

Key Points from Securities America Connect 2018

Sharon and I recently attended the Securities America Connect 2018 Conference in New Orleans, Louisiana. This conference offers an array of professional development sessions, the latest on industry trends, best practices, and the firm's technology enhancements. I would like to share with you some of what I learned and what impressed me.

Below are my top takeaways:

The Power of Never Giving Up: Robert Herjavec, best known as an entrepreneur on the television show Shark Tank, opened the conference as the first keynote speaker. He feels that to succeed you need to believe you can succeed, take action even when it is scary, focus on measurable results, and have a passion for your business. Robert said that Winston Churchill said it best, "success consists of going from failure to failure without loss of enthusiasm." Resiliency is the key characteristic of most successful entrepreneurs.

Aging with Quality: As health advances continue to accelerate the quantity of years we will live, the focus must shift from quantity to quality. The Stanford Center on Longevity (SCL) focuses on "living longer with vitality" through financial preparedness, mind, and mobility. "The number of centenarians has increased by 44% in the last decade" (Great-West Financial Longevity Lifestyle Preparation 2017). As we reevaluate financial plans to last for a more extended period of time, we also need to prepare both mentally and physically. Simply joining a group that focuses on an activity that you enjoy or volunteering can increase your cognitive health in addition to reading, working crossword puzzles, and trying something new. Mobility is a vital part of improving the quality of life. Walking at least an hour per day can increase quality as well as reduce mortality (Great-West Financial Longevity Lifestyle Preparation 2017). What one change can you make to improve the quality of your longevity?

Market Update by Alan Greenspan (via teleconference): I hope we all age as well as Former Federal Reserve Chairman Alan Greenspan in regards to quality longevity as was evident by his ability to present at age 92. His continued role as an American economist continues to keep him vibrant. He teleconferenced into our general session and answered questions about the economy. He is very optimistic about Tax Reform especially reducing the corporate tax rate permanently. He feels the economy is already benefiting from it. He is less enthusiastic about the potential of a Trade War.

Political Commentaries - Surround yourself with people who are not like you: Mary Matalin, a Republican Political Commentator, and James Carville, a Democratic Political Commentator, embody this idea of surrounding yourself with people who are not like you. They have been married for 25 years. Despite being divergent in their political beliefs, they are each still hopeful regarding the future of our country. They shared several common views on the importance of communities, the need for better politicians, and that democracy requires participation. Mary mentioned that being a public servant was once considered a noble calling and not necessarily a career. She would prefer regular Americans run as honest candidates. James agreed but highlighted that being a politician is a true craft that requires a lot of skill. No one remembers the keynote speaker at the Gettysburg Address who spoke for over two hours while President Lincoln spoke for only two minutes and 15 seconds. James talked about the challenge of confirmation bias in politics today. When we only surround ourselves with similar viewpoints, being like-minded confirms our beliefs. We need to surround ourselves with people who are not like us to see different sides of political issues.

As your financial advisor, I am committed to consistently increasing my knowledge as well as that of my staff to better support you. Continuing education allows me to help you navigate the ever-changing financial climate and be your financial sounding board.

Kind regards,
Meghan



Meghan Phillips Dykstra CFP®
Investment Advisor Representative
900 East Front Street, Suite 200
Traverse City, MI 49686
phone: 231-486-6188
fax: 231-486-6191
Meghan.dykstra@securitiesamerica.com
TandemWealthTC.com