

THE STRONG REPORT

2ND QUARTER 2022, ISSUE #62



A NOTE FROM JENNIFER:

And just like that we are half way through 2022. How does that happen! As you will see in the enclosed newsletter we have all sorts of exciting things happening here at Strong Financial. A very exciting time indeed. And as we move into the summer months we continue to be busy planning client events and educational workshops as well as working on keeping all of you up to date on the current status of the markets. Gabe, Christian and I have been meeting with many of you and your friends and family updating financial plans and reviewing portfolios. While times during market volatility can be very disconcerting, our entire team remains committed to helping you navigate the waters so don't ever hesitate to reach out! We look forward to seeing you soon either at an upcoming event or here in the office in person, phone or zoom. In the meantime, enjoy the summer!



Save-the-date

Invitations for each event will be mailed directly to you.

Friday, July 15

5:30 pm – Concert in the Park Client Appreciation Event

Saturday, July 16

6 pm – NextGen Luau Event
(for the younger investors – ages 18-35)

Wednesday, August 17

5:30 pm – Technology/Identity Theft Workshop

Thursday, September 8

6 pm – Sip-Learn-Cook Hybrid Culinary Experience

Tuesday, October 25

5:30 pm American Funds Shareholder Presentation



Strong Financial Network Team

(L-R) Christian Chapman, LPL Financial Advisor;
Ashley Underwood, Client Services Associate;
Michele Carson, Client Relationship Manager;
Megan Tredway Carter, LPL Registered Admin. Associate;
Jennifer Strong, CFP®; Gabe Strong, LPL Financial Advisor

Not pictured: : Lori Braun and Pam Sloan, Remote Assistants

Celebrating 24 Years of Service

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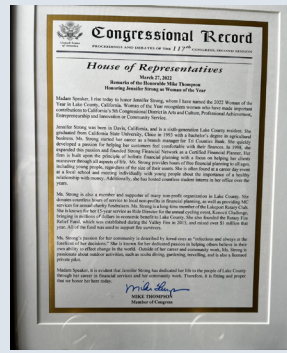
“THE STRONG REPORT” NEWSLETTER BLOOPERS

Thank you to everyone who called in with the bloopers from last quarter's newsletter. The winner is Tim Sherrell. He received a gift certificate to O'Meara Bros. Brewing Company located in Lakeport.

Remember, all you have to do is find the misspelled word(s) or incorrect punctuation in this newsletter, then give us a call at 262-1880 to be entered into the drawing to win a gift certificate to a local business. We appreciate your participation...you could be the next winner!

Woman of the Year

Jennifer was recently named the 5th Congressional District Woman of the Year 2022 for Lake County by Congressman Mike Thompson. We couldn't be more proud of Jennifer! This well-deserved honor celebrates all that Jennifer does to give back to our beautiful community. We had a great time celebrating Our Woman of the Year!!!
Congratulations Jennifer...you Rock!!!



Your Emergency Fund: How Much Is Enough?

Have you ever had one of those months? The water heater stops heating, the dishwasher stops washing, and your family ends up on a first-name basis with the nurse at urgent care. Then, as you're driving to work, you see smoke coming from under your hood.

Bad things happen to the best of us, and sometimes it seems like they come in waves. That's when an emergency cash fund can come in handy.

One survey found that nearly 25% of Americans have no emergency savings. Another survey found that 40% of Americans said they wouldn't be able to comfortably handle an unexpected \$1,000 expense.^{1,2}

How Much Money?

How large should an emergency fund be? There is no "one-size-fits-all" answer. The ideal amount may depend on your financial situation and lifestyle. For example, if you own a home or have dependents, you may be more likely to face financial emergencies. And if a job loss affects your income, you may need emergency funds for months.

Coming Up with Cash

If saving several months of income seems unreasonable, don't despair. Start with a more modest goal, such as saving \$1,000, and build your savings a bit at a time. Consider setting up automatic monthly transfers into the fund.

Once your savings begin to build, you may be tempted to use the money in the account for something other than an emergency. Try to avoid that. Instead, budget and prepare separately for bigger expenses you know are coming.

Where Do I Put It?

Many people open traditional savings accounts to hold emergency funds. They typically offer modest rates of return. The Federal Deposit Insurance Corporation (FDIC) insures bank accounts for up to \$250,000 per depositor, per institution, in principal and interest.³



Others turn to money market accounts or money market funds in emergencies. While money market accounts are savings accounts, money market funds are considered low-risk securities. Money market funds are not backed by any government institution, which means they can lose money. Depending on your particular goals and the amount you have saved, some combination of lower-risk investments may be your best choice.

Money held in money market funds is not insured or guaranteed by the FDIC or any other government agency. Money market funds seek to preserve the value of your investment at \$1.00 a share. However, it is possible to lose money by investing in a money market fund.⁴

Money market mutual funds are sold by prospectus. Please consider the charges, risks, expenses, and investment objectives carefully before investing. A prospectus containing this and other information about the investment company can be obtained from your financial professional. Read it carefully before you invest or send money.

The only thing you can know about unexpected expenses is that they're coming. Having an emergency fund may help to alleviate stress and worry that can come with them. If you lack emergency savings now, consider taking steps to create a cushion for the future.

1. MarketWatch.com, 2020
2. Bankrate.com, 2021
3. FDIC.gov, 2022
4. Investopedia.com, 2021

CLIENT CORNER

Alex & Erica O'Meara

Alex and Erica met while both were visiting family at church in Upper Lake. Alex was born and raised in Lake County. His family has been in Lake County since the 40's. Erica grew up in Ripon, CA. Alex returned with Erica to Lake County after being away for school and work for 8 years.

Alex grew up in Lake County and moved away to attend Stanislaus State University (Tulock, CA). He majored in Computer Information Systems. After moving back to Lake County, Alex and his brother partnered to create and open O'Meara Bros Brewing Company in Lakeport. Their brewpub is a microbrewery and restaurant in one. They feature not only a selection of their own craft beer (made right there on site!), but also a full menu including bistro-inspired "gastropub" options and comfort food favorites. Their passion for brewing beer and discovering new and unique food pairings for their creations shows in every taste consumed. Their brews are named for local landmarks and inspire pride in the many things Lake County has to offer. Alex loves being able to provide the community with a unique food and beverage experience on a daily basis. In his leisure time, Alex loves boating, camping, working on computers, boats, and cars...but more importantly, he loves watching sci-fi shows and movies...especially Star Trek movies...yes, he's a huge Trekkie!

Erica attended Sonoma State University and majored in Art: Printmaking. Erica is a 1st grade teacher at Upper Lake Elementary. She comes from a family of teachers and truly enjoys being part of sharing the new generations of our society and community. She loves helping students and watching them learn something new. In her downtime, Erica loves to garden, sew, and camp.

Alex and Erica have a beautiful family consisting of Everly (6 years old), Brecken (4 years old), Sapphire (dog), and a fish tank with 10 or so fish. They all love spending time together. They are involved with the Upper Lake Community United Methodist Church and the Upper Lake PTO (Parent Teacher Organization).

The O'Mearas love boating on Clear Lake and being outdoors. They try to enjoy as much time as possible on the family ranch in



Upper Lake. They recently took a family trip to Monterey to enjoy watching the kids experience the Monterey Bay Aquarium. They are heading to Hawaii this summer for a well-deserved vacation. We can't wait to hear about their trip, and the memories they will make.

Our community certainly is blessed to have the O'Meara family call Lake County home.



She said YES!

We couldn't be more happy & excited for Gabe & Masey!

Let the wedding planning begin...May 2023.



Our office now has the capability to communicate with clients via text message. If you would like to enable this new feature, please send us a text message to opt in! **707-533-8110**

"Just one small positive thought in the morning can change your whole day."

- Richard Branson

RETURN SERVICE REQUESTED



Kita's Pupcakes

Cake Ingredients:

- 1 mashed banana
- ½ cup grated carrots
- 1 large egg
- 2 tbsp honey
- ¼ cup olive oil
- ¼ cup organic crunchy or creamy peanut butter*

- 1 ½ cups oat flour
(make your own by simply putting
putting oatmeal into a blender)
- ½ tsp baking soda

Icing Ingredients:

- 1 cup plain Greek yogurt
- ½ cup organic crunchy or creamy
peanut butter*

****Make sure peanut butter does not
contain Xylitol, as it is highly toxic
to dogs***

Instructions

1. Preheat the oven to 350° F and line a cupcake pan with 5 paper liners.
2. In a medium mixing bowl, mix mashed banana, carrots and egg. Stir in the honey, olive oil, and peanut butter. Add in the oat flour and baking soda; dough will thicken.
3. Scoop out the dough into the cupcake pan and try to evenly fill the liners to about ⅔ of the way. Use the back of a spoon or a spatula to pat down the dough so that they are all about the same size and nice and rounded.
4. Bake for 20-25 minutes on the bottom rack, until you can stick a toothpick or wood skewer into one and it comes out clean.
5. While the cupcakes are baking, add the frosting ingredients into a medium mixing bowl and use a spatula or handheld mixer to blend; icing should not be clumpy.
6. Remove the cupcakes from the oven and let them cool for 5-10 minutes on a wire rack.
7. Once cool, frost cupcakes. Top with your dog's favorite cookies.