

LEARN HOW TO INFLUENCE YOUR AFFLUENCE



CEDAR
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WEALTH MANAGEMENT

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The road to affluence can be a winding path.

No two stories are alike.

Let **Cedar Rapids Bank & Trust** Wealth Management team help you manage your wealth in the way that's best for you.

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When it comes to wealth management, no one sees the **variety of situations** and **options** like the **Wealth Management Team** at **Cedar Rapids Bank & Trust** (CRBT). One of the overarching convictions of CRBT’s wealth management practice is that there is no one right approach to managing money for your future. Instead, it’s about getting to know you and your family, gaining your trust, understanding **your needs** and then explaining and implementing **your personal financial strategy**. It’s about “influencing your affluence.” Our clients have taken different paths. Here are just a few of their stories.

MONEY MEANS PEACE OF MIND

Kenneth and Karla Cole

Everybody dreams of winning the lottery, taking the windfall and plowing through their bucket list. But for Kenneth and Karla Cole, it was no dream when the Powerball numbers rolled down the chute on June 13, 2012, making Ken and 19 fellow cereal plant employees' multi-millionaires. The so-called Shipping 20 became the wealthy 20 in a matter of seconds. Ironically, the winning lottery drawing was four years to the day of the flood that nearly closed that same cereal plant.

“Look, I loved my life before and I still do,” says Ken, “But I like to do fun stuff like renting a box at the Packers’ stadium and taking friends along on a bus trip to watch the game. That cost a bit of money, but it was a dream for me.”

“We’ve definitely given more to charities,” says Karla. Ken chimes in, “It’s the giving to others and not expecting anything in return that matters. Like anyone, you’ll write down a list of things that you’re



going to do—a bucket list. But when you actually have the money, you don’t have to dream about things. You change priorities. I decided I don’t want the Ferrari because I’ll drive it twice and that’s it,” says Ken.

Early on, the couple knew they had to seek additional financial advice to influence their affluence. In her

work as an accountant, Karla had worked with a number of different banks, but they were drawn to Cedar Rapids Bank & Trust (CRBT).

Both say CRBT had a down-to-earth approach and were willing to explain their options. They also encouraged them to enjoy life, but not spend all the money. So they went to Las Vegas a couple of times. They see the Packers with a group of Green Bay loving fans each year.

For Ken and Karla, money didn't make them happy—they already were. But it has given them peace of mind. "We don't have to worry about retirement or unexpected health costs. If we want to help someone out, we can and we do."

And in case you're wondering, Ken still buys lottery tickets. As he well knows, "Somebody's got to win."



“ It’s building trust. We’re helping our clients. We know their situation. We try to be really upfront with them and find out their true expectations. A bucket list is still valid. But, it’s a matter of figuring out cash flow. So, we need to get people to really articulate their hopes and dreams. Sometimes spouses have completely different ideas on how they’ll spend the money or haven’t even discussed it. That’s one of the ways we can help. ”



KEVIN BRUNS, CFP, CFTA
SR. VICE PRESIDENT
WEALTH MANAGEMENT



PATIENCE AND PERSISTENCE

Jim Mudd Jr

For Jim Mudd, life is about curveballs—surviving bladder cancer, helping aging parents and raising kids. “We’re all dealt curveballs and circumstances change. Then, in two years, it will be different—that’s life.”

Mudd should know about change. He’s CEO of an advertising agency founded by his father, where he leads 170 employees. His experience running an agency has taught him plenty of life lessons.

“People are too impatient in today’s world. They expect overnight success.” In fact, Mudd says that’s why it’s difficult for people to create savings and wealth. All of which helps Mudd as he serves on CRBT’s wealth management advisory committee. “It takes patience and persistence. Stick to the plan; don’t quit,” said Mudd.

“My dad’s always told me you’ll be the same guy in five years. The only thing that will improve you are



the books you read and the people you hang out with. You hang out with good, positive people and good things will happen.”

As for Mudd’s bucket list, he and his wife have five children ranging from 5 to 15. When the last one graduates high school, he’ll be 63. “I just want to hang out and travel with my wife and kids and create great memories—baseball games, football—that’s my deal.”

UPS AND DOWNS, BUT FAMILY FIRST

Heidi and Rick Brown

Most people who manage their money well, take a cruise or visit the ruins of Rome. But for Heidi and Rick Brown, good money management has meant letting their kids do things they couldn't do. Heidi, who went to work at 16, wanted her kids to enjoy school and to be on sports teams and belong to clubs. They also taught them about saving money and let them invest in a stock to understand how the market system works. While Rick still works, Heidi gets to focus on other things like taking her daughter on a trip to Haiti.

"My daughter had been wanting to do this. We traveled with doctors and nurses. We helped with vision screenings and took school supplies and glasses there," said Heidi.

It's the latest turn in a life that's had plenty of twists and turns. Heidi got her first job at the U.S. Attorney's office when she was still a teenager, met the love of her life around the same time and married at 20. Then she and Rick attended college as non-traditional students. And then came three children.

“ We are smaller than some institutions doing this type of work. We have a process that involves trust and a certain philosophy. But, we also have depth. We can customize and personalize a plan based on the individual. Ours is a holistic approach. ”

GRANT LUEBE
TRUST PORTFOLIO MANAGER



Rick was working at a software company which ended up being sold and his whole large department ended up losing their jobs due to the sale. Although it was extremely tough, they believed that when something bad happens, something better comes along. Rick was able to join a group of others shortly after another software company was formed. From that point on, even with the risks, they never looked back.

“You always work hard and you hope you have a great future. You try to figure out where life is going to take you, but you don’t always know. Rick was out of a job after the buyout and we had two kids. So, at that point, I worked. Today he’s working and I’m getting to do different things, like serve on advisory boards and volunteer. We put our faith into it and it worked out,” said Heidi.

Now as Heidi and Rick prepare for their third child to graduate next year, they’re thinking about seeing where their children wind up and might move near them. As Heidi puts it, “Family means everything, you know?”



THE GOOD LIFE – GIVING BACK

Leland Smithson

Imagine being vice president of micro-technology for a local company. You have a wife, two little children, a home, even a company car. Life is good.

Then one day, you wake up, go to work and find out you no longer have a job. You've been fired. The good life crumbles around you. That was Leland Smithson at one point in his life.

“It was an embarrassing time for me. My children were five and six and they knew what had happened. We had no car because I had always driven a company car and that was taken away. I bought a \$500 Volkswagen. When trying to change the tire at one point, the jack went right through the frame-it was rusted so badly,” says Leland.

But Leland didn't sit still. He sought inspiration and motivation from authors like Zig Ziglar and immersed himself in positive reinforcement and motivation. After the initial shock and embarrassment, Leland



and four former colleagues decided to start a new business. However when Leland went to six banks for a startup loan, he was rejected over and over again. Then Leland connected with the Small Business Administration mentoring organization known as SCORE. They helped him create a business plan. He took the plan to his seventh bank and got the loan.

“We were so frugal, we bought spindles and plywood and made our own desks. We went to a paper company and purchased paper that had print

on one side so we could use the blank side. Thirty-five years later, I sold the business and sold it at a profit.”

How is Leland managing his wealth these days? By helping young entrepreneurs at SCORE, the organization that helped him when he was down. But his greatest legacy is offering love and support to his grandchildren. He spends lots of time talking to them about hard work, capitalism and saving money.

His advice to young people today on managing wealth? Leland says build a strong relationship with a bank now. Find someone to help you invest. For Leland, Cedar Rapids Bank & Trust (CRBT) is very attentive. “They listen and they don’t give up. They can be trusted.” Leland is well known at CRBT. He stops in often and knows just about everybody.

Better yet, they know him. Whether he visits Alaska next or takes a Disney cruise with family to celebrate an anniversary, CRBT will have his back financially.



“It’s not so much how to save at this point – sometimes, it’s how to spend. What bucket do you pull the money from to reduce tax implications but still do what I want on my bucket list? In many ways it’s easier to accumulate money than to figure out how to spend it in retirement.”



DEBORAH GERTSEN
SR. VICE PRESIDENT
TRUST AND INVESTMENTS

WHAT'S ON YOUR BUCKET LIST?

- SCUBA DIVING
- COLLEGE EDUCATION FOR MY GRANDDAUGHTER
- SKY DIVING
- SURFING
- COMPLETE RELAXATION



Everyone's hopes and dreams are different.

At CRBT, we want to help you **manage your wealth** so your dreams can become reality.

We hope you enjoyed our client profiles. If you need someone you can trust with managing your money, contact CRBT's Wealth Management team at

319-743-7151 or **866-511-2728**

#WINFLUENCE

www.crbt.com/wealth-management