David Neterer, Private Wealth Manager

Another successful year is behind us…. They seem to keep going by quicker and quicker! It has been a busy year as we have expanded our team. Carlene Willhide just reminded us she had her one year anniversary with us on January 22. She has been doing a fabulous job of helping to revamp our website, organizing client events and marketing activity. Cortnie Beaver is working on her Certified Financial Planning designation and has one more test to go – she continues to help service clients and supports our retirement plans. Courtney Dowler came to us from a bank back ground and is our resident expert on electronic deposits (ACH) and anything banking related and does a great job getting new accounts opened and any forms that may be needed. So make sure you are extra nice when talking with Courtney – she handles all the withdrawals or requests for money… she controls the purse strings– LOL! In the next couple of weeks we will be announcing another new staff member – so be on the lookout.

The last two years have brought a lot of personal change. After 26 years of marriage, my wife and I have divorced. There are no sides in a divorce and we will continue to respect each other and work together to love and raise our three boys. My oldest son Jake just finished his college classes in 3 ½ years and will graduate in May. He started his new job at JLG Industries in their IT department and is having to make all the grown up decisions of picking benefits and getting a little bug eyed when he realized how much taxes he had to withhold. Mitch is in his sophomore at Cal U of PA and is studying finance and did his internship with us over the summer. Bruce will graduate in May from Waynesboro HS and got a scholarship to play soccer at Cal U and is looking forward to going to school with his brother.

As for me, I have found happiness again. I have been dating Courtney Narzisi, from Boca Raton, Fl. I have enjoyed traveling back and forth to enjoy the Florida weather. She moved up in November and has started working in Westminster in her field as a mammography tech and hopes to be able to find something a little closer to home. I'm looking forward to much happiness in 2019.

Ned Remavege retires from Sterling Financial Management

It's officially been 1 year since Ned retired from our firm! He is really enjoying retirement and learning new daily routines and is even taking flight lessons for a sport aircraft called a gyrocopter. We miss his smiling face and his hysterical jokes but no more than he misses being here with us and his clients. The thing he misses most from working is the relationships and tight bonds he developed over many years with his clients. He is still a part of our Sterling family and now, as a client, you'll see him and his lovely wife, Patricia, at our client appreciation day events.

Mission Statement

Our firm is committed to helping investors pursue their life goals through proactive planning and prudent investing. Our team creates a financial roadmap by asking the right questions so that you can work toward your financial goals. Clients will have access to technology and financial information that will help them understand their total financial picture and their progress towards reaching their goals. We provide measurable results in an easy and understandable way and will make sure our client's legal, insurance, and investment plans are working together.

Inside this Issue

Kelly Batey, Private Wealth Manager (Frederick Office)

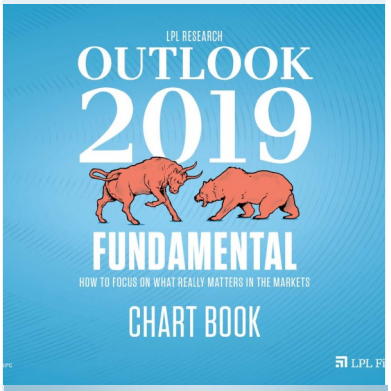
Kyle and Adam Batey, sons of Kelly and Jeff Batey

Happy New Year and Welcome to our first of many newsletters from Sterling Financial Management. The purpose of this newsletter, or at least our hope, is to give you helpful and useful content to inform you and educate you, and maybe even make you smile. The New Year is very much like this page that I am writing on, it's blank and full of opportunity! I generally use the New Year to reflect on the last year and what I have learned from it and what I enjoyed about it. 2018 was a year of personal growth for me and my family. I took on more responsibility here at the office, which I have thoroughly enjoyed, and my husband changed jobs. Lots of growing took place for both of us in 2018. We learned a lot about ourselves through these changes and challenges. Change can be difficult and hard to navigate sometimes but we found that change is a natural part of life, and necessary for us to learn and grow. Change can be exciting and full of new opportunities! My husband, Jeff, and I are parents to 2 teenagers, which, as many of you know, is challenging, and expensive! Our oldest son, Kyle, is 15 and now taller than both of us, which is kind of funny trying to tell him what to do as I look up to him. This fall he played for the high school freshman football team. He had a great football season with 6 sacks and ended the season with a 2 point "safety" on the last game. This spring he plans on playing lacrosse for a Maryland travel team. Our youngest son, Adam is 13 and in 8th grade. He also played football this past fall for our local youth football organization, the Waynesboro Stallions. He is full of heart and determination when he plays and a natural leader (I was going to say bossy, but figured natural leader sounded better!), which is so fun to watch. He also plans to play lacrosse this spring. Being a parent to teenagers is much like being a financial advisor in this current market environment. You never know what mood or emotion you're going to run into. The market has experienced a lot of volatility and mood swings over the last few months. In 2017, there wasn't much that could stop the market and now, it seems like it's reacting to every single piece of news that hits our news cycles. I hope that the LPL Research pieces I mailed back in December are helpful to you. As always, we want you to remember our long-term plans and not let these short-term movements control your emotions. I like to remind people that we have been through much worse than this and those that stayed invested were the winners. Remember, it's **time <u>in the market</u>**, **not timing the market** that makes the difference.


Kyle Batey (Blue uniform)


Adam Batey (#20)

To see the full OUTLOOK 2019, visit our website then go to the **Market Trends** tab.



Meet Private Wealth Manager Ken Smith

Happy 2019 everyone. Let's make it a good year. For many of you the time for our annual review is quickly approaching so I look forward to seeing you soon. It seems like only yesterday Santander Bank decided to leave Maryland, and us. Well, in April that will actually be four years ago. Back then I didn't need to wear glasses when reading your reports. Nowadays I have pairs of glasses throughout the house, the office and the car. I even keep a pair in the kitchen so I can read directions! I'll let you know when I get some out-of-the-office time scheduled this year but as of right now I have no personal travel plans.

Last year I took a road trip with an old friend up to Maine to do some fishing, clamming and general lobster eating. One late afternoon, after watching us not catch fish all day, a campground employee approached us to let us know the commercial fishermen had totally fished out the area. Thanks for the heads-up eight hours ago. Oh well, I guess that's why they call it fishing and not catching. Last summer my wife and I along with a nephew drove Skyline Drive, which I haven't seen since I was a little kid. We picnicked and had a great weekend after camping the night before touring Luray Caverns. I thought it would be bigger. I'm sure we'll be making plans soon for this year so I'll let you know.

Just recently my grandson turned two years old on his mother's birthday. Yes, my daughter had a son on her birthday. And thankfully that's on January 11th, 1/11. How easy is *that* for me to remember! And he's huge; already wearing a size 4T. He must take after me….

Stay warm everyone. We'll keep you posted on our upcoming client appreciation events. Because yes, we certainly do appreciate and thank you all.

History of U.S. Bear & Bull Markets Since 1926

This chart shows historical performance of the S&P 500 Index throughout the U.S. Bull and Bear Markets from 1926 through September 2018. Although past performance is no guarantee of future results, we believe looking at the history of the market's expansions and recessions helps to gain a fresh perspective on the benefits of investing for the long-term.

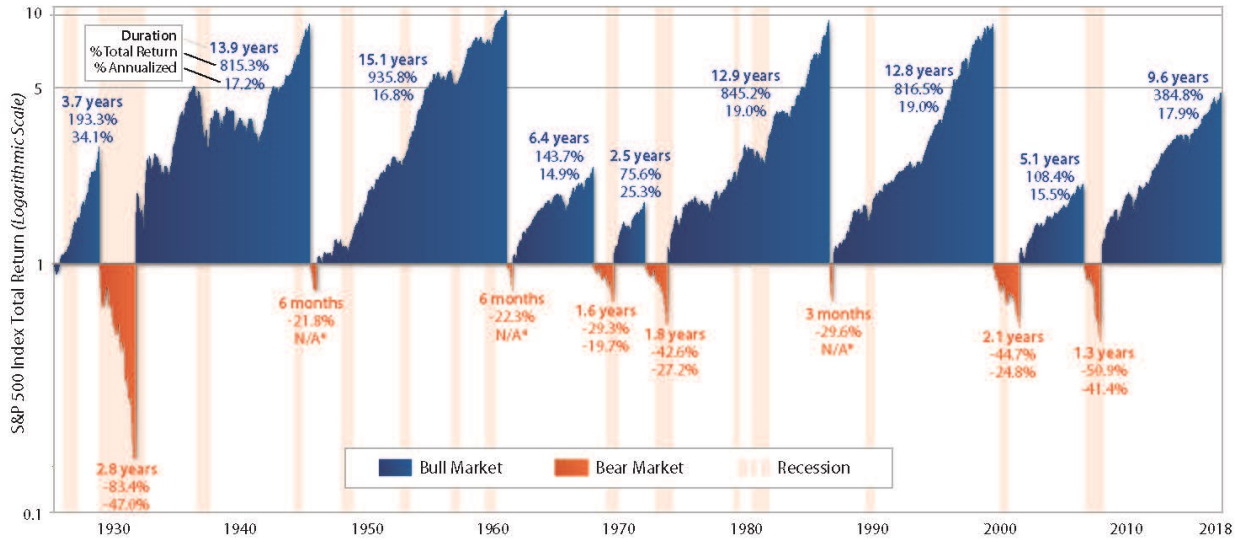
- The average **Bull Market** period lasted 9.1 years with an average cumulative total return of 480%.
- The average **Bear Market** period lasted 1.4 years with an average cumulative loss of -41%.

Bull

From the lowest close reached after the market has fallen 20% or more, to the next market high.

Bear

From when the index closes at least 20% down from its previous high close, through the lowest close reached after it has fallen 20% or more.



Source: First Trust Advisors L.P., Morningstar. Returns from 1926 - 9/28/18. *Not applicable since duration is less than one year.

These results are based on monthly returns–returns using different periods would produce different results. The S&P 500 Index is an unmanaged index of 500 stocks used to measure large-cap U.S. stock market performance. Investors cannot invest directly in an index. Index returns do not reflect any fees, expenses, or sales charges. This chart is for illustrative purposes only and not indicative of any actual investment. These returns were the result of certain market factors and events which may not be repeated in the future. Past performance is no guarantee of future results.

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A note from Private Wealth Manager David Cushwa

Let's welcome in 2019 with optimism both personally and for your investment goals! Since March 2009, the investment marketplace has been on an unprecedented record bull run. Many client portfolios have seen very positive, record achievements while we have maintained "capital preservation" as a primary goal for our clientele. This is especially critical as some clients have moved into retirement and others plan to retire in the next 5 years. We strive to constantly communicate with our clientele, adjusting financial plans when required and not becoming reactionary when the markets become volatile. Volatility is a part of any sound, long range investment plan and we witnessed this in the 4th quarter of 2018. We expect 2019 to continue to be volatile but not as severe. Stay focused for long term success...be a rational investor...never hesitate to contact me to discuss your market concerns or investment goals. On the personal side, we have been enjoying visits with our twin grandsons who just turned 3. What a great blessing they are! When weather permits, I am enjoying the challenge of golf with several local clients and old friends. I have concluded that I will "keep my day job" (as most amateur golfers can attest to)! My staff and I look forward to the privilege of assisting you in 2019!

Sterling Financial Website

We recently launched our revamped website. Check it out and tell us what you think. Although our work continues on the website, we're getting there.

www.sterlingfm.com

Check us out (and like us) on Facebook and LinkedIn: Sterling Financial Management

Sterling Spotlight:

Cortnie House becomes Mrs. Cortnie Beaver

Clarence "Petey" Beaver, of Beaver's Auto Body & Collision in Waynesboro, has been my boyfriend for over nine years. But now I am no longer Cortnie House. I'm Cortnie Beaver. Yes, we got married last year…in Scotland. For two weeks in September we traveled between Scotland and London. I have a niece who lives in England, so she and her mother-in-law were familiar family witnesses to our nuptials. Much nicer than grabbing two random Scots and asking them to pretend like they cared. His daughter and my two sons couldn't make the trip, and although it was often rainy and chilly, we had a wonderful time and we *will* be going back. I can picture it like it was yesterday and when I do, I still get excited and I want to share some of it with you. So, Google along with me and see what we saw. We were married in South Queensferry, a town just west of Edinburgh, Scotland. It's a pretty, little waterfront town with a grand bridge, a castle and brightly painted fishing boats dotting the waterscape. In Edinburgh we stayed on the Royal Mile.

Mr. & Mrs. Clarence H. Beaver , III

There's an amazing amount of history there. We made a wonderful hike around the Fairy Pools. Fairy Glen in Isle of Sky was like walking through a fairy garden. It was so beautiful. Seriously…Google it. Also, check out Quiraing! Now, most of these places were full of free-ranging sheep so if you're ever fortunate enough to visit, watch where you step! Both of us are big Harry Potter fans so as a very special 'extra' we got to see a lot of the filming sites to cap off what was a very wonderful and unforgettable trip.
And I should mention that I've been working on getting my Certified Financial Planner designation for over a year. I'll have it soon. I really felt like writing about my wedding trip, so I'll get to the CFP journey in a later newsletter. Until then, tough out the cold weather. Spring will be here soon!

"Fairy Glen in Isle of Sky was like walking through a fairy garden….."

Meet the Sterling Financial Team

David Neterer, President

Ken Smith
Private Wealth Manager

David Cushwa
Private Wealth Manager

Kelly Batey
Private Wealth Manager

Carlene Willhide
Director of First Impressions

Cortnie Beaver
LPL Registered Sales Assistant

Courtney Dowler
Client Service Associate

CHECKUPS ARE GOOD FOR YOUR FINANCIAL HEALTH.

Like annual physicals, a yearly financial checkup can help uncover hidden problems, inspire you to set new goals, provide information you need to improve your health, and help make sure you're on track for well-being. I specialize in thoughtful and objective investment guidance aimed at keeping your finances and goals in shape.

Call today for more information or to schedule a consultation.

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- ◊ Investment Services
- ◊ Financial Planning
- ◊ 401K Rollover Services
- ◊ Retirement Plans
- ◊ Estate Planning
- ◊ Retirement Planning

2019 Events

Business Expo, February 23, 7am-11am
WASH Cafeteria, East Second Street
Waynesboro, PA 17268

Happy Hour, March 7, 5 pm
1825 Howell Road, Suite 5
Hagerstown, MD 21740

Shred Day, April 29, 2019
1825 Howell Road, Suite 5
Hagerstown, MD 21740

Wine Event, May 18, 1-4 pm
Big Cork Winery
4236 Main Street
Rohrersville, MD 21779

Sterling Financial Picnic, (Hagerstown Office Clients) July/TBD
Suns Stadium, 274 East Memorial Blvd.
Hagerstown, MD 21740

Sterling Financial Picnic (Frederick Office Clients), August/TBD
Ballenger Creek, 5420 Ballenger Creek Pike
Frederick, MD 21703

Shred Day, September 30
1825 Howell Road, Suite 5
Hagerstown, MD 21740

Casino Night, November 9, 2019
5:30 pm Doors open, 6:30 pm Gaming
The Press Room at the Herald Mail
100 Summit Avenue
Hagerstown, MD 21740

Call our office for more information or to sign up for our events
301.733.7777