

# HUD DLE

FALL 2024 | Vol. 11, No. 1

I consider autumn a perfect time for reflection, doing an honest assessment of the current year to determine what went right, what exceeded my expectations, and where things fell short. It's also a great time to begin thinking about what to do differently in the upcoming year.

Because we are human, emotions and knee-jerk reactions can sometimes sway our decision-making. For the most important decisions in our lives, it's often valuable to have objective, professional perspectives. Health and wealth are among our most critical goals. While we'll leave your annual physical check-up to your physician, we're ready to help with your regularly scheduled fiscal review.



Being human also means we can (and should) give ourselves a 'pat on the back' for the things we did well, or the difference we made in the lives of others. That's why I want to thank you, our clients, for the success of our 2024 MC Cares regional clothing drives for women-focused nonprofits. We put the word out to you over the summer and were simply overwhelmed by your donations in each of our offices. We can't thank you enough for your generosity!

In the coming weeks, you will be hearing more about this 2024 initiative, but in the meantime, I encourage you to check out the article below, [MC Cares Fall Clothing Drive a Huge Success](#).

So, in the vein of recognizing our blessings this fall, I simply say WE APPRECIATE YOU — not only for our professional partnership, but also for our philanthropic one. We could not have made such an impact without you. As 2024 comes to a close, please know we are honored to be given the opportunity to work hard for you and your families. And we are equally as honored to give back to our local communities on your behalf.

We're kicking off our eleventh year of our HUDDLE newsletter and hope you find it an worthwhile resource. If it's anything otherwise, please share your suggestions for improvement.

Please find articles we've curated for you this quarter: [The Market Review & Outlook](#) from Senior Investment Strategist Dave Nolan; a valuable article on [Roth Conversions](#); and a technology piece introducing our new [MCWS mobile app](#) (now available!). Don't forget to check out the [Professional Development News & More](#) to learn about a promotion in our advisory team, as well as a new hire in our Pittsburgh Office.

As always, we are here to answer any questions you might have.

Sincerely,



[David H. McKinley, CFP®](#)

President and Chief Investment Officer

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## INVESTMENT SERVICES

### The Revenge of the 493

~ by [David P. Nolan](#), Senior Investment Strategist and Chair of MCWS Investment Strategy Committee

Markets were volatile in the third quarter as investors faced political turmoil and increased uncertainty about future economic growth, but the return of Fed rate cuts and solid corporate earnings helped to offset those political and economic anxieties, and the S&P 500 hit another new all-time high and finished the quarter with strong gains.

In our second quarter Huddle newsletter investment report entitled, "*The Few. The Proud. The Elephants,*" we showed that two-thirds of the first six months' stock market returns were driven by seven large companies referred to as the "Magnificent 7." However, in the third quarter we began to see other stocks (the 493) participate in the stock market's rise.

[READ \(or watch!\) MORE](#) about our thoughts on third quarter market trends and our look ahead to 2025 from Senior Investment Strategist Dave Nolan.



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## ADVISORY SERVICES

### ROTH Conversion Strategy: Is It For Me?

~ by [Nicole Dray, CFP®](#), Associate Financial Strategist and Member of [MCWS Tax & Legacy Specialized Practice Group](#)

When considering if a Roth Conversion is right for you, it's important to evaluate your current financial situation, future income expectations, and long-term retirement goals. We encourage you to seek the guidance of a financial professional to review the complexities of this strategy.



That said, here's an informative introduction to the Roth Conversion strategy — how it works, why one would consider taking advantage of it, and when it could make the most sense to be considered.

[Read more](#)

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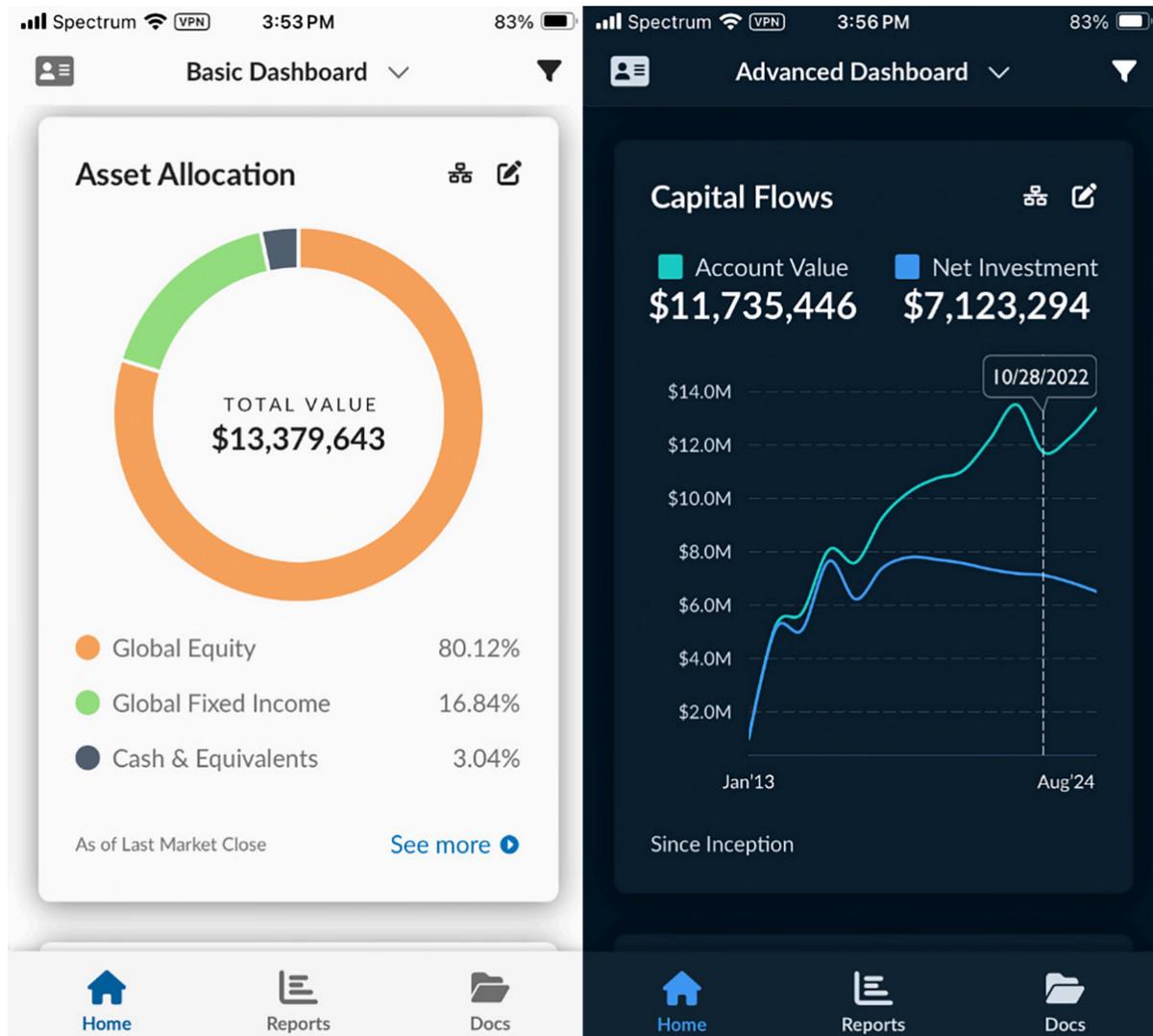
## CLIENT SERVICES

### New MCWS Mobile App Now Available!

We are happy to announce the new *McKinley Carter Wealth Services Mobile App*, now available for Apple and Android devices. It should be most easily found in the Apple and Google Play app stores by searching "MCWS client app."

The app is designed to provide all the functionality of the updated MCWS client

portal released this past spring, including different dashboard versions, multiple reports, customizable date fields, a dark mode, and more. Two sample screens are shown below:



### Steps for Accessing the App:

1. Go to the Apple or Google Play Store on your mobile device.
2. Search "MCWS client app" and look for the MCWS icon (at right).
3. Install the app.
4. Once installed, use your existing MCWS client portal credentials (email address and current password) to log in.



### Known Issues

Thank you to our clients who were willing to help us by beta testing the app. As we release it to a larger audience, however, we are aware that there could be other issues we not yet identified.

Currently, we are working as quickly as possible to resolve a couple known glitches:

- The “Remember me” toggle switch on the app login page is designed to recall the username only. It is not intended to auto-fill passwords or avoid multifactor authentication. Verification codes are required at each login.
- The Position Performance report may cause the app to exit. This report is available without issue in the desktop version of the client portal.
- In the Account Performance report, some time periods and their rates of returns are shown twice.

If you do not have a McKinley Carter portal already set up but would like to access it or the new mobile app version, please contact a member of your advisory team.

## PROFESSIONAL DEVELOPMENT NEWS & MORE



### **MICHAEL O'BRIEN PROMOTED**

Congratulations to Michael O'Brien for his recent promotion to Associate Financial Strategist. Michael has been a member of our Wheeling Advisory Team for the past three years, working with our wealth management clients. He also serves as coordinator of our Tax & Legacy Specialized Practice Group.



### **MCWS WELCOMES RYNIEC TO PITTSBURGH TEAM**

We warmly welcome Lu Ann Ryniec to the MCWS family. A Pittsburgh native, Lu Ann serves as executive assistant in our Wexford, PA Office.

She brings to the firm many years of administrative and business ownership experience. Lu Ann is an alumna of Robert Morris University.

Michael holds an MBA from West Virginia University and two Bachelor's degrees from Wheeling Jesuit University (now Wheeling University) in Business Administration/Finance and Accountancy. He graduated summa cum laude from WJU and earned the Forest H. Kirkpatrick Award for high achievements in economics.

He is currently sitting for the Certified Public Accountant (CPA) exam having successfully completed three of the four sections. He is targeting 4Q2024 to earn the CPA designation. To learn more Michael, click [HERE](#).

To learn more about Lu Ann, click [HERE](#).



## MC CARES FALL CLOTHING DRIVE A HUGE SUCCESS

THANK YOU, THANK YOU! We are simply overwhelmed by the generosity of clients and friends for our 2024 McKinley Carter Cares Women's Clothing Drive! Each of our regional offices reports a HUGE response to the call for gently used clothing items for local women's nonprofits in their areas.



## DAYTON OFFICE HOSTS OPEN HOUSE

Regional Manager Chris Buck and the Dayton Team expressed their appreciation to all those clients who attended their Summer Barbeque Open House last month. Over 200 people attended the family event and enjoyed visiting with their advisors and eating a delicious barbecue spread from Elite Catering.

Chris and his team say they were also humbled by their clients' incredible generosity in supporting their regional clothing drive to

In Dayton, our team reports their chosen nonprofit, Clothes That Work, made several pick-ups throughout the last few months to gather donations. At our headquarters in Wheeling, it's the same story...overwhelming response with an estimated 50 lbs. of clothing donated to the YWCA. In Charleston and Pittsburgh, the same incredible support was shown for their respective organizations, the YWCA and Dress For Success.

More information will be shared over the coming weeks. In the meantime, if you're interested in learning more about our McKinley Carter Cares initiative, we invite you to visit our [website](#).

Pictured above (from l to r) are the representatives of our Pittsburgh office dropping off their donations to Dress For Success: Lu Ann Ryniec, Sandy Steedle, Nicole Gabriel, Frank Neiderhiser, and John Binz.



**McDERMOTT RECOGNIZED AS WV WONDER WOMAN BY**

benefit Clothes That Work (Dayton, OH). In fact, representatives of Clothes That Work had to make several trips to the office over the course of the summer to collect clothing items from overflowing donation receptacles.

Congratulations to the open house Raffle Winners! Each received a gift card from a local BBQ restaurant: Kurt Tippey (City BBQ gift card), Nolan Garrett (Hickory River Smokehouse gift card) and Betty Furlow (Mission BBQ gift card).

Pictured above (from l to r) are Dayton Team members Adam Headley, Rich Oliver, Chris Buck, Julie Brown, Joshua Johnson, Joe Estes, Ty Phillippi, and Nick Stebner.



**JOIN OUR TEAM!**

## WV LIVING MAGAZINE

We are proud to announce that [Kathleen McDermott](#), director of Nonprofit Advisory Services and Business Development manager, has been honored with the 2024 WV Wonder Woman Award from *WV Living Magazine*. On Oct. 30 in downtown Charleston, Kathleen will be among 50 honorees inducted into the 11th Annual Class of West Virginia's Wonder Women.

According to the magazine, this recognition is award to women who "are living boldly, bringing solutions, and championing their families and communities...and building a better West Virginia." Congratulations, Kathleen!

If you, or someone you know, would like to learn more about job openings or student internship opportunities available at McKinley Carter, please visit our website's [Careers page](#) for more information.

We are always looking to expand our team with competent, ethical professionals who will complement our existing staff.

McKinley Carter is an SEC-registered investment adviser. For information pertaining to McKinley Carter's fees and services, please contact McKinley Carter for a copy of our disclosure statement as set forth on our Form ADV. For information pertaining to our registration status, refer to the Investment Adviser Public [Disclosure](#).



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