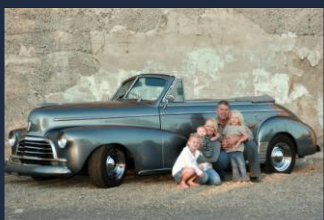
Issue 8
November/December 2011

RAW

Natural and Unrefined.
Telling it like it is.



What's New at LFA?

For over a year I have been in conversation with Carmen Turner (now Gunther). She was referred to me by a fellow advisor that thought we might be a good fit. So for the last 12 months we have done a number of "personality assessments," outlined what is important in our respective lives, mind mapped what a joint practice might look like, talked about where we wanted a practice to grow to, etc. The nail in the coffin is when we gave each other a good list of references (clients, colleagues, people we have worked with before). After each of us called on these references, we became more convinced that our core beliefs (integrity and honesty) were VERY similar. We concluded if we kept an "open" policy between the two of us, we really could grow Lynch Financial Advisors (name possibly will change) to an even better firm.

What will her roll be? She is coming in as a full partner 50/50.

What is her background? 20 years on the institutional side of the business. This means she was in the middle of the BIG money people…people that manage for large trusts, foundations and more. One reference noted that she was the ONLY person she knew that was offered a job at Goldman Sachs and turned it down. She transitioned into planning about 5 years ago and has added to her UCLA degree a few more designations (CFA: Certified Financial Analyst, CFP: Certified Financial Planner, RLP: Registered Life Planner, and has completed the CTI Co-Active Coaching coursework.

Will I be moved to her or will you still see me? Carmen coming on as 50/50 doesn't mean that you will be "shifted" to her. If you choose to, that is fine. Carmen has all the skill and heart that I do, however she will be taking on the majority of the new clients.

Will I get to meet her? Yes, she will be sitting in on a lot of meetings this year in a dual role of learning the Cambridge Advisors/ Lynch Financial Advisors process, as well as identifying areas that we can improve, so we can work with our clients better.

Now, I'm going to turn it over to Carmen and allow her to introduce herself to you…

Introducing Carmen Gunther…
I'm Carmen Gunther … future partner in Lynch Financial Advisors, forthcoming resident of Loomis, and now wife of Thomas Gunther. Change is most definitely in the air!

By way of *professional* evolution ~ prior to my transition to financial planning, I had spent nearly 20 years deeply involved in many of the principal facets of institutional investment management. Most recently I was a Senior Consultant Officer/Team Leader at Barclays Global Investors (BGI). Prior to BGI, I held senior positions in management consulting at BARRA RogersCasey, institutional client servicing at Liberty Investment Management, and pension consulting at Wilshire Associates. I've also had the privilege of being a plan sponsor in my role as the manager of Treasury Investments while at Fluor Corporation.

"Mike's enthusiasm, passion, and commitment to our profession and his clients are unparalleled and heartening to witness."

While genuinely grateful for all these experiences, four years ago I chose to consciously reassess the next steps in my professional life. After a lot of research and soul searching, I became convinced that my skills and abilities could be a solid fit for the private wealth market. To that end, I passed the CFP exam and began working for Mosaic Financial Partners, a comprehensive San Francisco-based financial planning firm, in 2007. The impact of this 'refinement' in my career path has been momentous. Each day spent with private clients has only served to bolster my resolve and certainty that this 'new' career is the right one for me; I feel so fortunate to be part of this community.

So how does all of this connect to Michael Lynch? Well, by way of Tom Gunther. By way of *personal* evolution ~ two years ago I met Tom, a guy passionate about hiking, jeeping, wrenching, his two nearly grown daughters and (ultimately) me! We have spent the bulk of 2011 integrating 99 years of cumulative living, in anticipation of our 11.11.11 wedding in Newcastle. We've also decided that Loomis is where we'll call home. So with East Bay homes sold (or soon to be), countless trips made to Goodwill, and Everest-sized mountains of "treasures" purged, we're eagerly anticipating our move North in January 2012.

Where *professional* and *personal* merge ~ knowing that I'd soon be living in Loomis and planning ahead (as we "planners" do), for the past year I have been exploring opportunities in the area, networking, getting the lay of the land as it were and well the outcome of these efforts is history! I'm thrilled to be joining forces with Lynch Financial Advisors. Mike's enthusiasm, passion, and commitment to our profession and his clients are unparalleled and heartening to witness. That said, these attributes are a direct reflection of the caliber of his clients and associates – those of you reading these words right now. I look forward to meeting you and continuing this conversation in person in the not too distant future.

Join Mike Lynch & Carmen Gunther
for a "Client Meet & Greet"

Wednesday, January 18, 2012
4:00 - 6:00 pm

Paul Martin's American Bistro
1455 Eureka Road, Roseville
paulmartinsamericanbistro.com

taste of paul martins
Happy Hour 3-7pm

Paul Martin's

From The Hip

Ahhh..Christmas time, which up until a couple years ago meant that I was at the tail end of dropping weight in a dual attempt to reach my weight loss challenge I had set with a friend and fending off all the good food and sweets that turn up around this time of year. So when my wife asked if I wanted to run the Turkey Trot again this year, I hesitantly said, "yes" knowing full well I wasn't in the shape I needed to do it, but knew I had to run to eat the amount of food that was going to be available later that day (Thanksgiving).

A month previous I had run in the Merrill Down and Dirty Mud Run (a 5k muddy obstacle course). My body was still beaten up from that, so I knew that I better get over to Kathleen O'Brien, a client, but more importantly the person that can get my body back to feeling young again. She does "myofascial release" and gets me back to tip top shape. For those that don't know, myofascial release is a process where someone works with your muscles to try to get them back in their natural position. The fascia is the wrapper that goes around your muscle. Through the years, the fascia will actually reattach itself which can account for some of the aches and pains/strains we have.

The first thing Kathleen does when you get into her office is ask what is hurting, why you are there etc. As she takes notes, she reviews what she has done previously, then asks you to stand in front of her so she can take a look over your body. After years of training and experience she is able to look at how you are standing, leaning, etc. and see where there may be tightness. From there, I was asked to lay face up on a table similar to one that a massage person would use. ***She started to work on my neck, which was not one of the areas that I had mentioned was a problem***. As she continued to move muscles around in my neck, I could feel my arch starting to be pulled. Let me say that again, she is working on my neck and I feel the muscles in my arch being pulled.

The other night I was explaining this story to my seven year old. "Wait, Daddy, how can you feel it in your feet if she is touching your neck?" she queried back. To which I explained how your muscles are really all connected. If your calf is tight, it might pull up on your Achilles, which could then pull on the tendons going to your heal, which could then pull on the arch muscles (all you science people that know the correct route, let me live in ignorance on what is connected to what ;-)) Then I talked about each muscle going up the leg and to the stomach and back to the chest and finally at the neck and how they are all connected.

"Money is neither a problem nor a solution, it is soulless."

I had her imagine a bunch of Legos that didn't touch, but rather were connected by a rubber band.

For those that like to read the next chapter before you finished all the words on the previous one you likely can see where I am going. TRUE financial planning works VERY similar to this. Planning is not just about where we put our money, it is MORE about where we POSITION our mind. Let's go back to our body analogy. In the past I have had some lower back issues… when did I have them? After I started running more (ok jogging). What had happened was my hamstrings started to tighten up, which then pulled on another set of muscles, which essentially ended up tightening up my back. This time during my myofaschia release appointment, I felt it there, but when she worked on me, she worked on my hamstrings to release the tension.

Often clients come in looking for retirement guideance, how they can make more money, save better, etc. But as we have discussed in other newsletters/blogs, the money is not the motivator. It is just the "pain". Money is what we think will solve the problem… but often isn't. I tried a massage for my back, but the pain came back… why? I didn't work on the muscle that was actually causing the pain. With the holiday season in full swing, take some time to look over past newsletters. Re-think about how you allow your thoughts of money to mask the real issues in life… e.g. more money equals more time with the family (fallacy). More money equals your identity, security, etc again this often is a fallacy. While doing this, spend a little more time thinking where you have found the most value, where you feel "complete" and see how you can put more of that in your life next year. Money is important in allowing you to have financial freedom, but how much you need, how fast you get there, etc. are all determined by you…as well as what you give up, what pains you go through to get there, etc. Money is neither a problem nor a solution, it is soulless - rather those things that you have attached to it are what may or MAY NOT matter. Enjoy the holiday season and may 2012 be an even more fulfilling year! And thank you clients…you are what gives me fulfillment in my life (next to my wife and kids of course!).

If you are interested in myofascial release, here is Kathleen's contact information:

Kathleen O'Brien OTR/L, CHT
Sierra Myofascial Release
3875 Taylor Road, Suite E
Loomis, CA 95650
Phone: (916) 652-5550 / Cell: (530) 308-3161
kbobrien@sbcglobal.net

10 Helpful Hints for Holiday Planning

1. **Planning for expenses should be an ongoing task**….making an initial budget of expenses for the year, tracking them using a program like Quicken or Mint.Com and then reviewing to see if your actual spend matches that of your budgeted expenses. It is very easy to overlook and overspend if you're not tracking it. If you're already doing this, kudos to you! If not…we hope you appreciate the following tips for keeping holiday expenses under control.

2. **Make a list of who is included in your shopping list.** Don't forget the little expenses that add up…such as gifts for teachers, daycare providers, housekeepers, pool service tech, yard care person, hair stylist and neighbors. Create an Excel spreadsheet that you can begin to use year-after-year to plan for the expenses and keep track of what you have purchased and the amount spent. Also, consider whether every gift is really important or not. You may get invited to several holiday events that have a gift exchange or white elephant gift. If it's not required, perhaps opt out of bringing a gift. Often times, you end up with a gift you really don't want anyway, but you've lost the cash for your gift.

3. **Consider lowering the amount you spend on each person on your list, or reducing the overall number of gifts.** Sometimes we get in the habit of buying gifts for friends and family members "just because." Often, if it's suggested that a gift exchange doesn't take place in order to save some expenses, the person on the receiving end can be relieved/excited to have less to purchase themselves!

4. **Plan in advance**…if you see a good deal during the year, get it! Save it for a birthday or gift item later in the year. Although some gift receipts will expire, consider it an option because you can often find great deals towards the end of each season that you can use for a future gift.

5. **Do your research in advance!** Be on the lookout for deals…in stores and online. This will help you know what you want to purchase and what the price range should be, rather than getting anxious or excited that "it might be the only one" or "it's a Black Friday deal." You may end up spending a lot more than you planned on because you hear the holiday music and it somehow influences our purchases!

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4. Plan in advance.

5. Do you research in advance.

6. Pay in cash.

7. Ask the question: Is this a "need" or a "want"?

8. Reduce, Reuse, Recycle

9. Be "armed" with your discounts and coupons before you hit the stores.

10. Consider giving your time or providing a service as a gift.

6. **Pay in cash**. Plan for it all year…and save for it. Don't use a credit card or layaway to pay for gifts at a "later" time. This can sneak up on you.
If you don't have the cash now, you can't afford it and should look for some alternatives. Also, don't be tempted by discounts offered for signing up for a credit card. Each time you apply for credit, it affects your credit score. It's simply not worth it to receive 10% off a one-time purchase and it's often difficult to stop using the store's credit account in the future.

7. **Ask the question: Is this a "need" or a "want"?** This question is good for nearly every purchase, but especially helpful around the holidays. When you walk into stores and see all of the beautiful decorations, it's hard to not want a new wreath for the door, garland for the mantle, stocking holders, etc. These "wants" add up very quickly.

8. **Reduce, Reuse, Recycle**. Great plan for holiday décor and accessories! Gift bags are great because they can be used over and over again…it's better for the environment and your budget! Gift tags can be easily made from your computer or with a little creativity (some rubber stamps, colored markers, glitter, etc.). It can even be a fun family project to work on together or a great gift idea to give to someone else.

9. **Be "armed" with your discounts and coupons before you hit the stores**. A lot of times, you can visit a company's website to download and print off a coupon (for example, 40% off at Michael's) before you head out to shop. And, sometimes making multiple trips to use your coupons can work out to your advantage if you are getting larger ticket items. You may spend another $3 in gas running back to a store but if you're saving $25…it's worth it.

10. **Consider giving your time or providing a service as a gift.**

Angel Tree Donations/Deliveries
www.angeltree.org/
Bake for a homeless shelter
Make a meal basket for families in need
www.rosevillehomestart.org/
http://www.thegatheringinn.com/
www.salvationarmy.org/
St. Vincent De Paul (916) 781-3303
Decorate a Christmas wreath to take to an assisted living home
www.rosevilleseniorliving.com/Services
www.seniorhomes.com/Roseville
www.eldercareservices.com
www.eskaton.org/village-roseville.html
Volunteer at a local food bank
www.placerfoodbank.org

Ideas for Services you can give as gifts
(i.e. make a "gift certificate)
Car wash
Massage
House cleaning
Grocery shopping
Day of running errands

Ideas for Homemade gifts
(inexpensive and a special touch of love!)
Make homemade note cards
Cookies or other desserts
Make a dinner (can be frozen for later use)
Soup in a jar
Cookies in a jar

Resources:
www.christmas.organizedhome.com/**gifts**-crafts-**gift**-tags/**gifts**-in-a-**jar**
Cookie ingredients, holiday beverage mixes, baking mixes or bean soup fixings layered in a glass canning jar, or Mason jar. Mason jar recipes make easy homemade Christmas gifts. ... We've got all you need to know to make gifts in a jar. ...

www.allfreecrafts.com/**gift**ina**jar**/index.shtm
Gift in a jar recipes, jar mixes and gifts in a jar from All Free Crafts. ... "Free crafts, craft projects and patterns to make easy homemade gifts." Free Patterns · Holiday ... Layered soup in a jar, chili seasoning and rice recipes in a jar

If you have holiday saving tips not included above, we'd love to hear them! Or, if you have charitable organizations we could inform others about in a future newsletter, send those on as well!

Events

Lynch Financial Advisors Meet & Greet
Thursday, January 19, 2012 4:00-6:00 pm

Prospective Client Dinner Meeting
Our next dinner for clients to invite prospective clients to dinner (for free!) is scheduled for **February 8, 2012**. Email Mike to reserve the date!

Tweets & Updates

If you like thinking about whether we are going to figure out if we are going to turn out like Japan..here is the debate to read:
http://tinyurl.com/7b6w9gv

Want to invest like buffet… learn to be a contrarian..Take a look over this:
http://tinyurl.com/7ntcy53

Michael S. Lynch, Lynch Financial Advisors
1700 Eureka Road, Suite 155, Roseville, CA 95661
916.772.3103 office 916.390.0148 cell 916.772.3104 fax

mike.lynch@lynchfinancialadvisors.com
http://www.lynchfinancialadvisors.com