



Here's to a happy New Year, full of hope and new opportunities

Crystal Harrington

Client Associate

Staying stress-free and connected during the pandemic has certainly presented its fair share of challenges, but I couldn't be more pleasantly surprised with the resilience my friends and family have shown. Despite a learning curve for some of us, using video chat to stay connected with our loved ones was simple and even exciting. Many of us spent quality time playing online games together, celebrating a birthday or special event, and simply unburdening ourselves with the weight of the week by connecting with people face-to-face (albeit virtually). There's no replacement for actually being with your loved ones – hugging, eating a meal together, and simply sharing the same space – but being able to turn on your screen and see the face of someone you are truly missing can certainly come close during a time when giving a hug just isn't possible.

A friend recently shared a story with me that reminded me how resilient, creative, and generous people can be. In my friend's community, all of the seniors would come together every Friday night to play cards, make and eat baked goods, and socialize with one another. Many of these people had lost their spouses and these Friday night gatherings were their only social events of the week. So when the pandemic hit and threatened these special events for these seniors, the community rallied on their behalf. One of the families in the community constructed an outdoor theater on their front porch and lawn,

Continued on the next page

In this issue

Looking forward to a new year

PAGE 02

Giving back in the year of COVID

PAGE 03

Celebrating Thanksgiving in 2020

PAGE 04

How being an Army mom has changed me

PAGE 04

New challenges brought new opportunities

PAGE 05

For 2021, focus on the things you can control

PAGE 06

James Mayer receives Oscar for Best Director 2020

PAGE 07

Continued from page 1

large enough for everyone to join in the Friday night gathering safely. They baked goods for the seniors again, crafted games they could play outside together, and watched movies. This community was an inspiring reminder to me that while sometimes we have to adapt, if we stay positive and open our minds to new opportunity, great things can come of any situation.

As we begin 2021, we are reminded to take a moment to be thankful. Thankful for our health, our friends and family, and the start of a fresh new year full of new opportunities and perspective.

On behalf of everyone at Huffman Mayer Paolo Wealth Management Group, we wish you all a blessed 2021! ♦

Looking forward to a new year

Phillip T. Anderson
Financial Consultant

I suspect that for many of you – and certainly for everyone in our office – there was something cathartic about looking at the calendar for the first time and seeing 2021. 2020 was an incredibly challenging year for most of our friends and clients. It felt like a test of our patience, our discipline, and our ability to live within a much smaller social circle. For many of us, holidays were much smaller and quieter than we are used to. The need to always be on-guard for months on end left us feeling exhausted.

Although we expect the next few months to be more of the same, with the string of vaccines announced in mid-November, we can finally see some light at the end of the tunnel. The CDC has recommended that frontline healthcare workers and nursing-home residents be the first to receive the COVID-19 vaccine, and representatives have also said they expect “wide availability” of vaccines in the U.S. by May or June of 2021. According to a recent article in Fortune Magazine, the combined manufacturing capacity of the Moderna, AztraZeneca, Johnson & Johnson, and Pfizer/BioNTech vaccines is around two billion doses per year! That means 30% of the world’s population could receive the vaccine before the end of the year. The United States and other western countries are expected to get a large share of the early doses, so it’s likely that most of the people in the country who want to be vaccinated will have that option this year.

Clearly, there are some hurdles between development and the ultimate goal of herd immunity. We must prioritize who gets the vaccine after the most vulnerable and most exposed, and many of these vaccines currently require specialized transportation and storage to remain viable. In the most extreme case, the Pfizer vaccine must remain at temperatures of negative 94°F, which is outside of the current capabilities of many transportation companies and hospitals to store. However, compared to the development of the vaccine, these are relatively minor logistical challenges.

On that subject, The New York Times recently published an interesting calculator, which asks four questions and uses your answers to calculate roughly where you fall in the “line” to get vaccinated (this can be found by Googling “Find Your Place in the Vaccine Line” – it was not behind a paywall as of this writing). I would encourage everyone to check it out. I found this piece interesting not only for how we prioritize who to vaccinate first, but also for the debate within the medical community that is still ongoing. For instance, young people are much less likely to get seriously ill with COVID-19, but they likely account for a high percentage of the asymptomatic transmission. Should they be vaccinated early to prevent the spread or late because they’re less likely to get seriously ill? There isn’t an obvious “right” answer to many of these questions.

Putting on my investing hat, I have heard plenty of speculation in the press over the past 10 months that this industry or that industry will be “changed forever” because of COVID-19. I tend not to believe these arguments. For a period of time? Sure. Forever? Unlikely. Companies will cut back on expenses and adjust accordingly in the short-term, such as limited travel, but to quote Walt Disney, “Forever is a long, long time, and time has a way of changing things.”

My 8-year-old loves history, and his favorite series the past few months is called “I Survived.” For the uninitiated, the author of these stories always puts a fictional young boy or girl in some real historical situation – the Hindenburg disaster, the Great Chicago Fire, or D-Day, as examples. A few weeks ago, my son excitedly brought two of these books to us just before bedtime and asked my wife and I to each pick one to read. The subjects were Pearl Harbor and 9/11. My wife quickly grabbed the book on Pearl Harbor and explained to him that she didn’t think she could read a book about 9/11 because it was too emotional. Although I felt pretty much the same way, I ended up reading that 9/11 book. The more I think about that brief conversation, the more revealing I think it is. Although there are some obvious differences, it is hard to think of a better historical parallel to 9/11 than Pearl Harbor, and yet given the choice, neither of us wanted to read about 9/11. It is one thing to know that something happened in the past, and another to have lived through it and to be able to recall what it actually felt like when it happened. To my son, Pearl Harbor and 9/11 are both history – he can understand what happened on those terrible days, but neither of them evoke memories of feeling punched in the gut, the way 9/11 still does for my wife and me almost 20 years later.

For me, that is the single best argument for why, over time, the world will mostly go back to the way it was before we had heard of coronavirus. I’m not trying to minimize the tragic impact that COVID has had, but rather to point out that 2019 and every year that came before it also came after other pandemics, disasters, and tragedies. People are incredibly resilient. There is already a generation of young people who won’t really remember this in much detail – the pandemic of 2020 won’t be any more real for them than the one that happened in 1917. They will remember this as the year they had more time at home with Mom and Dad.

For things to be changed permanently, we all have to prefer the new way of doing things to the old, and I just don’t see much evidence for that. I think for the better part of a year now, most of us have missed traveling,

seeing people face-to-face, and being able to go to grocery stores, restaurants, and sporting events. It has been possible to do some of those things this past year, but not without worrying or thinking about what you were touching or double-checking that you had a mask with you before walking out the door. I can’t wait for the day very soon when life will feel normal again – and I’m thankful we’re almost there. ♦

Giving back in the year of COVID

James Mayer

Managing Director – Investment Officer
Branch Manager



I have been a member of the Geneva Rotary club for 20 years. One of our annual projects has been ringing the bell for Salvation Army. I have done this for 19 years with different friends from our Rotary club and have always enjoyed it. Being able to help people is always rewarding. This year I did not have a friend to do this with, but I was able to bring my 11-year-old daughter, Reese. I wonder sometimes if I’m doing a good enough job explaining to my children the importance of giving back and volunteering, but I learned this year about the power of showing them rather than just telling them. It was truly a great day (and the Browns won later that afternoon to add to an already good day).

This is a tradition I hope to continue for another 20 years. ♦

Celebrating Thanksgiving in 2020

Donna Hassett
Senior Client Associate

Thanksgiving is my favorite holiday of the year. It's all about experimenting with new recipes, preparing great food, and gathering around the table with family and friends. Pulling it all together is a challenge I enjoy, and I spend days preparing the food and the house for my family. I look forward to Thanksgiving every year.

Like many of you, our Thanksgiving table looked a bit smaller this year. Missing from our Thanksgiving table was my oldest daughter, Leah, who lives in New Jersey. She was looking forward to coming home for the holiday and was excited to see family, including new family members, and

seeing her sister's new home. But as the COVID numbers surged, she decided it was best to stay put in the name of safety; so she (and we) missed each other this year.

Also missing from our Thanksgiving table was my husband's mother and siblings, my sister and her husband, and some close friends who typically swing by on Thanksgiving. It was certainly a difficult year, but we made the best of it, as everyone is learning to navigate this new normal.

Celebrating Christmas will be different this year as well, but at least we are starting to see signs of hope on the horizon. Hopefully in 2021 we will be able to gather around our tables and enjoy all our holiday traditions again. Until then, we need to continue to be vigilant in stopping the spread. We will get there.

Here's to hoping the terms "social distancing," "COVID-19" and "pandemic" are used a lot less frequently in 2021! ♦

How being an Army mom changed me

Margaret Gilliland
Senior Registered Client Associate
Vice President

When I sent my son off to the Army in July 2018, I never realized the impact it was going to have on me. I assumed – and I think my son did as well – that he would be able to take his vacation days whenever he wanted or needed them, he would have sick days if needed, and he would be working a normal work shift with at least some weekends off.

Well over the course of these past three years, my son has not yet made it home for a Thanksgiving (and has been home for Christmas just twice). This year, however, he was planning to come home for Thanksgiving. Two days before he was scheduled to leave and join us for the holiday, he and his fiancé were exposed to someone with COVID, and he was forced to cancel his trip home. Now I'm left with the hope of seeing him on Christmas.

Anyone who knows me knows I am a planner (and they know this is an understatement), but being an Army Mom has taught me to "go with the flow" more. This coronavirus roller coaster, combined with the lessons of being an Army Mom, has introduced a new mantra to my life: "I will believe it when I see it."

I am so proud of my son and the life he has chosen with the Army, but I can tell you being an Army Mom is not a job for the faint of heart. I have joined a group of Army Moms that call themselves "BAAMs" (Bad Ass Army Moms). We are Army Moms that are Army Strong! ♦



New challenges brought new opportunities

As James wrote in his letter at the beginning of this newsletter, the pandemic forced many of us to rethink social gatherings. This wasn't just true in our personal lives – things like educational events and client meetings that we took for granted presented new challenges for us. But we were pleasantly surprised with the outcome.



Events

We were pleased with both the quality and the information shared during many of the virtual industry and professional development events we participated in throughout 2020.

We attended the following events:

- Forbes/SHOOK “What’s Ahead” Virtual Top Advisor Summit
- 2020 Barron’s 100 Summit
- Invitation-Only 2020 Election Outlook WebEx

In these events, we got to hear from (and in some cases directly engage with) thought leaders such as political consultant and pundit Frank Luntz, Guggenheim Investments Global CIO Scott MinerD, Dow Jones Global Head of Wealth & Asset Management Sterling Shea, Former Director of the United States National Economic Council Gary Cohn, and “Shark Tank” investor Daymond John.

Client communication

One of the most rewarding things we did this year was to adjust to the challenges presented by the pandemic with regard to client communication. All of our clients know how much we enjoy and value frequent communication with each one of them. So, needless to say, we weren’t looking forward to the social distancing required in 2020. But we flipped the script and fully embraced technology so we could remain in frequent communication with clients.

We held virtual meetings and developed a library of videos on a range of topics. We enjoyed the process thoroughly and have received great response from clients. Regardless of the timing of a vaccine or when it will be safe to meet face-to-face, it’s safe to say that video is here to stay at Huffman Mayer Paolo Wealth Management Group.

In case you missed any of our videos the first time around, you can view all of our new videos on our website under the “Viewpoint” tab at the top of our homepage. ♦

For 2021, focus on the things you can control

During times of heightened stress, a person can quickly become overwhelmed and even struggle to do things that might be considered simple or obvious. It can be helpful to focus on the things you can control, to identify actions that you can take, and to complete those actionable steps.

Here are four action items an investor may want to consider completing during extraordinary (and ordinary) times:

STEP 1

Review your investment plan

Before you start making changes to your investment portfolio, the first thing you should do is consider your goals. Are you saving for retirement? Do you need to build a college fund for your children? Did a recent event create a need to adjust your plan? If your goals have changed or if you haven't updated your plan in a while, set up a meeting with your Financial Advisor to review and update your investment strategy to support reaching your goals.

STEP 2

Understand your risk tolerance

After recent events, you may have a new definition of your tolerance for risk, but risk will always be a key principle in investing. Some investments are riskier than others, but every financial decision involves risk. Risk is inescapable, so the key is to understand your risk tolerance and manage the risk you are taking, which should be based on your long-term financial goals. If your tolerance for risk has changed, review your strategy with your Financial Advisor and make sure you are still comfortable with the amount of risk you're taking.

STEP 3

Stick to your plan

When the market gets volatile, investors often have an emotional reaction and may want to pull out of the market to try to avoid loss. However, try to remember that moving or selling investments during a market decline will likely lock in the losses, whereas staying invested may allow you to benefit when the market comes back. If you haven't updated your plan in a while, set up a meeting with your Financial Advisor to review it and make any necessary adjustments.

STEP 4

Organize and update important documents

Are your important documents up to date and accessible to those who may need them? Take time to create a reference list of your documents and consider creating a digital version for easy storage and accessibility. Also check that your beneficiary designations for investment accounts, life insurance, and other accounts are up to date to reflect any new circumstances such as marriage, birth, death, or divorce. Beneficiary designations typically supersede your will, so you'll want to confirm that your beneficiary designations are current and accurate.

James Mayer receives Oscar for Best Director 2020

After a unanimous vote, the team of Huffman Mayer Paolo Wealth Management Group has awarded James Mayer with the Oscar for Best Director of 2020 for the production of "I Love My Job"!

As many of you know, James is our Managing Director; but what you may not know is what a Director is and does. By definition, a Director is a person in charge of an activity or organization – he is a leader, a manager, and a boss. In both finance and the film industry, a Director is chosen by the Producers, the stakeholders of the production. The Director determines the tone, message, and success of the firm or the film.

As the pandemic unfolded this year, it became increasingly clear that we were going to need to recreate our client service outreach model and make a new film! We needed to accept and embrace new technologies to reach out to our clients, hold events to show our appreciation, and continue to support our community, all while being quarantined and socially distanced.

James jumped head-first into the world of technology, enhancing our website and creating video seminars for our clients and their friends and family. These videos answered some



of the questions and concerns that arise when crossing the bridge from working to retirement. He also began creating new online content for LinkedIn to assist those who aren't familiar with our team and the services we can provide. James' video production of "I Love My Job" explained that we do what we do because of you, our clients, and the relationships we've built over these many years! (If you haven't seen our videos yet, they can be found at Huffman-Mayer-Paolo.com under the "Viewpoint" dropdown.)

And just as all of you have chosen to work with us, we have chosen to work with and for James! As Producers, we understand and appreciate the value he brings to our team and acknowledge that we owe him a debt of gratitude for all of our successes, especially in this tumultuous year of 2020!

Please join us in celebrating, James Mayer, Best Director in 2020!

HUFFMAN · MAYER · PAOLO

WEALTH MANAGEMENT GROUP

of Wells Fargo Advisors

3705 State Road, Suite 100

Ashtabula, OH 44004

Huffman-Mayer-Paolo
Wealth Management Group
of Wells Fargo Advisors

3705 State Rd
Suite 100
Ashtabula, OH 44004

(440) 992-1515

Huffman-Mayer-Paolo.com

*Helping you cross the bridge
from working to retirement*

Wells Fargo Advisors is a trade name used by Wells Fargo Clearing Services, LLC, Member SIPC, a registered broker-dealer and non-bank affiliate of Wells Fargo & Company. 1220-03399.