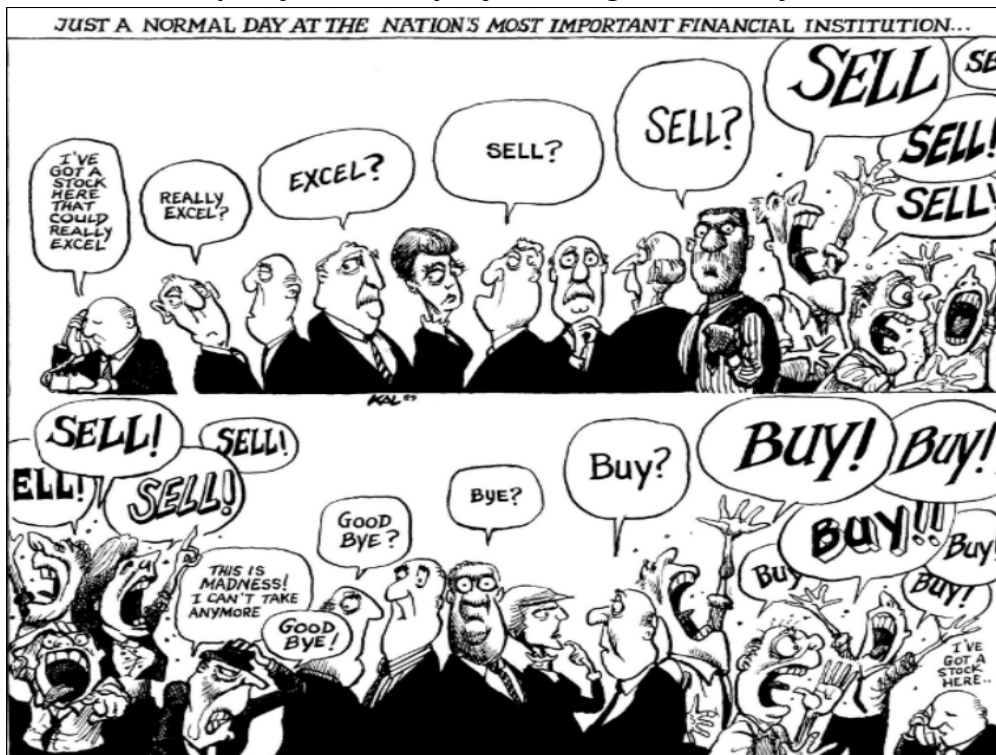




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Trendlines – Jim Butler, CFP®, AIF®
Videre Wealth Management, Inc.
Feb 19, 2019

1. When I read an article recently written by a third party (and a rather noted one in this case) on a relevant topic, it grabbed my attention. When the refrain from the article rings of a profound truth and is worth sharing, it gets added to our communications to clients. [This article](#) by Barry Ritholtz is on-point and yet brief. The topic is market risk and reward and it includes their own third-party references. Hope you find it instructive. (You can also internet search the article by typing in “Big Picture Market Volatility.”)
2. **Here is an example of the old days of investing and word of mouth ideas.**



3. **And from our friends at the Seinfeld Show we share [this experience](#).**
Always good for a few laughs.