



WHERE DO WE GO FROM HERE?

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MFG
OBSERVER
MIDWEST FINANCIAL GROUP

MFG OBSERVER - Semi-Annual Update from CEO, Matt Cuplin

June 2020



STAYING THE course



Where Do We Go From Here?

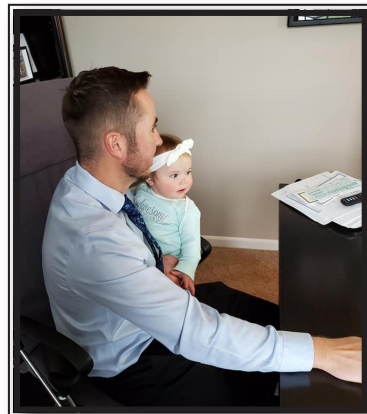
The last time I reached out to you was on video, on March 12th. It was scary, the markets were in turmoil and on their way to their eventual bottoming out on March 23rd, and we feared the unknown of the future. Our message then, as it always will be, was that we want to reassure you that while unpredictable days lie ahead...

Hello everyone, it is good to talk to you all once again! The last time I prepared a video message it was Thursday, March 12th, one of the worst days in stock market history had just occurred, and the world felt like it had turned into a different place overnight.

It was scary, the markets were in turmoil and on their way to their eventual bottoming out on March 23rd, and we feared the unknown of the future. Our message then, as it always will be, was that we want to reassure you that while unpredictable days lie ahead, you should know we trust in our planning and that we are here to help you stay the course.

Staying the course. This is probably one of the most valuable services any advisor can provide for their clients. I am very confident that everyone who is getting this message right now did so and is better off because of it. Thank you for trusting in us, and trusting in our process, as we plotted a course and navigated a plan to get through the last few months.

You Tube Watch Matt's latest video on the MFG YouTube Channel.



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'Zoom Office' during COVID19 "Safer at Home" order and his three helpers, AJ, Hannah, and Madelyn.

Now, we are not entirely out of the woods yet. But, I feel it is important as we begin summer that we realize we are also not where we once were 90 days ago. There are signs of hope in many areas of our world, even as challenges still exist. We will no doubt see more headlines surrounding the virus, the effects to the economy, foreign relations and tensions, civic unrest here at home, and do not forget an eventual polarizing election in the Fall. Although I cannot tell you the exact way that ANY of that will play out, I can tell you that we will be here with you the entire way, helping guide you through each turn, and making sure that you know you are not alone.

Although I do not know the future, one thing I can guarantee you is that we appreciate you. While we worked tirelessly during the last few months to make sure we were there for all of you, so many of you also in turn reached out to us. You wanted to know we were OK, that our families were safe and healthy, that our business was OK, and that we were finding ways to handle the wide range of emotions that were occurring too. That display of support and care will be something I carry with me for a long time, and I know my entire team feels the same way. So, thank you. Thanks to each one of you for being our partner in this as well, and for showing us your love and support.



As I said in our last discussion, “this too shall pass”, and that process has started. And we are here and ready to continue to move forward with you.

So where do we go from here? Well, we have a few initiatives that we hope to launch in 2020 as we have doubled down on our belief that you appreciate our efforts to be proactive and communicate with you. We will continue to provide you great advice, help, and planning that you’ve become used to, but we will also try to provide you with new and even more timely and relevant info, as we know that it’s important you have access to accurate and valuable information.

**YOU CAN'T MAKE
DECISIONS BASED ON
FEAR AND THE
POSSIBILITY OF WHAT
MIGHT HAPPEN.**

Michelle Obama

2020 INITIATIVES

MFG Virtual Webinar Series

One of the initiatives we are rolling out this month, and the one I'll leave you with today, is to let you know we will be holding a monthly Zoom Video Call meeting for you all. In it, we will be available to answer your questions, provide you our thoughts and points of views on what is going on, and will also bring in world class speakers and resources to provide to you to have at your fingertips.

MFG VIRTUAL SERIES
JUNE 16, 2020

GUIDE TO THE MARKETS



Visit our
YouTube
Channel

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June 16, 2020 “Guide To The Markets”

I'm very excited, our first call was on June 16th and we partnered with the firm Invesco and their Senior Consultant, Nicole Pretzel Holahan to discuss Investing with a Historical Context: Debunking myths and misconceptions.

View our website, www.mfgteam.com, for all the latest archived videos and webinars.

July 21, 2020 “How To Thrive In Challenging Times”

Whether we're just looking to feel better, or we're working to ensure we're making the best decisions for our future, behavioral sciences have a lot to share about the tricks our brains play on us, and how to effectively use those tricks to our advantage.

Presenters:

Senior Advisors Midwest Financial Group: Matt Cuplin, Brandon Masbruch Brad McMillan (CFA, CAIA, MAI, Managing Principal, and the Chief Investment Officer of Commonwealth Financial and frequent speaker and guest on CNBC. Along with him will be Koi Birke, (CFP, Managing Principal, Technology and Corporate Strategy with Commonwealth Financial, and a specialist in 'managing investor behaviors')

Time:

July 21, 2020 12:30pm CST

FREE WEBINAR

HOW TO THRIVE IN CHALLENGING TIMES



REGISTER NOW

Tuesday, July 21
12:30 PM, CST

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FINANCIAL GROUP

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our website
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Moving forward, the goal will be to host one a month (usually mid-month) for about 30 minutes during noon hour. We have found that time spot helps us reach the most people possible; those both retired and still working. We also plan on providing you access to archived recordings so, if you cannot make it to the LIVE presentation, you can watch on demand, share with your friends and loved ones, or go back and review at your leisure. For more information and to register you can click the link that was located in this email, or go directly to our website www.mfgteam.com and, inside the Client Center tab, you can click on our 'events' link. Look around on our website – there is a lot of great content!

We will continue to work our way through 2020, which has quickly becoming one of the most challenging years in recent memory, and we will come out on the other side stronger than we went in. Between now and when we talk again, make sure you do your part daily to find the positives that do exist out there right now. Take time to focus on those things that matter most – your family and loved ones, your health, your faith and beliefs, and the like – and remember, as we have shown time and time again, when difficulty arises, our world answers the call and our best stand up to help take action and get us to the other side. Together, we will get through this.



Welcome!

Introducing our newest MFG team member, Reegan Lee. Welcomed with love by proud parents Heather and Ryan (MFG Office Manager/Financial Assistant) and his two older sisters.

Congratulations to the happy family!

we're all in this
TOGETHER



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