why you are a client, you can say, because FORM Wealth Advisors are invested in a Total Relationship with me. We really believe we do, can, and will help you live out a better life. ♦

"As your teacher, coach, and advocate we are focused on helping you live a better life."



Finesse Your Benefits and Contributions this Winter



Retirement and Longevity

Mark your calendar with important tax deadlines and market closures.

Start 2022 off right by fine-tuning your contributions to retirement and health accounts and preparing for tax filing.

Important Tax Dates

Winter 2022 market closures

- **Jan. 17:** Martin Luther King Jr. Day
- **Feb. 21:** Presidents Day

Dates to remember

- **Jan. 18:** Fourth quarter estimated tax payments are due, if required.
- **Jan. 31:** Raymond James mails year-end retirement tax forms for 1099-R and 5498, if applicable.
- **Feb. 15:** Raymond James begins mailing 1099 tax statements.
- **Feb. 28:** Raymond James mails amended 1099s and those delayed due to specific holdings and/or income reallocation.
- **March 15:** The final day to mail any original 1099s and continued amended 1099s as needed.

Things to do

- **Organize for tax time:** Prepare for smooth filing. By early February, you should have tax forms in hand. Make sure to organize them in a dedicated spot, as well as any receipts if you itemize. To ensure all is in order, talk to your advisor about coordinating with your tax professional.
- **Get set for 65:** This is the age you become eligible for Medicare; a 10% premium penalty applies for each year you go without Part B coverage beyond this birthday in most cases. You have seven months to enroll, starting from three months before your birth month. Ask your advisor about healthcare planning resources that can guide you.
- **Become a benefits whiz:** Research your company's open enrollment schedule and decide if you need to make changes.
- **Fine-tune your health spending:** If you participate in a flexible spending account (FSA) or health savings account (HSA), review contribution levels to take full advantage – without exceeding limits, which are adjusted regularly for inflation. If you have an FSA, use available funds before your plan's use-it-or-lose-it deadline.
- **Finesse your bonus:** Plan how you want to use your year-end bonus before it hits your checking account. Consider paying down high-interest debt, shoring up your emergency fund or increasing your 401(k) contribution.
- **Pay yourself first:** If you haven't automated retirement contributions, start now. It's also a good time to reconfirm your employer match and increase your contributions to allow more time to generate tax-deferred gains.
- **Revisit an IRA:** Pre-tax contributions to IRAs can reduce taxable income, and you have until mid-April to contribute for the current tax year. You also have the option to contribute early in the year toward the next tax year – so tell your IRA custodian which year the contribution applies to. ☀





Irrational Exuberance

December marked the 25th anniversary of Alan Greenspan's "irrational exuberance" speech. For those who don't know or remember, Alan Greenspan in 1996 warned that investor/market speculation could not continue.

Given he was at the time one of the world's most respected financial analysts and Chairman of the Federal Reserve, his comment was heard around the world. He ended up being right about 40 months later! The greatest bull market in history went on for more than 3 years and about doubled again from the prediction to the market top in 2000.

Meanwhile, \$10,000 invested in the S&P 500 the afternoon before he gave that thunderclap of a warning, and left to compound, is close to \$100,000 on this the 25th anniversary.

In the end, history shows it is completely irrational to not participate in the exuberant returns of the markets. ♦

Pesto Tortellini Zuppa Toscana

Ingredients

- ✓ 4 slices thick cut bacon, chopped
- ✓ 3/4 pound ground spicy Italian sausage
- ✓ 1 yellow onion, chopped
- ✓ 2 ribs celery, chopped
- ✓ 4 cloves garlic, chopped
- ✓ crushed red pepper flakes
- ✓ 6 cups low sodium chicken broth
- ✓ 1/3 cup basil pesto
- ✓ 1/3 cup sun-dried tomatoes, chopped
- ✓ juice of 1 lemon
- ✓ kosher salt and black pepper
- ✓ 1 bunch kale, roughly chopped
- ✓ 1 pound cheese tortellini
- ✓ 3/4 cup heavy cream or whole milk
- ✓ 1/2 cup grated parmesan cheese

Preparation

1. Cook the bacon in a large pot over medium heat until crisp, about 5 minutes. Remove the bacon. If there's excess bacon grease, drain off all but 1 tablespoon.
2. To the pot, add the sausage and onion. Brown all over, about 5 to 8 minutes. Add the celery, garlic, and a pinch of chili flakes, cook 2 minutes. Pour in the broth, 1 cup water, the pesto, sun-dried tomatoes, lemon juice, and season with salt and pepper. Bring to a boil over medium-high heat.
3. Stir in the kale and cook 5 minutes, until wilted, stir in the tortellini. Cook 2-3 minutes, then add the cream and parmesan. Remove from the heat. Stir in the reserved bacon.
4. Serve the soup topped with additional parmesan and fresh thyme, if desired.



Bring in 2022!

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wife and her college friends get together every few months on a group video Zoom chat to catch up and reminisce. When she is on one of these calls, the kids and I hear so much laughter. A lift for all of them I'm sure. As far as getting or staying active, anything outside is great but have you also seen some of the workout communities offered by Peloton, Hydrow, YouTube and some others? Even though it is done remotely, you really feel like you are in that class. A workout and a community...now that's a one-two boost for the mind and body!

2. Increase your Connection – I think it is impossible to build one's community and not at the same time increase your connection. We human beings are meant to connect. This is a primary reason this past 22 months has been such a challenge. From a football game with friends to our own workplace, people are the most

important ingredient. Do you know anyone who was sent to work remotely last year and at first loved it and now is wishing to go back to the office? It is not because they like their desk or miss their boss, it's because they miss the interaction with their co-workers and/or customers. By increasing our community, we can increase our connection. Once we feel more involved, more in tune with others, I believe we may feel greater peace, happiness and contentment.

In closing, I am excited to kick off another new year! I am optimistic and look ahead with anticipation to what 2022 has in store for all of us. I know and understand there remains so much we do not control in this world, but let's not focus on that. Rather, let's concentrate on what we can control or certainly have some influence over. I challenge all of us this year to be on the lookout for ways to increase our communities and our connections. I believe if we do that, we will not only be happier but also feel more peace in the world that surrounds us. ♦♦

Self-Written Eulogy

CONTINUED FROM PAGE 2

impact the lives of their own clients. Tyson's life was a compounding effect of positive change for our world. Though we have lost Tyson's life, his work continues in all those he touched with his love!

So that is my eulogy. What about yours? How do you want to be remembered? Who do you want to become? What changes do you need to make? What things do you need to keep doing to make your eulogy a true living representation of your life?

We would love to know your answers to those questions. You can write your eulogy or someone else will, but If you have the courage to write your own, please share it with us because we have the desire to help you live it out.

One of the many things that makes FORM Wealth Advisors unique is we begin with the end in mind. Rather than starting with today and planning forward, we do the opposite as we believe it helps us guide you to a better life. ♦♦

Higher Education

by Christine Hayward MBA, CIS

As some of you know, I recently started studying for the CFP® through Dalton Education, in partnership with Northwestern University's School of Professional Studies.

Many view the CERTIFIED FINANCIAL PLANNER™ designation as the gold standard in our industry. The program focuses on numerous topics, including Estate, Insurance, Retirement, Tax, and Investment Planning. I will have the opportunity to go to Chicago for a week-long study group next year and am currently taking virtual classes and

studying on my own.

At FORM Wealth Advisors, we value continuing education to expand our knowledge to help clients. I think it's very important, in any career, to continue to be a student of your industry. We continually see changes in multiple areas, including tax laws, retirement contribution limits, and estate regulations, just to name a few, and expanding my education will allow me to stay up to date on new rules and codes.

I am excited to start this journey and continue my professional designation

education. I hope you all have a wonderful season, and I can't wait to see what next year brings! ♦♦





From left to right: Rhonda Branson, Jeanne Kretschmer, Ashlyn Aldrich, Kim Cochenour, Becki Kuchenberg, Sarah Johnson, Kevin Paluch, DeAnna Miller, Luke Kuchenberg, Tyson Ray, Christine Hayward, Rick Elsen, Ann Baer, Jesse Schrock, Olivia Peters, Jenny Ray, JoDell Faraone, Deneen Krantz

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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

** Barron's "Top 1,200 Financial Advisors," March 2021. Barron's is a registered trademark of Dow Jones & Company, L.P. All rights reserved. The rankings are based on data provided by over 5,000 individual advisors and their firms and include qualitative and quantitative criteria. Factors included in the rankings: assets under management, revenue produced for the firm, regulatory record, quality of practice and philanthropic work. Investment performance is not an explicit component because not all advisors have audited results and because performance figures often are influenced more by clients' risk tolerance than by an advisor's investment picking abilities. The ranking may not be representative of any one client's experience, is not an endorsement, and is not indicative of advisor's future performance. Neither Raymond James nor any of its Financial Advisors pay a fee in exchange for this award/rating. Barron's is not affiliated with Raymond James.