



Letter from the CEO

Hello Investors, Happy July!

I hope last month's newsletter helped shed some light on Goal Setting sparked the fire needed to take the first steps to get you headed down the right path. In a continued effort to grow together, we here at Macian have decided that you deserve the utmost education and insight into how money works.

From time to time I come across an article that takes me back and prompts me to think, and last week was no exception. In an article from the Wall Street Journal titled: "Middle Age Crazy? It'll cost to do your thing." author Neil Palmer covered a few hotspots that may hit close to home.



The Boomer Generation is positioned in an extremely pivotal point in their careers and the issue at the core of the conversation is what we are susceptible to during times of "mid life crisis!"

Contained in the excerpt listed below are three major decisions that are being made during these times:

'I'll Travel the World'

"Midlifers have long been a favorite target of the travel industry, since they tend to be active and have disposable income. And the marketing din is only growing louder, as the midlife crisis is pitched as an excuse for blowing bucks on everything from wine-country weekends to sojourns in Paris.

But industry watchers say those have become increasingly old hat for restless boomers, more of whom are

seeking pristine natural settings and exotic adventures. According to the Adventure Travel Trade Association, folks in their 40s and 50s now make up nearly half of those who book trips in the \$52 billion adventure-tourism industry.

While many are being marketed for five and even six figures, plenty of exotic tours are available for a few thousand bucks, from Mountain Travel Sobek's Moroccan camel trek (\$3,995) to Bio Bio Expeditions' 11-day Peruvian white-water-rafting adventure (\$3,200)."

'T'll Play the Stock Market'

"Last year, a study published in *Brookings Papers on Economic Activity*, a journal of the think tank Brookings Institution, looked at how people make money-related mistakes throughout their lives. Its conclusion? The best decisions occur in middle age -- peaking around age 53 -- when experience lends financial wisdom but analytical abilities have not yet been impaired by advancing age.

Earlier this year, Scott Gillam decided the only way to catch up from a near 50% loss in his retirement portfolio was

in his retirement portfolio was to quit his job and become a full-time day trader. The 59-year-old from Bristol, Conn., estimates that he makes profits on two-thirds of his trades, but says he's still learning the finer points of investing. He's still smarting, for example, from the \$30,000 hit he took on a Chinese Internet company, which had been looking like an \$8,000 windfall just one day earlier. "I'm learning to pull the trigger early," he says.

In the stuttering economy, says David Adler, author of the behavioral-finance book "Snap Judgment," many folks who had their nest egg crushed are falling prey to the classic temptation to chase returns, piling into an investment after a runup. Experts say that incorporating some risk into a portfolio can be fine for preretirees, but recommend balancing the pursuit of jackrabbit gains with a smattering of slower, more bulletproof investments."

'T'll Start My Own Business'

Going solo has always been high on the list of midlife moves, even more common in a job market like today's. According to the Global

Entrepreneurship Monitor, a quarter of new U.S. ventures in 2009 were so-called "necessity entrepreneurship" moves (precipitated by a layoff or other income loss), up from 13% in 2008.

There's just one problem with hanging out a shingle: According to the Kauffman Foundation, which focuses on entrepreneurship, about half of all new ventures fail within five years.

When Kim Cameron, a 43-year-old from Washington, D.C., decided to trade in two decades of corporate IT work to become a rock star, she created a detailed business plan (three-year target: sell 10,000 CDs). But so far, she's spent over \$500,000 living the dream, on everything from tour-bus rentals to demo recordings. "The more money you waste, the smarter you get," she says. (She's sold fewer than 1,000 Cds.)

Experts say midlifers do have some tools at their disposal that their parents didn't—from downloadable business plans to peer-to-peer loan sites. And most businesses launch with surprisingly little capital—about \$5,000—says Brian Headd, an economist with the Small Business Admin-

istration. "When some of the bigger guys pull back, small businesses can step in."

Upon reading this article, we are excited to launch a 10 week series, covering the **10 Truths about Money.**

Throughout the series we will discover everything from fundamental monetary practice to

psychological habits we possess and how the way our minds are programmed to function affects the way we approach investing.

During the next 10 weeks we will concentrate on a different topic every week on how money and investing can impact our lives. Learning new financial concepts and refreshing on ones we

used to abide by can seem intimidating, but it certainly doesn't have to be!

I welcome you to take this journey with us as we embark on this new series!

Macian Wealth Management
555 California St., Suite 300
San Francisco, CA 94104
Phone: 415-568-2305



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