



MESSICK PEACOCK & ASSOCIATES

**QUARTERLY
NEWSLETTER**
2QTR 2024

Summer is a great time to relax, reflect and read! What are you reading this summer?

At MPA we love to read. We have a quarterly book club, and we host events that feature respected authors. One of our core values is **Competence**—so we are always focused on learning more about various topics that can help us and our clients to Never Stop Growing: financially or personally.

This summer, we are recommending ***The Behavior Gap*** by Carl Richards. As a financial planner, Carl Richards grew frustrated watching people he cared about make the same mistakes over and over. He realized they were letting emotion get in the way of smart financial decisions. His book will teach you how to rethink all kinds of situations where your perfectly natural instincts (for safety or success) can cost you money and peace of mind. It's easy to blame the economy or the financial markets—but the real trouble lies in the decisions we make.

At MPA we are here to help you identify your real financial goals, have meaningful conversations about money, and avoid the pitfalls of generic financial advice. Reach out to us to learn more and to receive your copy of ***The Behavior Gap***.

We wish you a very relaxing and enjoyable summer.

All the best, Your MPA Team

Meet DREW RESSER



Join us in welcoming Drew Resser to the MPA team as our 2024 Summer Intern! 🎉

We're absolutely thrilled to have him on board and can't wait to see the creative ideas and energy he'll bring to our projects. With Drew's enthusiasm and fresh perspective, we're confident his contributions will make a significant impact on both our team and our clients.

Welcome aboard, Drew!



Meet WILL AIKEN

We are excited to welcome Will Aiken to the MPA team as a Branch Associate!

Will's dedication and unique strengths will greatly enhance our continued success and our commitment to delivering exceptional client experiences.

Please join us in welcoming Will as he embarks on this new journey with us.



MPA 2nd Quarter Anniversaries

June is a great month for MPA as we celebrate the anniversaries of several valued team members. Their dedication to our organization and to our clients is deeply appreciated.

Let's congratulate the following individuals:

Alex Taylor - 9 years
Matt Sibley - 6 years
Sarah Kindinger - 3 years
Evelyn Huerta - 3 years
Kennedye Ralph - 2 years
Talia Calhoun - 2 years

Each of these team members has contributed significantly to the ongoing success of MPA. We are thankful for their hard work and commitment.

Please join us in expressing our gratitude and in wishing them continued success at MPA.



MICHAEL CLINTON

Re-Imagineers



The ROAR Report: Issue # 5



Scientists can tell how fast you're aging. Now, the trick is to slow down

A visit to the Potocsnak Longevity Institute at Northwestern Memorial Hospital reveals how researchers and doctors are determining your biological age and if any interventions can lower it.



How We Age - and How Scientists Are Working to Turn Back the Clock?

As science creates a roadmap of the "hallmarks of aging," researchers are investigating the development of drugs that will assist the body in combating the result of those hallmarks (such as genomic instability, epigenetic alterations, stem cell exhaustion, and more).



60+ Market Has Big Impact on Wellness Travel

Healthful travel is an important option for travelers, especially women. Yoga, cycling, hiking, and spa vacations are the most sought-after for this market.

MPA Women's Annual Spa Event

Messick Peacock & Associates had the pleasure of hosting our annual spa event at Spa Habitat. This event was dedicated to celebrating our remarkable women clients and friends--offering them an opportunity to **recharge, reconnect, and reflect**.

Women inspire us through their limitless contributions to their families, careers, communities, and beyond. Their diverse roles enhance the lives of those around them, providing emotional, financial, and physical support.

We're grateful for the opportunity to gather and connect. Here's to a fantastic event--and we look forward to future opportunities to come together and celebrate the power of women!



09

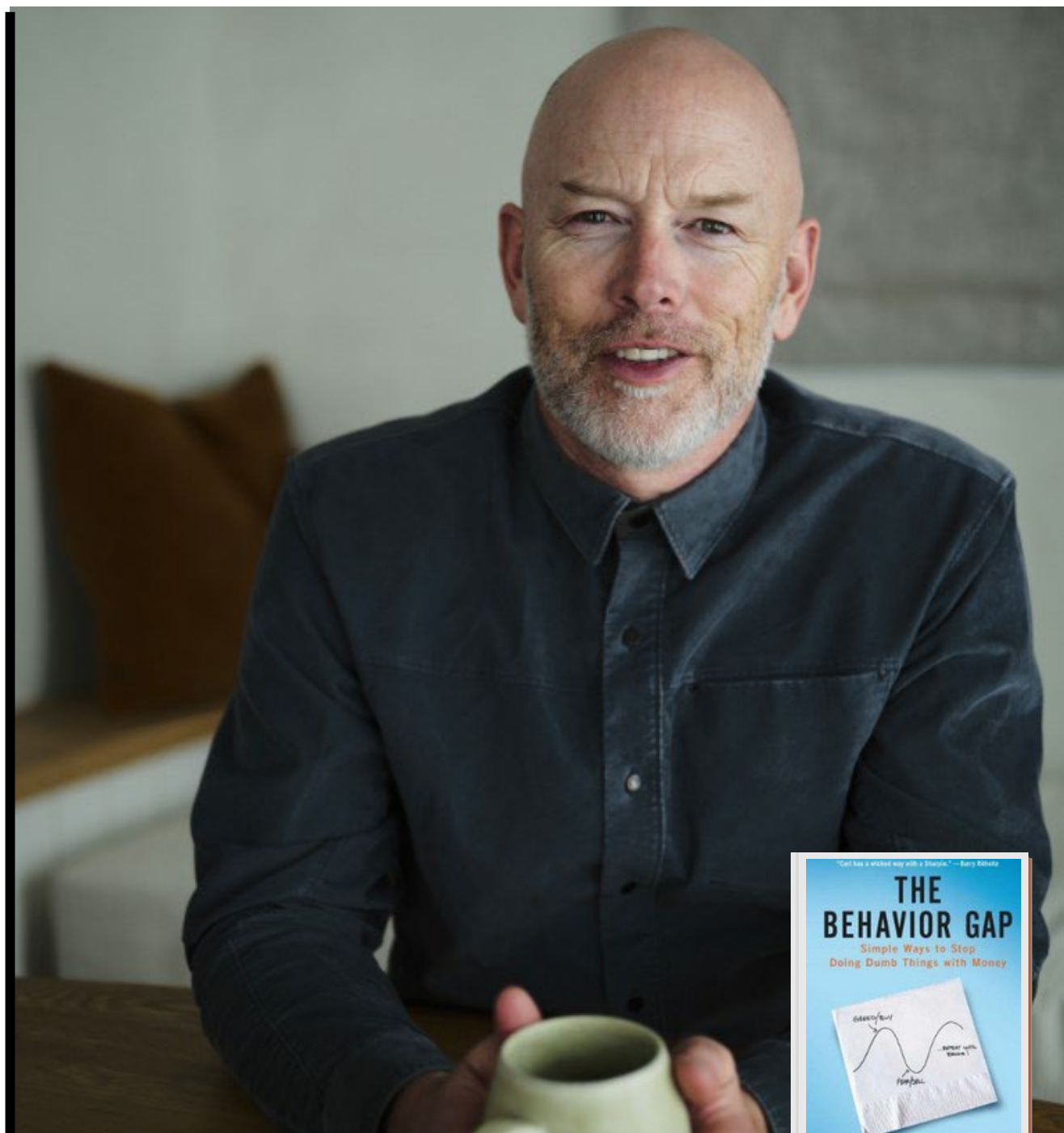
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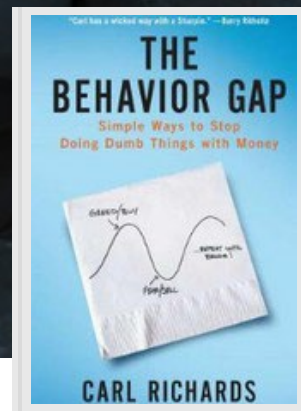
SAVE THE DATE



Scan the QR
code to learn
more about
Carl Richards



CARL RICHARDS, THE BEHAVIOR GAP —



*MPA Invites You to an Evening with
Carl Richards: Insights into Behavioral Finance*

Where: Park House - 100 Highland Park Village (Green Room)

When: 9.17.2024 | 4:30 P.M.

[Email Sarah Kindinger to RSVP.](#)

Worthwhile Top Stories

Spring 2024

SIZEABLE ESTATE TAX EXEMPTIONS SET TO EXPIRE

The current federal and gift tax exemption provides unprecedented tax relief. Learn how all that could change at the end of 2025 thanks to a “sunset” provision in the Tax Cuts and Job Act. [p12](#)



THE POWERS OF YOUR FIVE SENSES

Should you accept the natural decline of your senses? Or do something about it? Discover how to understand and adapt your sensory experiences to manage your health, happiness and well-being. [p16](#)



THE DE-DOLLARIZATION MOVEMENT

In recent years, some countries have taken steps to increase the use of other currencies in global trade and reserves. Find out whether these efforts will lead to the dollar's demise or if it will remain strong. [p22](#)



MPA Reserved Parking Spot

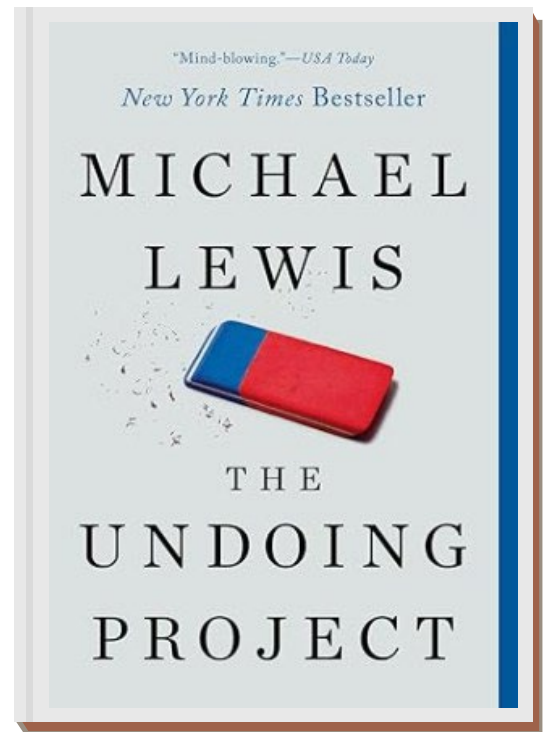
Summer is finally here! Check out MPA's reserved parking spot for your next meeting. We look forward to seeing you soon!



MPA Book Club

"The best financial plan is to save like a pessimist and invest like an optimist." - Morgan Housel

"Today's economy is good at generating three things: wealth, the ability to show off wealth, and great envy for other people's wealth." - Morgan Housel



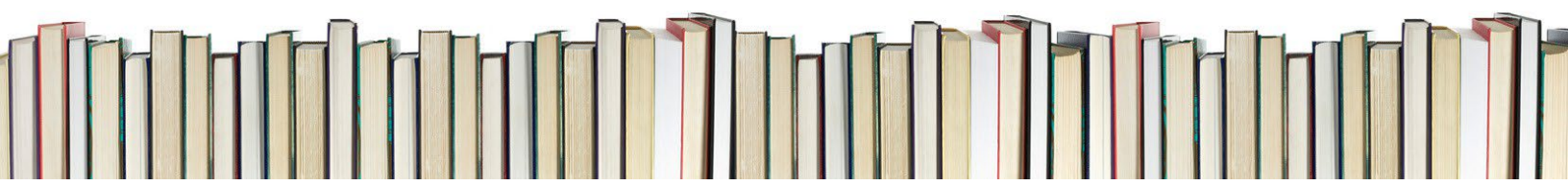
We are excited to share our MPA's 2nd quarter read, **The Undoing Project by Michael Lewis!** This captivating book explores the groundbreaking work of psychologists Daniel Kahneman and Amos Tversky. Here are a few key takeaways:

D Revolutionary Insights: Kahneman and Tversky's research revolutionized our understanding of judgment and decision-making.

FL Cognitive Biases: The book delves into cognitive biases, such as the availability heuristic and representativeness, leading to systematic errors in thinking.

D Broad Impact: Their work reshaped fields from economics to medicine, offering profound insights into human behavior.

We highly recommend The Undoing Project for anyone interested in psychology and economics.

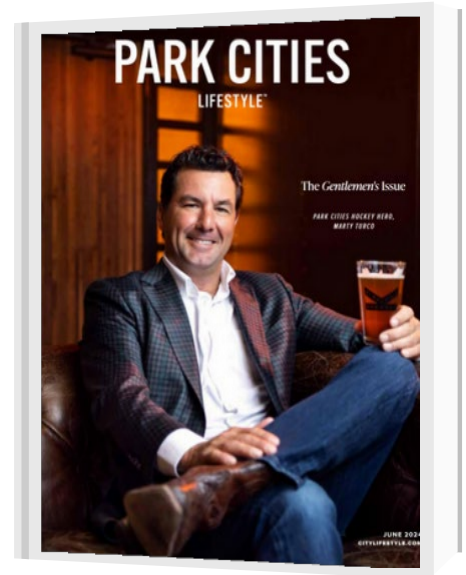




April



May



June

PODCASTS

The Golfers Journal

Join host Tom Coyne as he travels the country interviewing the most interesting people in golf.

The Deep Dive Podcast

Experience the engaging discussion as our CEO, David Peacock, joins Jay Hummel on The Deep Dive podcast.

Kitces and Carl Richards Podcast

A no-holds barred conversation for Real Financial Advisors with industry nerd Michael Kitces and client communication expert Carl Richards. One draws with a Sharpie, the other nerds out with spreadsheets, and both provide you with unique perspectives so that you can more effectively communicate with and serve your clients, run a more fulfilling practice, and maintain a healthier lifestyle.

Report Beneficial Ownership Information to FinCEN by January 1, 2025

Under the Corporate Transparency Act (CTA), business owners are now required to report beneficial ownership information about individuals who own or control the company to the Financial Crimes Enforcement Network (FinCEN) by January 1, 2025. FinCEN is part of the U.S. Department of Treasury.

Review the requirements and [report beneficial ownership information](#) by January 1, 2025



LET'S STAY CONNECTED

Keep yourself informed about the newest updates from MPA by connecting with us on LinkedIn. We prioritize staying connected, so make sure to click that follow button to stay updated regularly.

NEVER STOP GROWING



Achievement | Competence | Connection | Empathy | Optimism

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