

Here is your quarterly edition of HUDDLE from McKinley Carter Wealth Services

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Happy New Year!

You've probably heard the phrase, "New Year, New You" lately from advertisers to promote a wellness product, gym membership, or any number of fad diets. At McKinley Carter, however, we prefer to say, "New Year, *Better* You" to reflect our promise to approach each new year as an opportunity to look for more ways to enhance your financial outlook on your journey toward financial autonomy.



The bottom-line: In our work with you, we're not looking to completely shift gears every year to create a *new* you that may or may not align with who you are, your goals, and your risk tolerance level. Rather, we look at the start of each new year as an opportunity to assess where you are now, analyze what goals were and were not achieved in the prior year, determine what "financial blindspots" might exist in the new year, and finally, how best we can help you prepare and become a BETTER you regarding your *financial wellness*.

I cannot stress it enough — our advisors are your financial *partners*. We are always available to answer your questions, analyze your situation, provide professional advice, offer referrals for other services you might need (legal, accounting, etc.), and furnish an array of educational

resources (i.e. blogs, videos, webinars, e-books) that will help you master your wealth...and become a BETTER you!

Another one of our key client educational resources is this quarterly newsletter, HUDDLE! To provide even further insights into the current economic trends, I encourage you to read (or watch) Senior Investment Strategist Dave Nolan's review of 4Q2023 market activity and his summary of what lies ahead in 2024. Check out his article [Elvis Has Left the Building – Has the Fed Declared Mission Accomplished?](#)

Under the heading of Advisory Services, we share an insightful article about Trusts, called [The Role of Trusts in Financial Planning](#). Trusts are important tools in your financial planning arsenal but can be confusing. Financial Strategist Brian Lipton, a seasoned advisor and CPA, breaks down the many types of trusts and their purposes in this first in a series of trusts-related blogs he will write in 2024. I encourage you to give it a read!

Lastly, under Client Services we highlight an upcoming free webinar that will be hosted by members of our Risk Management Specialized Practice Group. The one-hour program will take place on Thursday, Feb. 1 at noon (EST) and offer valuable information about protecting yourself from cyber thieves. Click [HERE](#) to learn more.

I also invite you to check out the [Professional Development News & More](#) section below to learn about other exciting updates at McKinley Carter, including promotions, achievements, and new hires.

As we bask in the excitement of a new year, we look forward to our continued work in helping you reach financial autonomy. Cheers to 2024 and a BETTER YOU!

Sincerely,



[David H. McKinley, CFP®](#)

President and Chief Investment Officer

INVESTMENT SERVICES

Elvis Has Left the Building – Has the Fed Declared Mission Accomplished?

~ by [David P. Nolan](#), Sr. Investment Strategist and Chair of MCWS Investment Strategy Committee

"Elvis has left the building" is a phrase that was often used by public address

announcers at the conclusion of Elvis Presley concerts in order to disperse audiences who lingered in hopes of an encore.

With that in mind, we believe that Federal Reserve Chair Jerome Powell has strongly hinted that when it comes to the Fed's rate-hiking cycle that began in March of 2022, Elvis (future rate hikes) has now "left the building."

ELVIS HAS
LEFT THE
BUILDING.

[READ \(or watch!\) MORE](#) from Senior Investment Strategist Dave Nolan on his 4Q2023 market recap and what may be ahead in 2024.

ADVISORY SERVICES

The Role of Trusts in Financial Planning

~ by [Brian Lipton, CFP®, CPA, PFS, AIF®](#), Financial Strategist

The legal construct of a Trust is invaluable in financial management, offering a means to secure and distribute assets according to specific terms and conditions. Given the complexities of individual, family, and business relationships and objectives, a tool with these capabilities is unique. Learn about the various types of Trusts and the role they play in financial planning.



[Read more](#)

CLIENT SERVICES

New Webinar to Provide Tips on Protecting Yourself from Cyber Thieves

~ by [Nick Stebner, CFP®, CPWA®](#), Financial Strategist and Operations Manager

On behalf of McKinley Carter's **Risk Management Specialized Practice Group**, we invite you to join us for a valuable new webinar called **"How to Protect Yourself Against Cyber Thieves."**

In recognition of *Identity Theft Awareness Week* (Jan. 29-Feb. 2), our Risk Management team will host the webinar at noon (EST) on Thursday, Feb. 1. Director of Wealth Management **Ty Phillippi** will serve as webinar moderator.



Key discussion topics include:

- Identity theft
- Credit fraud
- Protection Against Scams (Including Protecting Seniors)

Registration is now open. Click [HERE](#) to register today!

PROFESSIONAL DEVELOPMENT NEWS & MORE



McKinley Receives Honorary Doctorate from WLU

Congratulations to MCWS President/Chief Investment Officer [David McKinley](#) for receiving an honorary doctorate from West Liberty University (WLU), Wheeling, WV, on Dec. 9.

An alumnus of WLU, David served as commencement speaker for the Fall 2023 Graduation Ceremony. He was presented with his doctorate by Dr. Tim Borchers, WLU president (pictured above).



McKinley Carter Cares Donates \$91K in 2023 Sponsorships

We are proud to announce our [McKinley Carter Cares](#) corporate sponsorships totaled \$91,370 for 2023. We supported a variety of organizations in our regional office communities.

For 2023, our employees chose the Ronald McDonald House Charities (RMHC) as the focus of our McKinley Carter Cares corporate initiatives stewardship project. We were proud to support RMHC facilities in Charleston (WV), Pittsburgh (PA), Morgantown (WV), Greater Washington D.C., and Dayton (OH), donating \$2,500 in "wish list" supplies, goods, or cash. A total of \$10,500 was donated in honor of our clients.

Our employees also donated their time and talent during a stewardship activity held at the 2023 All Associates event. There they created 18 no-sew, flannel blankets that were among a total of 36 blankets later delivered to the regional RMHC facilities.



Clegg Promoted to Financial Strategist

To start off the New Year, [Chelsea Clegg](#), a member of the Wheeling Advisory Team, was promoted to Financial Strategist.

A graduate of Youngstown State University, Chelsea joined the firm in October 2014. She is a CERTIFIED FINANCIAL PLANNER™ professional and serves as coordinator of our Investment Services Council.

Chelsea and her husband Sam are the proud parents of two young children, Kennedy and Mark.



Tardy Graduates from Leadership WV Program

Congratulations to Regional Manager/Financial Strategist [Drew Tardy](#) and all the graduates of the 2023 Leadership West Virginia program, a 7-month educational and leadership training that "grows, engages, and mobilizes leaders to ignite a lifelong passion to move West Virginia forward."

As part of the program, Drew and his 55 classmates toured seven different WV locations (Huntington, New River Gorge, Martinsburg, Morgantown, Wheeling, The Greenbrier, and Charleston) to gain a better perspective and appreciation for the region's strengths and challenges.

Drew was also honored to be chosen by his classmates to make the commencement address at the Leadership West Virginia 2023 Commencement Ceremony, held at the West Virginia Culture Center on Nov. 17.



Epling Joins Charleston Advisory Team

Matt Epling recently joined the Charleston Advisory Team as a client coordinator. In that role, Matt provides operational support to the advisors, as well as client advisory services.

Matt earned his Bachelor of Science in Business Administration in Management from West Virginia State University. In his spare time, he enjoys playing live-music. In fact, he played drums in a post-rock band for many years and even recorded at RCA studios on Music Row. Matt is also active in recreational soccer and ultimate frisbee leagues.

Click [HERE](#) to learn more about Matt.



MCWS RESOURCES



Moore Joins Wheeling Team

In early November, we welcomed Judy Moore to the Wheeling Team as a receptionist. Judy is married with two adult children and two dogs.

In her spare time, she enjoys volunteer work at the House of the Carpenter, spending time with family and friends, and fitness activities. Judy is a self-described "helper" at heart and is always looking for ways to make life better/easier for others.

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



JOIN OUR TEAM!

Did you know you can access MCWS webinars, newsletters, educational videos, and more? That's right, simply click [HERE](#) to visit our website Resources page to see all archived materials and information. And if you're interested in learning what our advisors are saying on a variety of topics — from wealth management and investments, to tax planning and retirement — visit our [Insights Library](#).

If you, or someone you know, would like to learn more about job openings or student internship opportunities available at McKinley Carter's six regional offices, please visit our website's [Careers page](#) for more information.

We are very proud to be a three-time recipient of the [Best Places to Work](#) award from *InvestmentNews*!

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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