



October 2015



**About Kathleen Longo**

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The team at Flourish Wealth Management is involved in a number of local organizations to support the community. As part of Kathy's role on the Professional Advisor Committee with The Minneapolis Foundation, she was recently invited to celebrate their Centennial with an evening gathering with performances from many of our local artists as well as a full day educational conference. The Face Forward

## Flourish Updates

Welcome to Flourish Insights™ where we hope to share our views to benefit your financial well being along with selected insights from influential publications along with our partners at the BAM Alliance. In addition to wealth management and investment information, this monthly newsletter will also be our chance to share firm updates, thoughts, tools and resources that support your path to flourish!

We recently learned that our trademark registration was approved for Flourish Wealth Management®. As I formed the firm I wanted a name that resonated with the experience we seek to create for our clients. The most common definition of "Flourish" is to grow or develop in a healthy or vigorous way, especially as the result of a particularly favorable environment. I smile when I hear the word flourish inserted into everyday conversation, which happens less often than you may think. In fact, as depicted in the following graph, the term flourish has been consistently decreasing in usage for a number of years. We are here to bring Flourish back into everyday language as we work to create a memorable experience for our clients while inspiring others to establish a favorable environment for long-term success.



We have made significant investments in our technology since the inception of the firm. A new addition to the technology toolbox is a program called ShareFile that allows us to share information with each other more efficiently in a secure fashion. It also allows us to set up client portals where you can access your financial information safely and conveniently.

We also have a new scheduling tool that allows us to more effectively work with our clients to meet their

Futurist conference drew an audience of more than 1,500 non-profit and business leaders, change-makers and students from across the Twin Cities to learn about innovative approaches to some of the community's biggest challenges and opportunities. The conference featured world-renowned speakers including physician Atul Gawande, physicist Michio Kaku, charity innovator Dan Pallotta, and longevity expert Dan Buettner.

MPR host Kerri Miller served as the conference moderator, leading the day's robust discussions. The Minneapolis Foundation has made the sessions available online.

[Watch the sessions](#)

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### **What's Your Personal Mission Statement?**

Mission statements aren't just for businesses, organizations and corporations. By having your own personal mission statement, you can clearly spell out what it is that drives you and defines you as a person. Such a statement can clarify why you are doing what you are doing, and it can remind you where your focus should be. [This article](#) from Forbes states, "A personal mission statement is

changing calendars while providing time for our team to prepare all of the materials needed for a high quality meeting. The tool allows you real time access to our calendars when scheduling and creates email reminders for our appointments. For those who still like to schedule via phone or email, we are happy to accommodate.

Finally, we are in the process of expanding our office space. The good news is that the space next to ours is vacant which allows us to easily expand without moving. This is exciting news for Tyler who joined us in May and will soon be leaving our break room which conveniently served as both kitchen and an office the past few months. We will have some construction over the next few months but the impact on our work should be minimal.

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## **Flourish Blog**

You may not know that Flourish has a blog that we use to share our thoughts on various wealth management topics. Here is the latest blog posted on fall cleaning and finances.

### **Time for Some Fall Cleaning**

Fall is officially here and it's time to clean! I know we usually think about cleaning as a chance to freshen things up when Spring arrives, but Fall is a perfect time for financial cleaning. Let's make some progress with a few of these financial cleaning moves. --> [Read blog](#)

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## **Investment Perspectives**

**By Larry Swedroe**

"Today's investors find it inconceivable that life might be better without so much information. Investors find it hard to believe that ignoring the vast majority of investment noise might actually improve investment performance. The idea sounds too risky because it is so contrary to their accepted and reinforced actions."

So writes Richard Bernstein in his book *Navigate the Noise*.

### **Why the Noise?**

At the time he provided this highly useful insight,

your guiding light when things get dark."

More from  
Forbes: [Personal mission statements of CEOs](#)

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Bernstein was Chief Investment Strategist at Merrill Lynch. What makes this a particularly interesting statement is that his then-employer (not to single out Merrill Lynch) is responsible for putting out much of the very noise Bernstein decries.

Many entities -- not just investment firms, but also magazines, broadcast media outlets, newsletter publishers and the financial media in general -- have a vested interest in investors becoming hooked on investment noise.

Why? Because greater traffic and attention helps drive their profits. The interests of the financial media are not necessarily aligned with the best interests of investors. The winning strategy for them is highly likely to be the losing strategy for you. What's more, there are far better and more important things to do with your time. --> [Read article](#)

*Larry Swedroe is director of research for the BAM ALLIANCE. This article originally appeared on Mutual Funds.com.*

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