



Team Time

Your **Shakespeare Advisor Team** has grown! With the addition of Brian Ellenbecker and Ryan Rink, we now have a strong team of **5** advisors, ready to handle any financial situation you can put in front of them (including many

you've never thought of).

We're all here praying for a world of peace, justice and good health. In the meantime, we are cleaning, cleaning, and *cleaning more* for those clients that wish to come in to the office to meet with us. We have face masks available.

Here's to things looking up for the summer!

Blog | View From The Lake



[Large Cap Growth – Beware!](#)

June 9, 2020

[Watch Video Now](#)



[Wisconsin's "We're All In" Initiative to Help Small Businesses](#)

June 8, 2020

Wisconsin's "We're All In" Initiative to Help Small Businesses On May 18, 2020, the state of Wisconsin announced \$75 million in assistance for small businesses as part of the Wisconsin Economic Development Corporation's (WEDC) "We're All In" initiative. The initiative is a comprehensive effort to help Wisconsin's small businesses get back on their feet by [...] [Read More](#)

A Message from our President



At Shakespeare, we believe “*There is No I in Team.*” From our humble beginnings in 1999 as a *team* of one, Shakespeare has grown to a strong team of seven professionals in 2020. Each new team member has provided added value to you, allowing us to do more and to offer more in-depth advice.

10 years ago we recognized that working in teams best serves our clients, a growing best practice within the industry. For many, it’s obvious who your primary contacts are, and for others you may well understand there is a full team of professionals working behind the scenes that ‘*make things go*’ on your behalf.

In every situation, know that when you call our office, if your primary contact is unavailable, you should feel fully confident speaking with our team members who are ready to assist in answering your questions.

In the last eight months we have added two new members to the Shakespeare team, Ryan Rink and Brian Ellenbecker. Both Brian and Ryan have integrated faster than expected into Shakespeare and have proven to be a great asset to us and to YOU!

Moving forward, I will be ‘*working*’ to reduce my schedule to 50 hours/week, as my time sheet over the last several years has grown to an unsustainable level.

In that regard, after Labor Day I will begin working from home every Friday; and starting next January will be taking Fridays off. This will give me more opportunities to read, write, and work on other value-added projects. Your

Shakespeare team is always ready to assist, even if the 'old dog' isn't sitting at his desk.

As always, feel free to reach out to discuss any issues impacting you or your family. In the meantime, have a wonderful summer and we look forward to connecting soon.

Kevin

Compliance

The SEC has adopted a new rule requiring registered investment advisors to provide a brief relationship summary to all investors. This form includes Shakespeare's overview of fees, services and standard of conduct. The [Client Relationship Summary](#) is available on our website. Additional information regarding this requirement can be found at investor.gov/CRS.



Nick's Tip of The Month:

Don't forget tax filing deadline is July 15th

Remember that July 15th is the tax filing deadline for Federal and State returns, as well as for making 2019 contributions to IRAs, Roth IRAs, or Health Savings Accounts (HSA). April and June estimated tax payments for 2020 were also extended to the July 15th deadline. The deadline for 2019 contributions to WI Edvest accounts remained at April 15th.

Brain Teaser

Nick is a bit odd. He likes only certain things. Can you figure out why he likes what he does from the following clues?

- He likes gum, but not mints.
- He likes the beach, but not the ocean.
- He likes cotton, but not wool.
- He likes medicine, but not doctors.
- He likes crystal, but not quartz.

Answer at the bottom of this newsletter!

Guest Columnist

Insurance in a Post-Covid World



*By Michael Smith, LUTCF, CLTC, LACP
CPS Horizon*

Most people envision themselves living a long life, investing and planning throughout their working years to create a financially secure future where they can enjoy spending time doing their favorite things. COVID has caused many people to reassess their planning for both life insurance and long term care. Unfortunately, it has caused insurance companies to reassess as well.

As part of the financial planning process, it's important to understand the potential impact that needing **long-term care** may have on your assets, your family, and your future. The reality is, as people start to live longer, the greater the likelihood is that you will require long-term care.

As a result of COVID, insurance companies have gotten more stringent with underwriting decisions. No one knows the long term health effect a positive COVID test may cause and thus underwriting has gotten more difficult. That's not to say you can't still get quality life or long term care insurance, it just means the companies are taking extra steps before making an offer for coverage. Some companies downgrade a rating for someone who has recovered from COVID. Some carriers are restricting the age someone can apply for coverage.

Don't wait to address your life insurance or long-term care needs.

Incorporating life insurance or long term care insurance into financial plans today can help protect assets, reduce the burden of care that would otherwise fall on family members, and enable you to receive care in the setting they most prefer, including their home. Underwriting may be tough, but waiting might cause a higher premium due to age or a repricing of coverage. We are already seeing life insurance companies increase premiums on new coverage anywhere from 5-15%. Who knows where future premiums will be for long term care insurance? I anticipate those applying for coverage in the future will have a higher premium than those applying today.

Bottom line is to work with the Shakespeare team to stress test your portfolio and determine if life insurance or long term care insurance is in your best interest.

Next Up:

Hike for Hope 2020

It's not too late to join us for **Hope Street Ministry's 2nd Hike for Hope on June 20th!** Gather your family members, friends and dogs for a hike through beautiful Nashotah Park.

This year, they are putting special guidelines in place to ensure the safety and

protection of all; and have added the option to Hike from Home! Find more information about this option [here](#).

Shakespeare is sponsoring this hike; and all proceeds will support building **Shechem**, a 3-story community center for people living in Hope Street housing and the surrounding area (26th and Capitol Drive in Milwaukee). This is a way we can take direct action in improving lives in the City of Milwaukee.

Watch this [VIDEO](#) from last year's hike!

Learn more about [Hope Street Ministry](#) and all of the great things they are doing in a not-so-great area of Milwaukee.

Please hike with us. We chose this event that is accessible to more of our clients and friends (not a hard physical challenge). We plan to walk the flat trails at 8:00 am, but you can walk any time and any distance). RSVP to let us know you [signed up online](#)!



Summer Shred Event - Mid-August

We are in the early stages of figuring out how to modify Shakespeare's Summer Shred Event to keep everyone feeling safe. Details coming soon!

Habitat for Humanity

We hope to be participating in a Waukesha Habitat for Humanity build date this

year. If you've participated with us in the past, you know how much fun it is. If you haven't, you should find out this year.

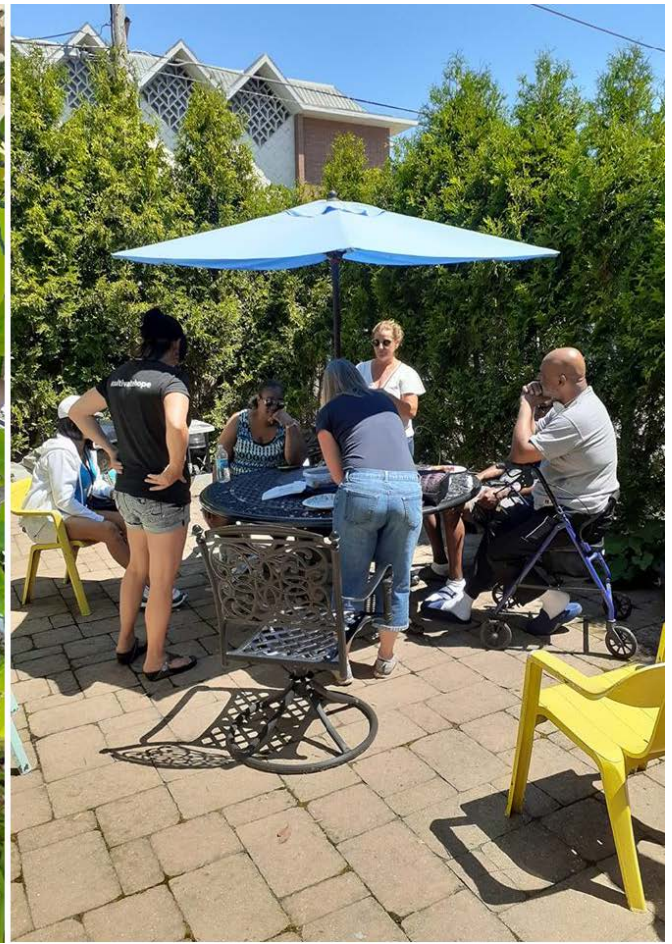
Stay tuned for a potential build date in September!



Out and About



With the cancelation of family vacations and summer sports, **Andrea's** summer goal is to hike as much of the Ice Age Trail as possible!



Colleen is beyond happy to report that visits are again allowed with **Hope Street members**. We just popped in for a visit, but our Alpha Course will be starting back up this week! On the left, that's Lisa... her smile lights up Facebook every morning!



Kevin's Little Oak Tree Farm (said in jest, of course). Can you see the little oaks in the white tubes, by the blue flags? They will be mighty one day!

And next, a sweet photo of his two dogs. ;)



Health, Wealth & Happiness

Health, happiness and wealth depend on each other. To reach your goals of a happy retirement, do not overlook the value of a healthy retirement. More than 80% of today's retirees say health is the most important ingredient for a happy retirement (valuing good health even over financial security).

June's Tip for a Happy Retirement - 5 Keys to a Longer Life

From Harvard Health Blog, July 5, 2018:

How is it that the **United States spends the most money on healthcare**, and yet still has the one of the **lowest life expectancies** of all developed nations? (To be specific: \$9,400 per capita, 79 years, and 31st.)

Maybe those of us in healthcare have been looking at it all wrong, for too long.

Healthy lifestyle and longevity

Researchers from the Harvard T.H. Chan School of Public Health [conducted a massive study](#) of the impact of health habits on life expectancy, using data

from the well-known Nurses' Health Study (NHS) and the Health Professionals Follow-up Study (HPFS). This means that they had data on a huge number of people over a very long period of time. The NHS included over 78,000 women and followed them from 1980 to 2014. The HPFS included over 40,000 men and followed them from 1986 to 2014. This is over 120,000 participants, 34 years of data for women, and 28 years of data for men.

The researchers looked at NHS and HPFS data on diet, physical activity, body weight, smoking, and alcohol consumption that had been collected from regularly administered, validated questionnaires.

What is a healthy lifestyle, exactly?

These five areas were chosen because prior studies have shown them to have a large impact on risk of premature death. Here is how these healthy habits were defined and measured:

1. **Healthy diet**, which was calculated and rated based on the reported intake of healthy foods like vegetables, fruits, nuts, whole grains, healthy fats, and omega-3 fatty acids, and unhealthy foods like red and processed meats, sugar-sweetened beverages, trans fat, and sodium.
2. **Healthy physical activity level**, which was measured as at least 30 minutes per day of moderate to vigorous activity daily.
3. [Healthy body weight](#), defined as a normal body mass index (BMI), which is between 18.5 and 24.9.
4. **Smoking**, well, there is no healthy amount of smoking. "Healthy" here meant never having smoked.
5. [Moderate alcohol intake](#), which was measured as between 5 and 15 grams per day for women, and 5 to 30 grams per day for men. Generally, [one drink](#) contains about 14 grams of pure alcohol. That's 12 ounces of regular beer, 5 ounces of wine, or 1.5 ounces of distilled spirits.

Researchers also looked at data on age, ethnicity, and medication use, as well as comparison data from the National Health and Nutrition Examination Surveys and the Centers for Disease Control and Prevention's Wide-Ranging Online Data for Epidemiologic Research.

Does a healthy lifestyle make a difference? [Read Full Article](#)

Brain Teaser Answer

TEASER:

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- He likes crystal, but not quartz.

ANSWER:

Nick likes types of balls! Gum(ball), Beach(ball), Cotton(ball), Medicine(ball), Crystal(ball)