



2016 3rd QUARTER NEWSLETTER

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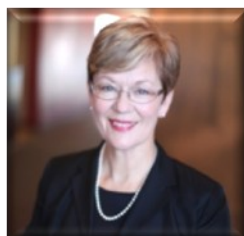
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Margaret's Insights & Reflections

By: Margaret Wittkopp, President

June is the anniversary month of my "Can Sell Date." This is the date that an Investment Representative (IR) is allowed to (Can) Sell products in the investment industry. MY Can Sell Date was June 1994, 22 years ago. As I enter my 23rd year I will be sharing with you, insights and reflections on the experiences I have had in this industry. I will be exposing the false narratives and excessive abuses of the Brokerage and insurance industry. And yes what I have learned from you, the investor. With the idea that by sharing these experiences and insight, You may be able to avoid some of the pitfalls so many investors experience in their financial journey. Hopefully, you will have a better experience and more success.



The first lesson is this: remember it is called the CAN SELL DATE, because the primary function of the people and firms, in this business is to SELL products, NOT advise or build your wealth. I do believe the majority of IR's in the business have good hearts and want to do the right thing. However, they are trained in selling techniques that may or may not be in your best interest. I have had the fortunate opportunity to be on both sides. I started out working on the Brokerage side, being well trained in selling products. It wasn't until I left that company, to seek the TRUTH about investing that I had the opportunity to be educated about the academics of investing. This being said, the important thing for you to remember is that no matter what the title: Investment Advisor, Financial Advisor, Wealth Manager, Financial planner etc... The vast majority of people in the investment business are SALES PEOPLE, first and foremost.

The antidote is to find a true fiduciary. Someone who is working for your best interest and is grounded in strong academic principles of investing. And not just selling stuff. **MW**

Missed a Class?

We invite you to explore our new and improved website. If you have missed any of our monthly classes you can now watch them online!

<http://veritasinvesting.com/resources/>

Why Invest in Stocks?

By: Jeremy Burri, Operations

2016 certainly got off to an anxious start. China's troubles were in the headlines everywhere! According to CNBC, nervous investors pulled an amazing \$12 Billion dollars out of stock mutual funds in just the week ending January 6th. But disciplined investors were wise to stay the course. (Once you jump out of the market, you have to make the difficult choice of *when* to jump back in). And here we are in June, and that volatility seems a distant memory in the rear view mirror. Thank you for remaining disciplined.



With the geopolitical uncertainty we are witnessing around the globe, not to mention our own political uncertainty with it being an election year, it's easy to let the headlines and fear of the day influence our investing views. It all seems to be insurmountable bad news. Compounding the issue is that for many investors, 2014 and 2015 were not very strong years.

With all of this negativity floating about, this is a good time to go back to the basics of WHY we invest in equities, or stocks. We invest in stocks for a variety of reasons, but one of the main reasons is to earn a rate of return *in excess of inflation*. Stocks can do that. And aside from being able to do that over the long term, stocks are also usually very liquid, meaning, if you need to exchange shares for dollars through a withdrawal that is easily done. Other assets, like real estate, do not enjoy that benefit (nor do they historically appreciate as much) and are not as easily sold off or liquidated. But we know that this return comes with volatility. Risk and reward are related. And volatile assets such as stocks can exhibit all sorts of behavior from steep rises, precipitous declines, to extended periods of little change.

So if we accept the the volatility of stocks in order to earn a rate of return in excess of inflation, it is helpful to know HOW we earn the return. Does it accumulate a little bit every year? In reality it's fascinating and completely the opposite. University of Michigan Professor Nejat Seyhun analyzed the 7802 trading days from 1963 to 1993. He wanted to see how many days captured most (95%) of ALL of the return for that 30 year period. His results were amazing. He identified 90 days out of that entire period that contained 95% of the return. That's about 3 days per year. And in reality it's more random that, as some years may have had no good days, while others more than the average of 3. Embracing the randomness of returns does take faith and confidence in the markets. Giving you that confidence is one of the goals of our Investor Education Series classes we routinely hold. We hope to see you later this summer in class. **JB**

Symposium Afterglow

If you are not able to attend the Symposium join us for a recap of the “Mission Impossible” highlights. Hear all about the “Secret Guest Speaker” the engaging Matson Money Academic Advisory Board and Mark Matson CEO and founder of Matson Money.

Thursday, August 11th 5–7pm at Veritas

Save the date! don’t miss our 2nd annual cookout with Jeremy as our Grill Master!



**SAVE THE DATE FOR THE 2016
SYMPOSIUM
JULY 27–30**



Held at the Duke Energy Center in Cincinnati, Ohio

Join us for this years Symposium, and experience this awesome engaging event! Investing made fun, great speakers, food and entertainment.

It's not to late, sign up now!



Upcoming Veritas Classes and Events

Sky is Falling Not

Does negative news mean investor misery? It's hard to find good news these days. In this class we'll look at the effects of past negative events investors have endured.

July 12th, 6:00pm, Plymouth Office

July 13th, 11:30am, Plymouth Office

You Tell Me

“Should I continue to invest, or why don't I just go to safe investments like cash or other alternatives?” I don't know, you tell me. In this class we'll look at the “cost” of safety and other alternative investments.

August 16th, 6:00pm, Plymouth Office

August 17th, 11:30am, Plymouth Office

Dimensions of Risk and Return

Not all risks are equal. Some risks are calculated, while others are foolish. In order to have return, investors must bear risk. In this class we look at the variety of risks you can take as an investor, and separate the unnecessary from the prudent.

September 13th, 6:00pm, Plymouth Office

September 14th, 11:30am, Plymouth Office

We would love to see you at our next class



WELLNESS CORNER

Summer Wellness Tips

By: **Deb Bruckschen**, Contributing Wellness Writer/Coach (360Wellness Edge.com)

Who else loves Summer? Between the sunshine, warmer weather, longer daylight hours, and vacations for some people, there's lots to love about Summer for most of us.

Here are a few tips that will help you & your family maximize your wellness during the Summer months.

Stay Hydrated! While consuming enough water is a good thing to do all year long, it's especially important when the thermometer climbs. A good rule of thumb for how much to drink per day: Your weight divided by two = the number of ounces of water to drink per day. Add to this amount if you're involved in outdoor activities in the sun or just in warmer temperatures.

Farmers' Markets, vegetables, fruits... oh my! Summer is a fabulous time to get those extra servings of fresh vegetables and fruits. You can grow your own, or support local Farmers' Markets. We support growers who have organic produce or who produce their veggies and fruits in the spirit of organic even if they're not certified. Do ask producers if they use any fertilizers or pesticides that contain potentially harmful chemicals. We're all exposed to some level of toxins in our environment—after all, we don't live in a bubble—however if you can eat “clean” food (free of chemicals) whenever possible, you can lessen your body's potential toxic burden.

Bug off! 'Tis the season for mosquitoes and other pests, and they seem to love some people more than others. If you reach for a bug repellent, look for one that doesn't contain chemicals. One with essential oils and other natural ingredients can sometimes be just as effective... and a friendlier choice for your body and for those around you.

Chill out! Do take time to relax a bit/or get a change of scenery this summer, even if you're not able to take a full-fledged vacation. One of the best ways to remain healthy and productive is to be proactive about scheduling in some “down time” where you can take a break from your daily responsibilities, whatever they might be depending on your stage in life.