

# McKinley Carter

MASTER YOUR  
WEALTH.



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Happy New Year! We hope you and your family enjoyed a wonderful holiday season.

Sadly, as we now know, the early hours of 2025 turned tragic in New Orleans — we continue to keep the victims of this terrorist act, and their families and friends, in our thoughts and prayers.



As we look forward, it's a sobering reminder that no one is guaranteed tomorrow. We should live each day to its fullest, focus on our well-being and the well-being of those we care about. Rest assured, kindness, stewardship, and positivity will always conquer evil.

Of course, when it comes to your *financial* well-being, we will always be there for you and your loved ones — today, tomorrow, and every day thereafter. Life is unpredictable, but you can always rely on McKinley Carter to be there when you need us. We aren't just your trusted financial advisors, we are your friends.

In considering the well-being of McKinley Carter in 2025 and beyond, I recently announced the promotion of David Nolan to the position of chief investment officer. Dave and I have worked closely for more than a decade as leaders of our Investment Strategy Committee. In turning over my CIO responsibilities to Dave, I couldn't be more confident in his leadership. You can read more about Dave's storied professional career [below](#).

All economic indicators show positive trends for the new year, and we couldn't be more excited to leverage those conditions to help our clients reach their strategic financial goals. Be sure to check out Dave Nolan's [Market Review article](#) for an in-depth look at what may lie ahead in 2025.

As MCWS president, I am very proud to lead this team and look forward to a very strong 2025.

With sincere appreciation for your continued trust in our partnership,

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

### After a Prosperous 2024, Who is in Our Circle of Trust for 2025?

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

In the 2000 film, *Meet the Parents*, actor Robert De Niro played Jack Byrnes, a retired CIA officer and father to Pam Byrnes, the girlfriend of character Greg Fokker, played by actor Ben Stiller. In the film, Jack Byrnes describes to his potential son-in-law, Greg, the importance of being part of the family's "Circle of Trust."

Much like in the movie, we are continually assessing which investments qualify for our “Circle of Trust.” 2024 saw investments related to Artificial Intelligence (AI) as trusted members of that circle. AI investments in semiconductors and software joined power suppliers (think utilities) and power management companies as winners in 2024 as the artificial intelligence theme saw robust investor interest in what is perceived as the next great frontier of investment opportunity.



[Read more](#)

## ADVISORY SERVICES

### 5 Steps to Kick Off 2025 With Success

By [Chris Buck, CFP®, CeFT®](#)

*Regional Manager and Financial Strategist / Financial Autonomy SPG Member*

As we say goodbye to 2024 and welcome 2025, it's the perfect time to reflect on where we've been and set the stage for where we want to go. The beginning of the year is all about starting strong. This is your chance to set priorities, take decisive action, and create momentum for the months ahead.



Here are five actions we recommend to help you start 2025 with clarity, confidence, and purpose.

[Read more](#)

## CLIENT SERVICES

### Bypass Probate with Trusts

By [Joel Estes, CFP®, AIF®, CPFA®, NQPC™](#)

*Financial Strategist / Tax & Legacy SPG Specialist*

Members of our [Tax & Legacy Specialized Practice Group](#) continue to offer valuable information and regulatory updates to our advisory team for the benefit of clients and their families. This article is an example of one of the many topics they explore: Trusts and Probate.



Generally, any asset with a directly named beneficiary is excluded from the probate process, such as 401(k)s, IRAs, life insurance policies, investment accounts with a transfer-on-death (TOD) registration, and bank accounts with a payable-on-death (POD) registration. In the event one of these account-types fails to name a beneficiary, however, that account would be transferred through the probate process.

[Read more](#) about the key advantages to using a trust to avoid probate.

## McKinley Carter Cares Update

### MCWS Donates \$8K to Charities in 2024

In addition to our 2024 firm-wide clothing drive benefiting women-focused charities and the donations on behalf of our clients, we proudly share the 2024 total distribution from our donor-advised [McKinley Carter Cares](#) fund to employee-selected charities located within our regional footprint.



Thanks to employees' direct donations, payroll contributions, and corporate matching, the total donation amount was nearly \$8,000!

The recipient organizations are as follows:

#### Wheeling, WV Region:

- Laughlin Memorial Chapel
- Florence Crittenton
- Samaritan's Purse (Donation designated to Hurricane Helene flood relief)
- Valley Hospice Liza's Place Care Center South

#### Charleston, WV Region:

- Greenbrier Humane Society

- Libera
- United Way of Central WV

### **Pittsburgh/Johnstown, PA Region:**

- Creative Citizens Studios
- Genesis of Pittsburgh
- The Women's Help Center, Inc.
- Jutty's Journey

### **Dayton, OH Region:**

- ALS United Ohio
- Ronald McDonald House Charities Dayton
- Dream Builder Education & Training

Moreover, since the establishment of the MC Cares fund in 2021, a grand total of \$27,333 has been donated to various charities.





### *Nolan Promoted to CIO*

After years of working closely with MCWS President David McKinley to build and refine the firm's investment strategy, [David P. Nolan](#) has been promoted to the role of Chief Investment Officer.

Dave's impressive 45-year professional career includes 15 years of running public mutual funds for a large regional bank as well as the past 15 years at MCWS, most of which as the chair of the Investment Strategy Committee.

Dave is a 15-year veteran with MCWS, working out of our Charleston, WV office. Since 1979, he has been an active member of his church; he currently serves as chair of its Finance and Generosity Committee. Dave has also chaired the Board of Trustees, Fellowship and Recreation Committee, the Strategic Planning Committee, and coached church league basketball for 41 years. He has been a board member of the Charleston Church Recreation Association for over three decades.



### *Steedle Promoted to Client Coordinator*

[Sandy Steedle](#), a member of our Pittsburgh team recently passed the Series 65 Exam and was promoted to the role of client coordinator.

Sandy started with MCWS in 2022. Prior to joining McKinley Carter, she worked at Allegiance Financial Advisors, Inc. (Pittsburgh), managing all the firm's administrative work for client accounts as well as compliance tasks.

She also spent several years working in the Continuing Education Department at Robert Morris College.

Sandy holds both a Bachelor's in Business Administration and a Master's in Business Administration from Robert Morris College.



## *Headley Earns FPQP™ Designation*

We are very pleased to announce that Client Coordinator [Adam Headley](#) has earned the Financial Paraplanner Qualified Professional (FPQP™) designation.

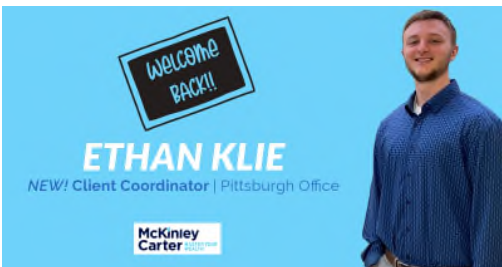
Adam is a graduate of Miami University with a degree in Accountancy. By successfully completing the FPQP™ program, he has gained in-depth knowledge in the key areas of personal financial planning, such as estate planning, tax, retirement planning, insurance, and investments.



## *O'Brien Chosen for Leadership Wheeling 2025 Class*

Associate Financial Strategist [Michael O'Brien](#) has been selected as a member of the Leadership Wheeling 2025 Class.

Leadership Wheeling's 14-week program goal is to "expand one's leadership potential, allow networking with other professionals in the community, and learn about the different sectors of Wheeling." Michael's classes will include: leadership and team-building; state government; local economic development; energy education; culture, leisure and the arts; non-profit and community involvement; the media; the legal system; entrepreneurial achievement; history of Wheeling; and a hands-on day with the Wheeling Fire Department.



## *Klie Returns to MCWS*

We are pleased to welcome back former summer intern **Ethan Klie** to our team as a part-time client coordinator. He is supporting our



## *McKinley Carter Work Milestones*

Pittsburgh advisory team during his final semester at Grove City College.

This quarter, the following Associates will celebrate MCWS work anniversary milestones:

### **5 YEARS**

[Frank Neiderhiser, CFP®](#) (Jan. 20)

[Chelsea Weiss](#) (March 9)

### **10 YEARS**

[Alyson Hurley](#) (Feb. 2)

[Dino Giovannone, CRPS®, CPFA®](#)

(March 30)

### **15 YEARS**

[David Nolan](#) (Jan. 29)

If you, or someone you know, is interested in exploring a career at McKinley Carter, we encourage you to visit our [Careers page](#) to see a link for available openings.

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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](#).



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