

# McKinley Carter

MASTER YOUR  
WEALTH.



Spring 2025 | Vol. 11, No. 3

It's spring — the season of transformation and new beginnings. At McKinley Carter, we embrace this time of year, inspiring one another to consider new efficiencies and opportunities to enhance our our service models.

We recently gathered our firm-wide leadership team at a retreat focused on our core pillars: Fulfillment, Growth, and Operations. As always, it was an open discussion — a sharing of insights, challenges, lessons learned, and new ideas that support our vision and steadfast commitment to client service excellence.



Today's investor has many choices when it comes to investment management and retirement planning — so your trust in our uncommon, holistic approach is an honor we don't take for granted. Everyday, we are proud to leverage our deep-bench of in-house knowledge and expertise to work for you...to understand your life goals, passions, and fears, as well as to identify potential

financial blindspots. From this foundation, we help you build a comprehensive "LifePlan" that will successfully guide you through life's milestones and challenges. Our role as your fiduciary partner is our most important responsibility.

In that capacity, we are pleased to provide this quarter's edition of HUDDLE: (1) a market review article from Chief Investment Officer Dave Nolan, [Economic Tug of War - Separating Signal From Noise](#), looks back at 1Q2025 and actions taken by our Investment Strategy Committee (ISC) — he also shares insights on economic trends for the current quarter; (2) important information about the [Social Security Fairness Act](#) and its impact on those in public service roles; and (3) a "coming soon" announcement about a [design makeover for McKinley Carter's website](#) that will improve user experience and navigation, update some site tools, and reorganize our vast resource library. Last but not least, we also provide a recap of [The Savvy's celebration of Women's History Month](#) and relay exciting MCWS professional development news.

Whether you are an individual or family, business owner providing a retirement plan to your employees, or a nonprofit executive searching for financial stability for your mission, we are here to help. Simply stated, *we are invested in seeing you live your 'good life' today and in the future.*

Happy Easter to you and your family,

A handwritten signature in black ink that reads "DAVID". The letters are stylized and connected, with a large "D" and "A".

David H. McKinley, CFP®

President

McKinley Carter Wealth Services

## INVESTMENT SERVICES

### Economic Tug of War - Separating Signal From Noise

By [David P. Nolan](#), Chief Investment Officer

Volatility gripped markets in the first quarter of 2025 and the major stock indices saw declines as chaotic U.S. trade and tariff policies caused a steep plunge in business and consumer confidence, which raised concerns that economic growth would dramatically slow and corporate earnings growth would disappoint.



[Read more](#) about the key events of the quarter.

## ADVISORY SERVICES

### Social Security Fairness Act: More Money Today But What About Tomorrow?

By [Julie Brown, CFP®](#)

*Financial Strategist / Financial Autonomy SPG Member*

The Social Security Fairness Act was signed into law in January 2025. It repealed the Windfall Elimination Provision (WEP) and Government Pension Offset (GPO), which had previously reduced Social Security benefits for public sector workers receiving pensions from non-Social Security-covered employment. Beginning in April 2025, public servants (teachers, firefighters, police officers) will begin seeing an increase in their monthly benefit payments. Learn more about the possible tax implications of the Social Security Fairness Act.



[Read more](#)

## CLIENT SERVICES

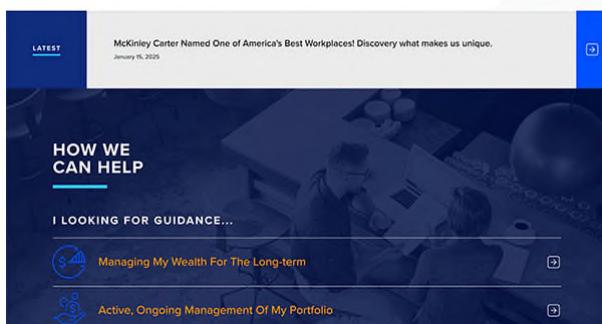
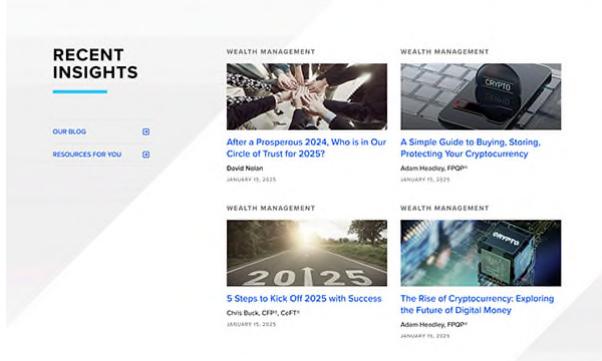
### New Look for MCWS Website Coming Soon!

We're excited to announce that in the coming weeks, we will unveil our newly refreshed website. The website URL ([mckinleycarter.com](http://mckinleycarter.com)) will remain the same

as will your secure access to the client portal; however, you will enjoy a more streamlined and "approachable" site design, improved navigation to site content, and new features to enhance your website experience. (Check out screenshot samples of the new Home page at top right and Client Login page at bottom right.)

Our current website made its debut in 2020. In the five years since, we have experienced incredible growth in content, such as landing pages for MC Cares, The Savvy, and Specialized Practice Groups, along with a heavy volume of new *Master Your Wealth* educational videos, blogs and other resources. In the past several months, we have worked closely with our web design team to re-tool our website with an end-goal of an updated look, improved user experience, and better organization of our content and educational resources.

We look forward to introducing the new website to you very soon!



# ACCESS YOUR ACCOUNT

Please select the appropriate link to access your McKinley Carter accounts:

### YOUR MCWS CLIENT PORTAL

**McKinley Carter** WEALTH SERVICES

To access a link to McKinley Carter's most recent investment update to clients, please log in to your secure client portal. If you do not have a log in or have an issue with accessing the page, please contact your advisor for assistance.

[ACCESS SECURE CLIENT PORTAL](#)

To learn more about your Client Portal, click here.

### CUSTODIAL ACCOUNTS

To log in to your custodian account, please click on the appropriate icon below:

-  Charles Schwab [Link](#)
-  Fidelity Investments [Link](#)
-  Argent Trust [Link](#)
-  Everplans [Link](#)
-  EMX [Link](#)

### Did you know we have a mobile app?

AVAILABLE FOR DOWNLOAD VIA:

**MCWS**

**MCWS Client**

The McKinley Carter Wealth Services Mobile App is available for Apple and Android devices. The app is designed to provide all the functionality of the MCWS Client portal, including different dashboard versions, multiple reports, customizable date fields, a dark mode, and more.

[To learn more about the app, click here.](#)

## LATEST NEWS & ACCOMPLISHMENTS

### RECENT

**MCWS Named One of America's Best Workplaces for 2025**  
 JANUARY 2025  
The award was announced in December 18, 2024 for the time period of 2025 by Best Companies Group. No compensation was paid for this recognition.

# 'The SAVVY' Celebrates Women's History Month by releasing LifePlan 101 Video Series

Last month, we released nine different video conversations on a variety of financial topics aimed at helping women navigate their own financial journeys. At a time when women are more engaged in their financial outcomes and as a means to celebrate Women's History Month, we were proud to offer the LifePlan 101 video discussions and provide real-life ideas and actions that could help you craft a brighter, more confident financial future for yourself.



If you haven't seen the videos, we encourage you to check them out and share them with other women in your life who might benefit from this information. Here are the available topics:

- [LifePlan 101: Introduction to Women's History Month](#)
- [LifePlan 101: What is Financial Autonomy?](#)

- [LifePlan 101: Investment Basics | Part 1](#)
- [LifePlan 101: Thinking About Taxes](#)
- [LifePlan 101: Investment Basics | Part 2](#)
- [LifePlan 101: Addressing Risks](#)
- [LifePlan 101: What are Illiquid Assets?](#)
- [LifePlan 101: Importance of Estate Planning](#)
- [LifePlan 101: Next Steps](#)

We thank Savvy Founder and MCWS Financial Strategist [Julie Brown](#), as well as the many MCWS team members who participated in the LifePlan 101 discussions: [President David McKinley](#), [Regional Manager/Financial Strategist Drew Tardy](#), [Financial Strategist John Slicer](#), [Retirement Plan Services Director Monica Garver](#), and [Chief Compliance Officer/Financial Strategist John Binz](#).

For more Savvy tools, we invite you to visit [our website](#).



### *Gongaware Earns 14th Consecutive Five Star Professional Award*

For 14 consecutive years, [Principal/Director of Advisory Services Brian Gongaware, CFP®, SE-AWMA™](#), has been honored with Pittsburgh Magazine's 5 Star Professional Award\*.

At McKinley Carter, Brian leads the firmwide fulfillment of commitments our advisors make to our clients through each of our three services (Wealth Management, Retirement Plan Services, and Nonprofit Advisory Services). He also helms



### *Becker Promoted to HR Director*

[Jessica Becker, SHRM-SCP®](#), has been promoted to director of Human Resources — an integral role in shaping the HR landscape at McKinley Carter.

A graduate of the former Wheeling Jesuit University (now Wheeling University), Jessi manages recruitment, performance management, and employee development programs, fostering a high-performing and engaged workforce. She also oversees compensation and benefits,

the Pittsburgh office, working with a team of advisors in the design and delivery of artistic solutions to complex financial challenges.

Brian holds a Bachelor of Arts in Business (Financial Planning) from Grove City College and a Master of Business Administration in Finance and Management from the John F. Donahue Graduate School of Business at Duquesne University. He is also a CERTIFIED FINANCIAL PLANNER® Professional and is a Sports and Entertainment Accredited Wealth Management Advisor™ (SE-AWMA™).

To learn more about the award, click [HERE](#).

\*This award was issued on 6/1/24 by Five Star Professional (FSP) for the time period 9/12/23 through 3/29/24. Fee paid for use of marketing materials. Self-completed questionnaire was used for rating. This rating is not related to the quality of the investment advice and based solely on the disclosed criteria. 1,854 Pittsburgh-area wealth managers were considered for the award; 231 (13% of candidates) were named 2024 Five Star Wealth Managers.

ensuring competitive and equitable practices.

With a strong commitment to legal compliance and a positive workplace culture, Jessi is dedicated to creating an environment where employees thrive and feel valued at McKinley Carter, as well as its sister companies: Omni Strategic Technologies, McKinley Architecture and Engineering, and Willow Glen Capital. She is a SHRM Senior Certified Professional (Society for Human Resource Management).



*1Q2025 Growth in New Client Relationships*



*Have You Downloaded the MCWS Mobile App?*

A special THANK YOU to our clients for their trust in us as your referrals help us grow. Over the last quarter, we onboarded **27** new wealth management clients!

We serve clients in 40 different states, the District of Columbia, British Columbia, as well as one foreign country. We have built a team of professional advisors and operations staff members with a broad array of advanced financial experience and credentials in investments, insurance, estate planning, law, accounting/finance, real estate, business/career planning, retirement planning, and banking services.

We remind clients that McKinley Carter offers a mobile app for smart phone users. With the app you can access the same real-time portfolio information that you find on our website client portal, including dashboards and reports.

To download the free app, visit the Apple or Google Play app store and search "MCWS Client App." Once downloaded, use our existing client portal credentials (email and password) to access your account.

If you have any questions, please reach out to your advisory team.

---

McKinley Carter is an SEC-registered investment adviser. For information pertaining to McKinley Carter's fees and services, please contact McKinley Carter for a copy of our disclosure statement as set forth on our Form ADV. For information pertaining to our registration status, refer to the Investment Adviser Public [Disclosure](#).



Copyright © 2025, All rights reserved.

**Our headquarters mailing address:**

McKinley Carter Wealth Services  
2100 Market Street  
Wheeling, WV 26003



[unsubscribe](#) | [resubscribe](#)