FAIRHAVEN JOURNAL

WINTER/SPRING 2019

Fairhaven
wealth management

Master Your Emotions to Become a Better Investor

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NOTE FROM MARC HORNER

Welcome to Journal issue #3! As some of us emerge from the Polar Vortex hitting Chicago and other parts of the country, you may want to skip directly to the Fairhaven Team profile of Heidi Orth. One of her favorite places is Hawaii…need we say more? After you've had a mental warm-up, skip over to a recap of topics we discussed at the annual Year Ahead event last month, the role emotions play when investing. Also, you might enjoy the profiles of two classic American success stories; one involving the partnership between a French immigrant and a high school teacher, and the other a family that is turning their passion for wine into a cash generating machine to help people with disabilities. Of course, we also continue with our foundational topics around food, philanthropy and healthcare.

Speaking of healthcare, we also have an exciting announcement! Jim Sullivan, the healthcare expert on whom we have relied for perspectives on a range of healthcare issues, has accepted our offer to officially join the Fairhaven Team as our resident expert on all things healthcare, including evaluating decisions around Medicare and Social Security. Jim spent 20 years with Arthur Anderson guiding clients through compensation and benefits decisions and he continues to serve the accounting industry as an educational resource for the AICPA (American Institute of Certified Public Accountants).

While Fairhaven is surely not the only firm out there providing a dedicated healthcare resource to its clients, I am confident in saying we are in the extreme minority. I am personally thrilled to have Jim join an already strong team (said with all humility) in providing our clients access to a range of resources beyond just investments.

Please join me in welcoming Jim to the team and, more importantly, do not hesitate to lean on his expertise.

Sincerely,

Marc

Marc Horner
Wealth Advisor
Founder

CONTROL THE CONTROLLABLE

Becoming a better investor by mastering your emotions.

The end of 2018 provided a reminder that investment markets can be volatile. While a relatively normal part of the investment experience, dramatic market moves can sometimes produce understandable feelings of anxiety.

Rather than hear about someone's predictions about what the Fed might do with interest rates or tariffs or who is going to win the Super Bowl (none of which is accurately predictable), we thought it might be more interesting to get some perspective on things within our control.

At this year's Annual Outlook, our guest speaker was Ken Haman, Managing Director of AllianceBernstein. With more than 20 years of experience in psychology and human behavior, Ken provides a unique perspective on developing the skills of being a successful investor. In his work you will not find references to mathematical terms like Sharpe Ratio, Beta or Duration. Instead of spreadsheet processes, Ken tries to help us elevate our awareness of our emotional processes. At its root, investing is about addressing the emotional challenges that come from being vulnerable in a big and often frightening world. We worry: "Am I going to be okay?", "Is my family going to be okay?", "What steps do I need to take to protect myself?"

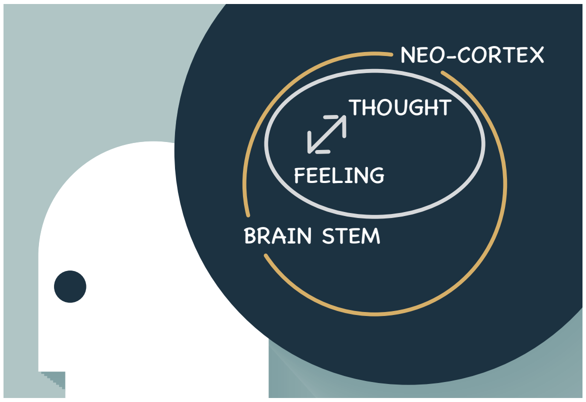
Thousands of years ago, humans answered that last question by gathering into groups, developing tools and weapons, cultivating fields, breeding livestock, building villages, and surrounding villages with walls. These advancements were driven by the desires to increase security and reduce risk.

Although civilization has advanced dramatically over the past 50,000 years, despite our achievements, our brain, central nervous system and survival instincts essentially remain as they were back in the prehistoric era. The result is an odd contradiction in how we experience money and investing: our rational, educated and modern brain thinks one way while our emotional, instinctive and primitive brain can react very differently.

A BRAIN IN TWO PARTS: INVESTING IS MORE COMPLICATED THAN YOU MIGHT THINK

Over the millennia, the human brain evolves. The oldest, most primitive part is the brain stem, the structure that controls our instinctive fight-or-flight reaction. Its primary function revolves around survival. A newer section, the neo-cortex, has evolved to cope with more complex issues; rational thought, language, long-term planning and the ability to process a variety of information needed to understand a complex world.

This insight—the idea of "two brains"—is central to the challenge of investing. Investors perceive information and then, based on their personal experiences and

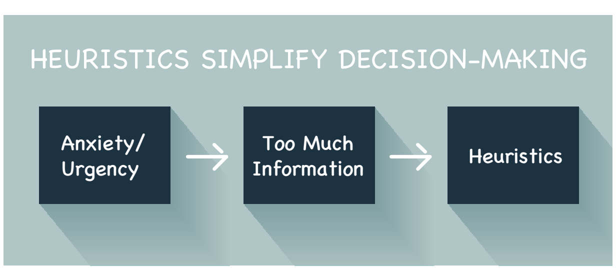


interpretation, begin to react. If the information is benign or pleasurable, the central nervous system may decide there's no need to take strong emotional action. However, when the information is negative or threatening, it can be a different story. Emotions can interrupt our ability to think rationally. Fortunately, science has revealed a way to become aware of these instinctive patterns.

HEURISTICS: AUTOMATIC WAYS OUR BRAIN TRIES TO MAKE DECISIONS EASIER

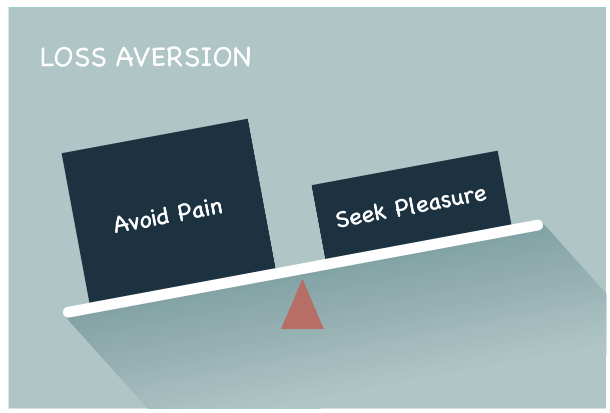
For all human beings, the dynamics of language, thoughts and emotions are deeply connected. Research has shown that sometimes the brain uses automatic-thinking mechanisms or shortcuts to process and react to information. These are called heuristics, and the study of how heuristics influence financial decision-making is the focus of the discipline known as behavioral finance.

Dr. Daniel Kahneman was among the first scientists to uncover patterns of thinking, many of which significantly influence how we make investment decisions. Most of these patterns result in decisions that feel natural and correct but cause us to make investment mistakes. One classic example is how we naturally distinguish between pain and pleasure. Kahneman discovered that we are more than twice as motivated to avoid pain as we are to seek pleasure. This means we feel pain from an investment loss significantly more than we get pleasure from a gain. Even though mathematically it would make more sense to see losses and gains as similar measurements, it feels to us like they are not. Kahneman called this heuristic loss aversion.



SOLVING THE OLDEST PROBLEMS: HEURISTICS STARTED OUT AS SURVIVAL TOOLS

Heuristics such as loss aversion originally worked very well. Because they are built-in patterns that get activated automatically, they enabled primitive humans to survive and prosper. Unfortunately, while they may work well enough in some situations, they typically work very poorly when applied to investment decisions. When a leading economic indicator drops, it causes a similar feeling as the howl of a wolf. A short-term correction in an asset class is like the snarl of a saber-toothed tiger. The drop of a few basis points in a bond fund's valuation seems like the movement of a crocodile on the edge of a riverbank. The problem isn't so much that changes stimulate reactions; in many cases, we should react to changes in our environment. The real problem is the way we react. Our brains tend to respond to changes we experience today the way they did 50,000 years ago and use mental shortcuts that might not fit the current situation.



One of the shortcuts the human brain uses to cope with a complex environment is to simplify challenges. For a survival-oriented brain, keeping things simple is very important. Unfortunately, when it comes to investing, it's possible to make things too simple.

Because the primitive part of our brain likes to keep things simple, we sometimes lose track of our purpose when investing. We can fight this inclination by setting

One of the shortcuts the human brain uses to cope with a complex environment is to simplify challenges.

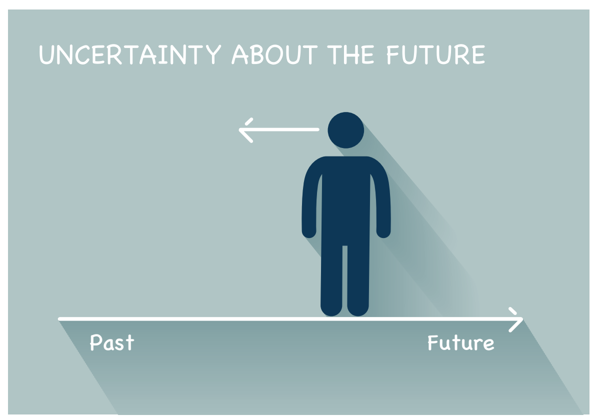
specific goals attached to a concrete vision of the future. Detailed mental images allow your brain to make rational sense of the investing process and keep emotions under control. With clear goals and a rational understanding, you can look at an investment that has lost money in the short term and say, "I'm still on track and I'm doing okay!"

This brings us full circle to the ultimate question: "Am I going to be okay?" This big question cannot be simplified to a single number or one simple indicator. It requires looking at how we cope with our built-in vulnerabilities: the concept of efficacy.

The Oxford English Dictionary defines efficacy as "the ability to produce a desired or intended result." While the definition is short, the importance of efficacy cannot be underestimated. Each of us enters the world as a small, fragile and completely dependent creature. We spend years learning how our bodies work, how to interact with others and how to cope with challenges. As soon as we've mastered the basic skills for navigating the world, we become aware of our weaknesses and vulnerabilities.

As we age, life becomes more complicated and the consequences of failure become more serious. Efficacy is found in people who feel they can overcome adversity, protect themselves from dangers and produce their desired results; they're confident they will be okay in the future.

Conversely, someone who lacks a self-concept of effectiveness or has little confidence sees the future as uncertain and frightening. The human without efficacy cannot confidently answer the question "Am I going to be okay?". This has direct and significant implications for investing.



THE WEAKNESS OF 20/20 HINDSIGHT

Our brain tends to confuse looking back in time with being able to predict the future. Therefore, we often say "I should have known better" after we make a mistake. With the benefit of hindsight, the negative results now appear to be obvious and inevitable. In his book Thinking, Fast and Slow, Daniel *continued on page 27*

TEAM MEMBER SPOTLIGHT

Administrative Assistant
Heidi Orth

Performer Bruno Mars once said, "Hawaii is paradise. It might sound cheesy, but there is music in the air."

Bruno, who grew up in Honolulu, would certainly concur with Fairhaven administrative assistant Heidi Orth, whose favorite vacation destination is Hawaii. "What makes Hawaii so wonderful? Where do I start? The picturesque landscape, unique foliage, wonderful ocean breezes, the beaches, the marine life, the rainbows, and all of the unique history and traditions…how's that for a list!" Heidi says.

Elaborating on her family trips to the Pacific, "We've been blessed to be able to visit Maui and Kauai, and it's hard to pick which is better. They are both beautiful in their own way," Heidi adds.

One recent trip to Maui brought Heidi face-to-face with several awesome creatures of the deep. "I had been hoping to see a whale. While on a boat trip over to the island of Lanai, the captain was sharing with us various points of interest and stories of "Old Hawaii". Suddenly, a humpback whale breached in the distance directly behind the captain. It was just like those pictures you see, but it was real! It was an awesome sight! Toward the end of our cruise, a large school of spinner dolphins (there had to be more than 100!) swam alongside the boat leaping out of the water. It was so much fun to watch!"

A resident of Downers Grove, IL, Heidi spends her beach vacations with her husband of 25 years, Dan, a software engineer. On these water-centric journeys, Heidi enjoys a variety of outdoor activities. "I love walking along the shoreline, especially uninterrupted stretches of beach which seem to go on for miles. Shelling, searching for sand dollars and unique rocks and pieces of driftwood all make the shore come alive. Kayaking and snorkeling are fun, and who doesn't love a good boogie board ride? Of course, sunsets are also a must," Heidi says.

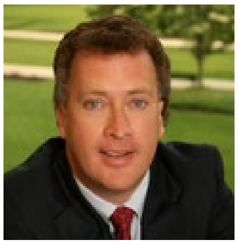
"We have a great group of people who genuinely care about taking care of our clients and each other"

Heidi's family includes three sons. Her eldest, Ryan, is enrolled in post-graduate psychology studies in Maryland. Conor is a recent computer science graduate. And Nolan is a first-year student at North Central College in Naperville, IL.

Having been part of the team at Fairhaven Wealth Management since its founding, Heidi cites the culture as her favorite aspect of the job. "We have a great group of people who genuinely care about taking care of our clients and each other. Smiles tend to come easy around the office and that level of comfort with one another cannot help but create a positive work environment. It might not be the same as a walk on the beach, but I really enjoy being a part of the company," Heidi says.

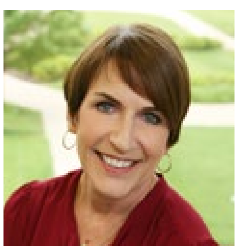
MEET THE FAIRHAVEN TEAM

The best people, carefully chosen, for service and results.



Gerald King
Wealth Advisor

Trent Warren
Wealth Advisor



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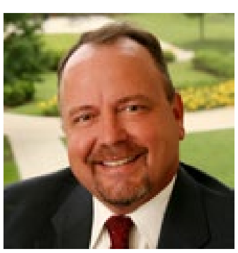

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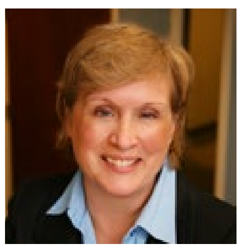

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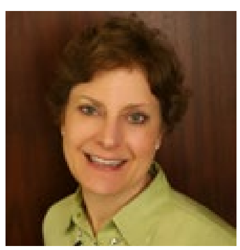

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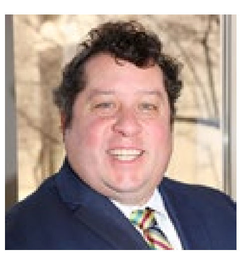

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Marc Horner
Wealth Advisor and Founder

Heidi Orth
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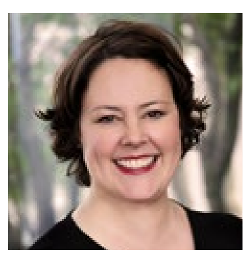

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Kurt Anderson
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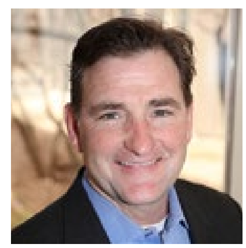

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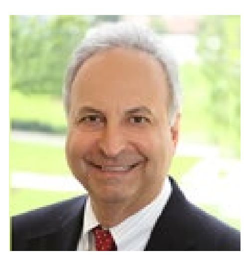
Senior Relationship Manager

Joseph Guest
Head of Operations



Paul Mardoian
Wealth Advisor




A CHILDHOOD TREAT...ELEVATED

Chef Owners, Academe Brasserie
Shanna and Brian O'Hea

This was a childhood favorite treat that I used to help my grandmother make. The original recipe was a blending of chocolate and butterscotch morsels slowly melted and combined over a double-boiler. While certainly delicious "as-is", we've tried to use our culinary knowledge to take these tasty treats to another level of richness by using a combination of white and bittersweet chocolate chips along with some cream.

The cookie gets additional crunchiness from a mix of fried lo 'mein noodles, toasted sesame seeds and that professional chef secret weapon…Special K cereal! The cookies make a wonderful gift whether on Valentine's Day or any other day of the year you want to put a smile on the face of your sweetheart. They are also excellent crumbled up as an ice cream topper.. *Bon appetit!* >

Shanna and Brian O'Hea are the Chef-Owners of Academe Brasserie and The Kennebunk Inn in Kennebunk, Maine. This 1799 property with 23 guest rooms and a 100-seat restaurant, anchors Main Street in one of Maine's most popular tourist destinations.

The O'Heas have gained international recognition by participating in cooking programs around the world including: The Walt Disney World Epcot International Food and Wine Festival and Holland America Cruise Line. Shanna has appeared on Food Network's "Chopped," "Beat Bobby Flay" and winner of "Rewrapped." Brian and Shanna will both appear on a new Food Network show in the spring of 2018 called "Best in Seafood."

Academe's signature Lobster Pot Pie has been featured in Oprah Magazine as one of Gayle King's favorites, on Food Network's "The Best Thing I Ever Ate," Travel Channel's "Food Paradise," and 2014 Travel and Leisure Holiday Gift Guide. Their Lobster White Truffle Pizza has appeared on the "O List" in Oprah Magazine and was also featured on Travel Channel's "Food Paradise." Both products are available on MaineLobsterPotPie.com, a website the O'Heas developed to ship fresh Maine seafood overnight across the United States.

ASIAN CARAMEL CRISPS

½ Cup	Sugar
1 Teaspoon	Corn Syrup
2 Tablespoons	Water
1 Cup	Cream
2 Ounces	White Chocolate Chips
6 Ounces	Bittersweet Chocolate Chips
1 Cup	Fried Lo 'Mein Noodles
2 Cups	Special K Cereal
1 Tablespoons	Toasted Sesame Seeds
1 Teaspoon	Sea-Salt

METHOD

- Bring cream to simmer in separate pot, reserve
- Place sugar, water and corn syrup in quart size pot over high heat
- The sugar will dissolve and begin to boil, let boil for 4-5 minutes
- The sugar will begin to caramelize, remove off heat when the color reaches a deep amber
- Slowly pour warm cream into caramel off the heat, it will boil rapidly and raise but will subside once all the cream has been incorporated
- Mix caramel sauce into the white and bittersweet chocolate in a heat safe bowl with a rubber spatula
- Once all the chocolate is melted and the caramel sauce has been fully incorporated to achieve a smooth ganache , mix in the fried lo'mein noodles and special K cereal with rubber spatula so everything is nicely coated begin to boil, let boil for 4-5 minutes
- Using two tablespoons scoop bite size pieces onto Asian spoons or waxed paper sheet tray
- Garnish with toasted sesame seeds and sprinkle of sea-salt and refrigerate until set
- Asian Caramel Crisps will last up to four days under refrigeration

MEDICARE ENROLLMENT

Making the process simpler

CPA and Financial Planner
James Sullivan , MS, CPA, PFS

Enrolling in Medicare was never supposed to be this confusing.Years ago, the process was simpler. And less confusing. So, what has changed? And what can you do to simplify the process? We'll consider each of those questions in turn.

WHAT CHANGED?

There are six factors that have made the Medicare decision more complex.

1. The Normal Retirement Age (NRA) for Social Security benefits and the eligibility age for Medicare used to be the same – 65. Enrolling in Social Security and Medicare went hand in hand. You only had to keep one date in mind. The date you reached 65. In 1983, however, Congress changed the law gradually increasing the NRA from 65 to 67. The eligibility age for Medicare remained 65. With this change, enrolling in Social Security and Medicare was no longer a "one and done" deal. If you wanted an unreduced Social Security benefit you held off enrolling until your NRA. Your NRA now comes after your Medicare eligibility. This means at 65 Medicare enrollment is not automatic. You may go on line (www.medicare.gov) and enroll or go to your local Social Security office to enroll in Medicare.

2. More of us are retiring after 65. Years ago, most people (including your parents and grandparents most likely) retired at 65. And why not? Social Security and Medicare kicked in at 65. So, did most company pensions. Many of us have now begun working beyond 65. This has created confusion about staying on the employer's group health plan versus enrolling in Medicare. The worker's spouse, if over 65, faces the same question. Stay in the spouse's employer group health plan or move to Medicare.

3. Many employers have ended retiree health care plans. But many plans still exist. Employer retiree plans combine with Medicare to provide coverage.

Should you enroll in your employer's retiree health plan?

4. Add into the mix COBRA coverage, Medicaid eligibility and Obamacare plan coverage. Don't forget Medicare eligibility before 65 because of disability. Your current health coverage will impact your Medicare enrollment decision.

5. The introduction of Medicare Part D (prescription drug coverage) over ten years ago has added another set of decisions. Finding the plan that best meets your prescription drug needs at an affordable price should be done annually during the Open Enrollment Period that runs from October 15 through December 7.

6. Finally, the rise in popularity of Medicare Advantage (MA) plans. These plans come with or without prescription drug coverage (MAPD plans). Approximately one-third of all Medicare beneficiaries opt for a MA or MAPD plan. These plans can offer significant benefits. The different features make it important to consider each plan available in your area carefully. Recent legislation has broadened the benefits a MA or MAPD may provide beneficiaries. It also made making changes to coverage more flexible with the addition of the Medicare Advantage Open Enrollment Period which will run annually from January 1 through March 31. The first such open enrollment period kicked off in 2019. More options, more confusion!

If you make the wrong decision regarding when to enroll in Medicare, you may face late enrollment penalties (that can be imposed for the rest of your life). Your enrollment dates may also be restricted. This may leave you with no health insurance of any kind for a period!

SIMPLIFY THE PROCESS

As you've probably figured out by now there is not a "cookie cutter" approach. Individual circumstances matter. Here is what you can do to make the process simpler.

First, begin thinking about your Medicare enrollment well before your **Initial Enrollment Period (IEP).** Your IEP lasts seven months. It begins three full months before the month in which you turn age 65. It includes the month you turn age 65. It continues for the three full months after the month you turn age 65. You can also delay enrollment until after your IEP but that must be done with care. Note there are special rules for those born on the first of the month. Their Medicare eligibility begins the month before their birth month.

Second, at least six months before your IEP begins do a "Medicare enrollment inventory" answering the following questions.

1. Have you already started taking Social Security benefits before 65 or plan to do so before your IEP?

2. Will you continue working after 65? Will you have access to an employer provided group health plan? Does the plan include prescription drug coverage?

3. Will your spouse continue working after you turn 65? If his or her employer offers a group health plan are you eligible?

4. When you retire, does your employer (or union) offer a retiree group health plan? Is your spouse eligible for coverage?

5. Do you have any of the following types of health care coverage: COBRA or an individual or family health plan (e.g., such as an Obamacare plan). Did you become eligible for Medicare before age 65 due to a disability? Are you eligible for Medicaid? Medicaid is a health insurance program provided by the federal and state governments. It is open to individual with income and assets below certain thresholds.

In subsequent articles we will review the impact of these individual circumstances on your Medicare enrollment decisions.

Jim is a CPA and financial planner. Jim's practice focuses on helping his clients think about and plan for the costs of health care in retirement. He has written over 100 articles on health care costs in retirement and a book on Medicare for the American Institute of Certified Public Accountants (the AICPA). He is currently writing a book for the AICPA on the impact of chronic and terminal illness on retirement plans. He lives in Glen Ellyn with his wife, 3 children and 2 Beagles. Jim can be reached at jsullivan@Fairhavenw.com

CONSERVATION AND ADVOCACY AT SHEDD

Protecting our oceans

Beyond the aquarium and across the globe, Shedd staff are working every day to protect and advocate for aquatic wildlife and their habitats. Just this past year, Shedd engaged in several conservation efforts that had far-reaching results for the aquatic animal world.

One important effort that Shedd hosted in 2017 throughout the majority of 2018 was the Washed Ashore: Art to Save the Sea traveling exhibit created by artist Angela Haseltine Pozzi, which showcased 19 larger-than-life sculptures of aquatic animals, created entirely from plastic beach trash. Since the project began, 10,000 volunteers have removed more than 38,000 pounds of plastic trash from over 300 miles of beaches. The exhibit helped spark conversations with Shedd guests about plastic pollution and the aquarium's own plastic reduction efforts like Great Lakes Action Days and Shedd the Straw.

Shedd also initiated the #SheddTheStraw campaign, aimed at raising awareness for and reducing the use of single-use plastic. Scientists estimate approximately 8 million tons of plastic trash end up in the ocean annually, and plastic straws account for much of this harmful waste. Partnering with several local organizations, including the Chicago White Sox, Shedd has helped raise awareness for decreasing the use of plastic straws. Overall, Shedd has cut its own plastic use by 70% since 2013. Click here to view a quick video on this program.

Abroad, Shedd sent veterinarian Dr. O'Connor to Madagascar to help provide care to over 10,000 critically endangered radiated tortoises who were held captive as part of a poaching scheme. In Quebec, Shedd staff assisted in the first rescue and relocation of a stranded beluga calf in 2017. And Dr. Steve Kessel, Director of Marine Research, continues leading important research and conservation efforts to collect shark biodiversity data and collaborate with the Bahamian government to preserve essential shark sanctuaries. Closer to home, Shedd continues vital conservation work in Lake Michigan.

Looking for ways to get involved with Shedd? Visit Shedd's website at www.sheddaquarium.org or contact John Kinzer at jkinzer@sheddaquarium.org to learn about the impact an Aquarium Council membership has on Shedd's global mission, as well as how it can enhance your own experience.

Lush gardens surrounding the Moreau's meticulously restored 250-year-old French manor house.

A BICONTINENTAL SUCCESS

A chance meeting, hard work, passionate commitment, and careful planning

Philippe & Diane Moreau

On Dec. 26, 1976, Philippe Moreau was flying back to Paris after visiting family in the United States. A native of France, Philippe spoke little English – but across the plane aisle sat Diane, a foreign language teacher based in central Illinois. She was escorting a group of students abroad for the Christmas and New Year's holidays. During that flight, romance took off and in June of 1978, Philippe and Diane married.

Before they were married, Philippe was working as an assistant city engineer for a medium-sized city in the Normandy region of France and Diane was continuing her education career. Relocating to the United States, Philippe was hired at an engineering consulting firm in the western suburbs of Chicago. Diane also changed her careers and transitioned from education to assisting non-English speaking patients at a local hospital as a medical interpreter and patient advocate.

Each of their careers continued to progress. Starting as an entry-level field staffer, Philippe performed construction inspections and conducted surveys as he learned the process of designing and building roads, sewers and large waste water treatment plants. He also continued his professional education via night school becoming a professional land surveyor and engineer licensed in both Illinois and Wisconsin, all the while improving his proficiency in the English language.

Diane went on to be promoted to Director of Patient Support Services, managing the operations of the hospital interpreting staff coordinating the more than 300 volunteers who regularly participated in the hospital volunteer program. If that was not enough, she also managed the hospital gift shop operations.

Over the years, the owners of the engineering consulting firm couldn't help but notice Philippe's work ethic. Diane shares that feeling: "He worked hard and spent long days, learning, listening, taking assignments and proving himself to be loyal, responsible and reliable." The owners offered Philippe the opportunity to buy the company. It was not an easy decision, but they decided to take the plunge and in 1996 Philippe became the owner of the firm he started at as a French immigrant – a classic, up-by-the-bootstraps, American success story!

“Transitioning from employee to owner was not all croissants and champagne...”

Transitioning from employee to owner was not all croissants and champagne (French puns intended). Ownership included both risks and new responsibilities but under Philippe’s leadership the company continued to grow via a mix of entrepreneurial ingenuity and engineering acumen. “Philippe recognized growth opportunities in the environmental and electrical/control engineering fields and enlarged the company by creating two additional consulting engineering firms to capitalize on these opportunities”.

Philippe and Diane started working with Marc Horner of Fairhaven a few years after buying the company. “Marc helped us think about the business as another part of our investment portfolio. While maybe not the same as shares of IBM or Apple, our investment in the business represented equity risk. As the business grew and the acquisition debt was reduced, we reallocated periodic distributions in more conservative, income-producing investments to both systematically “de-risk” our overall investment portfolio and build a source of income for our eventual retirement”, observes Philippe. “Tax-efficiency has always been an important goal and we appreciate the proactivity of Marc and the team at Fairhaven in communicating thoroughly with both our tax and legal advisors.”

Throughout their relationship, a connection with France has continued to be important to both Philippe and Diane as they frequently visit family and friends. In 2006, they re-established official French roots when they purchased a dilapidated, 250-year-old manor and adjacent centuries old forest located in the Brittany region of northwestern France.

“Completing the restoration took over six years! We could write a book about turning an old, cold, granite structure into a comfortable, warm, modern residence with its beautiful garden and hilly landscape,” reminisces Diane.

Coming full circle, in 2014 Philippe sold the engineering firm to the next generation of staff members and just recently Diane retired from the hospital celebrating 40 years of service. The couple now split their time between Brittany, France and their home in the Chicagoland area.

While in Britany, Philippe loves to work outdoors in the forest surrounding their house and maintain their farm equipment. “The property has enough grain producing acreage that we are officially “French Farmers”. Had Philippe told me the game plan was to retire and become farmers, I may have thought twice about that”, laughs Diane.

Diane loves to visit the local farmer’s markets, which are colorful and animated. “Although we live in the countryside, we can easily enjoy the beautiful coast of Brittany, spending time hiking the trails, picking mussels from the rocky ocean, enjoying walks on the beach and the beautiful rugged cliffs. We also like to take day trips to the various islands found in Brittany, and we love to visit the old towns nearby with their cobblestoned streets and beautiful architecture.”

While residing in the land of Lincoln, Philippe has several vintage car restoration projects going, including a 1947 Lincoln Continental Coupe and a 1948 Lincoln convertible. Diane keeps busy with fitness classes and volunteering in the community. “We like to discover new restaurants and go to the movies. We also love to visit our National Parks, which are America’s treasures,” Diane says.

More than 40 years after meeting on a plane to Paris, much has been accomplished by Philippe and Diane both personally and professionally. The common thread running through their experiences can be summed up with one word…together.

(Facing, clockwise from top) Restored garden as seen from of the Moreau’s back terrace; Massive egg-crate style grille of Philippe’s 1947 Lincoln Continental; Brittany’s distinctively delicate yet meaty mussels; 17th century Chapelle de Saint-They, Pointe du Van; Medieval cobblestoned streets of northwestern France; The dramatic unspoiled beauty of Brittany ‘s coastline.







Aspen Lane
WINE COMPANY
THE MANIAC
2015 ROSE OF SANGIOVESE

PERFECTLY PAIRED WITH A GOOD CAUSE

Aspen Lane
WINE COMPANY ©

The story of the Aspen Lane Wine Company begins with Bob and Sonya Evanosky and their three sons: identical twins John and Christopher and their younger brother, Jack. Each of the boys were diagnosed in 2005 with a fatal genetic disease known as metachromatic leukodystrophy (MLD).

Inspired to make a difference and give back to the many organizations who support families like theirs, in 2010 Bob and Sonya together decided Bob would leave a successful career in aviation to form Aspen Lane. And though Aspen Lane has only been around for a few years, it already boasts 10 high-quality wines and has created a variety of private labels for nearly 100 companies and individuals, including one of Chicago's billionaire philanthropists.

An accomplished home winemaker, Bob had the idea to combine his passion for wine with a for-profit business that would provide recurring income to select not-for-profit organizations that serve both children and adults with disabilities. In developing the Aspen Lane business plan, Sonya and Bob met with the Paul Newman Foundation, which has given away over $400 million to charities through sales of the actor's salad dressing and learned that there were about 20 other businesses in the U.S. using a similar business model…but none of them dealt with wine.

The first step in executing on this plan was, of course, making good wine. Sourcing grapes from top wine producing regions like the state of Washington, Aspen Lane produces high-quality wines with remarkable flavor and

reliable drinkability. Producing a wide range of varietals has expanded the appeal of Aspen Lane whether you are a fan of reds or whites. Both the diversity and consistency of their wines has contributed to a loyal and growing following extending beyond the Chicagoland home of the winery.

"We work hard to create consistent taste profiles from year-to-year, so if you like one vintage, you will enjoy the following year's vintage just as much or maybe even more.", smiles Bob.

Unlike a typical fund-raiser or one-time donation, the execution of their business plan has created a cash flow engine that generates a repeatable source of income for the various not-for- profit partners of Aspen Lane. After costs, 100% percent of the money from every bottle goes to their partner charities such as Marklund, MidAmerica Service Dogs, Indian Prairie Educational Foundation, Fox Valley Special Recreation Association, DayOne PACT, the Aurora Area Interfaith Food Pantry and the Aurora Veterans Advisory Council.

"Seeing our vision to use wine as a catalyst for change actually become a reality is remarkably rewarding", observes Bob. "While our small-batch winery will likely never become a Mondavi or a Kendall-Jackson, we have a lot of fun making great wine and seeing the profits support organizations that do so much for people with disabilities." Cheers!

To learn more and to purchase Aspen Lane wine,
visit: www.aspenlanewinecompany.com

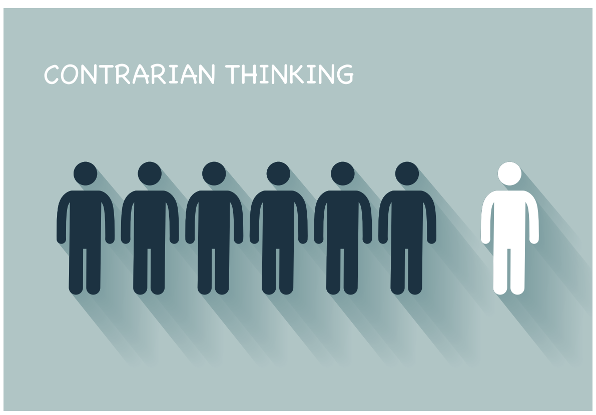
And for more information about MLD,
visit: www.evanoskyfoundation.org

CONTROL THE CONTROLLABLE

continued from page 7 Kahneman provides guidance about 20/20 hindsight: "Hindsight bias has pernicious effects on the evaluations of decision makers. It leads observers to assess the quality of a decision not by whether the process was sound but by whether its outcome was good or bad.…This outcome bias makes it almost impossible to evaluate a decision properly—in terms of the beliefs that were reasonable when the decision was made."

A successful investment is especially tricky to think about; if it performs well, most investors are seduced by the thought that they made the right selection. Nassim Taleb confronts this idea directly in his book Fooled by Randomness: "Clearly, the quality of a decision cannot be solely judged based on its outcome, but such a point seems to be voiced only by people who fail (those who succeed attribute their success to the quality of their decision)." The great investor is humble in the face of the conditions of uncertainty, complexity and urgency that define the challenge of investing.



SOCIAL PROOF IS "FOLLOW THE LEADER" FOR ADULTS

As we explore different types of heuristics, it becomes clear there are many ways for our brain to answer the wrong question. For thousands of years, decision-making often boiled down to asking, "What are other people doing?" If everyone was running away, it was probably smart to join them. If everyone was fishing or harvesting, that probably meant it was a good idea to do the same.

Social proof is another heuristic that causes us to assess the value of an investment by how popular it is with other investors. Like most heuristics, social proof feels right and natural to the human brain. Unfortunately, when it comes to investing, what everyone else is doing is rarely an indicator of a good investment opportunity. It can feel intuitively right and even compelling, but many things about investing are counterintuitive and difficult for the primitive part of our brain to process. Investing quite often requires contrarian thinking… doing the opposite.

HIGHER-QUALITY DECISIONS?

There's no cure for heuristics. These patterns have been built in to the human brain by 50,000 years of experiences. So, the question is not "How can I avoid making these mistakes?" You can't; they're built in to the way we think about the world and are helpful under certain circumstances. When it comes to investing, a better question is "What can I do to make higher-quality decisions?"

Pay attention to your feelings. Heuristics operate within the most primitive part of the brain: the part in charge of survival…the fight-or-flight instinct. When you are feeling emotional about a decision, that is a good indicator of a heuristic being activated. When investing, avoid succumbing to emotions and try to recognize that slow, rational thinking will likely lead to better long-term decisions.

A comprehensive discussion of Behavioral Finance is beyond the scope of this article. We are passionate about the topic and convinced that the mastery of emotions will have a far greater impact on long-term investment decisions than anything that can be found in a spreadsheet. We hope you enjoyed this introduction. Stay calm and invest on!

FAIRHAVEN IN THE MEDIA

In addition to sharing valuable financial knowledge and education on social media, we're also a frequent presence on radio and TV. Follow us on Facebook and LinkedIn and see all of our media appearances at www.fairhavenwealth.com/media

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