
LEARNING FROM THE LESSONS OF TIME



NO MATTER WHAT THE HEADLINES SAY...

The Crash: After a Wild Week on Wall Street, is the World Different?

Will You Ever Be Able to Retire?

The New Hard Times

Is the U.S. Going Broke?

America's Banks: Awash in Troubles

What Ever Happened to the Great American Job?

The Economy: Is There Light at the End of the Tunnel?

Sources: "The Crash: After a Wild Week on Wall Street, is the World Different?" (*Time*, November 2, 1987), "Will You Ever Be Able to Retire?" (*Time*, July 29, 2002), "America's Banks: Awash in Troubles" (*Time*, December 12, 1984), "Who's in Charge?" (*Time*, November 9, 1987), "Is the U.S. Going Broke?" (*Time* magazine, March 13, 1972), "High-Tech Wall Street — Is it Good for America?" (*Time*, November 10, 1986), "The Economy: Is there Light at the End of the Tunnel?" (*Time*, September 28, 1992).

THE DATES MAY CHANGE, BUT THE HEADLINES STAY THE SAME...

Today's headlines may FEEL like something
totally new...

2016



1976 1980 1984 1988 1992 1996 2000 2004 2008 2012 2016



1987



1998



2001



2008

...yet looking at
four decades of
TIME covers, it's
clear that "we've
been here
before."

RECESSION AND MARKET FEARS



1979



“Drastic interest rate hikes from the Fed put the squeeze on credit and the markets, while consumers waited in line for gas.”¹

1976

1978

1980

1982

1984

1986



“Bankers now face their most strenuous survival test since the Great Depression”²

1984

¹ “The Squeeze of 1979: Tighter Money, Higher Prices, Wall Street Woes,” October 22, 1979

² “Banking Takes A Beating,” by William Blaylock, Adam Zagorin, Stephen Koepp, Time, December 3, 1984.

1987



“Black Monday’s 22.6% one-day drop in the Dow terrified investors.”³

1986

1988

1990

1992

1994

1996

“Banks and insurance firms are tottering beneath huge portfolios of bad real estate mortgages”⁴



1990

³ Source: FactSet, based on the performance of the Dow Jones Industrial Average on October 19, 1987. The DJIA is a widely followed measurement of the stock market. The average is comprised of 30 stocks that represent leading companies in major industries. These stocks, widely held by both individual and institutional investors, are considered to be all blue-chip companies.

⁴ “All Shook Up,” by John Greenwald, Time, October 15, 1990.

1992



“...the job drought, the debt hangover, the defense-industry contraction, the savings and loan collapse, the real estate depression, the health-care cost explosion and runaway federal deficit...”⁵

1992

1994

1996

1998

2000

2002

2004

2006

2008

Global financial
turmoil (and a
declining Dow)
fuel concerns
about the
economy



1998



2001



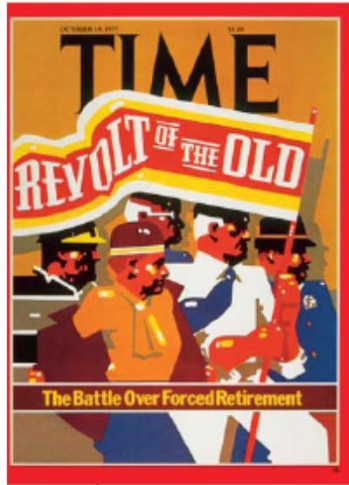
2008

⁵ “The Long Haul,” by S.C. Gwynne Washington, *Time*, September 28, 1992

FINANCIAL SECURITY



1977



1993



2002



1976

1980

1984

1988

1992

1996

2000

2004

2008



1982



1995



2008

“All sorts of people who never thought they would be on the jobless lines... are looking for jobs and not finding them”⁶

1993



2010



1976

1980

1984

1988

1992

1996

2000

2004

2008

2012



1982

“It is doubly troublesome that the ranks of the jobless are growing at a time when many of the cushions softening the pain of unemployment have been deflated”⁷



2002

“Americans are more worried about their financial future than at any other time since the turbulent 70's”⁸

⁶ “Jobs in the Age of Insecurity,” by George J. Church, *Time*, Nov. 22, 1993.

⁷ Unemployment On the Rise,” by James Kelly, *Time*, Feb. 8, 1982.

⁸ “Everyone, Back in the Labor Pool,” by Daniel Kadlec, *Time*, July 29, 2002.

ETHICS



1976



2009



1976 1980 1984 1988 1992 1996 2000 2004 2008 2012



1986



2002

“The implosion of the huge Texas energy firm and sudden loss of retirement funds for thousands of employees and pensioners opened up all the pathways to Scandal-land...”⁹

⁹ “Enron Spoils the Party,” by Michael Duff and John F. Dickerson, *Time*, February 4, 2002.

1986



“The whirlwind of activity seems more like a new variation on Mark Twain’s Gilded Age — a time of reckless speculation and profiteering. Amid the hubbub of buying and selling, a host of probing question are being asked about the stock market and its relationship to U.S. capitalism in general.”¹⁰

1980

1984

1988

1992

1996

2000

2004


2008

2012



2013

¹⁰ "Manic Market," *Time*, November 10, 1986.

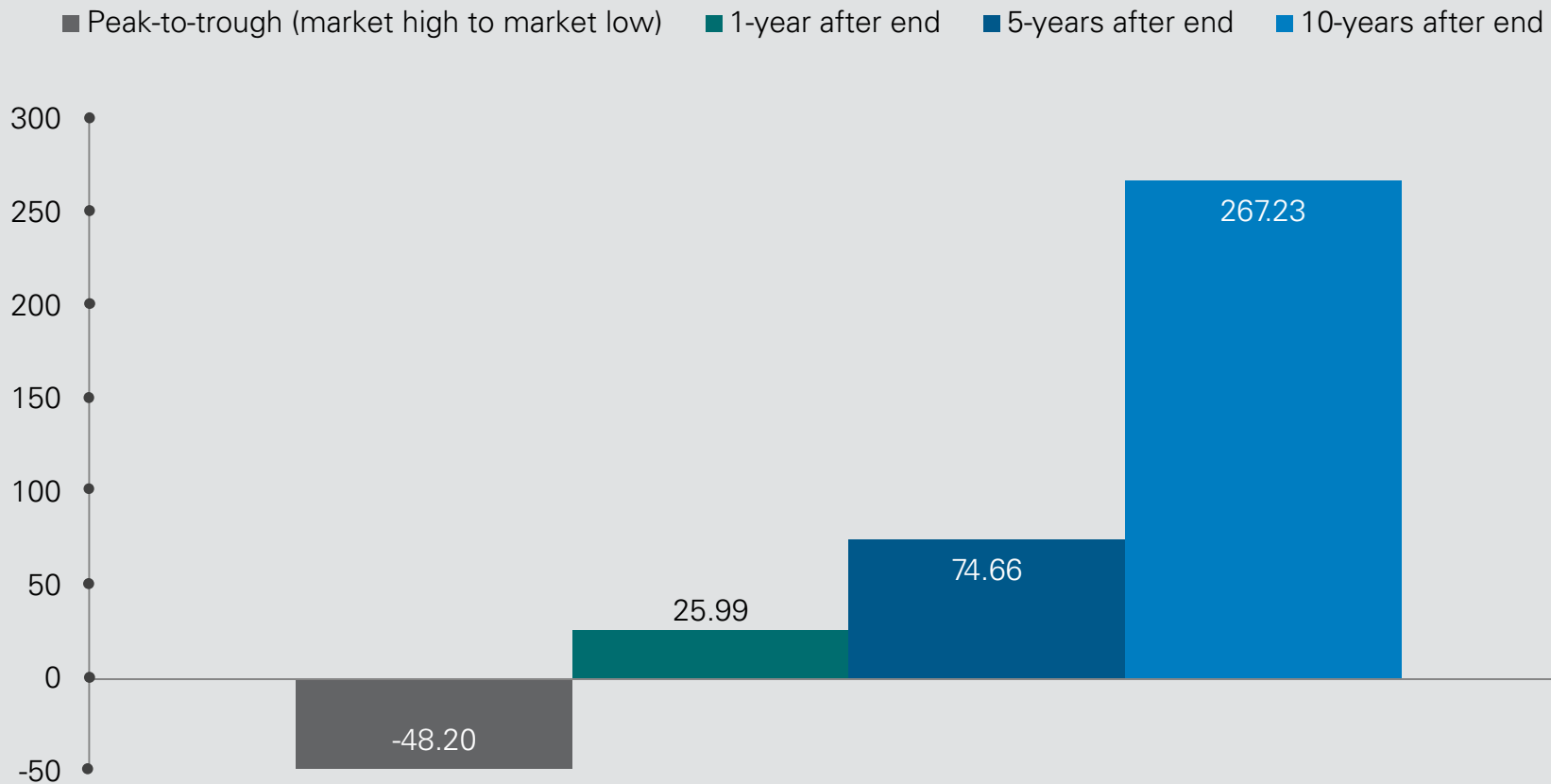


*“Nothing we can do can
change the past, but
everything we do
changes the future.”*

-Ashleigh Brilliant

FOR EVERY BEAR, THERE'S A BULL...

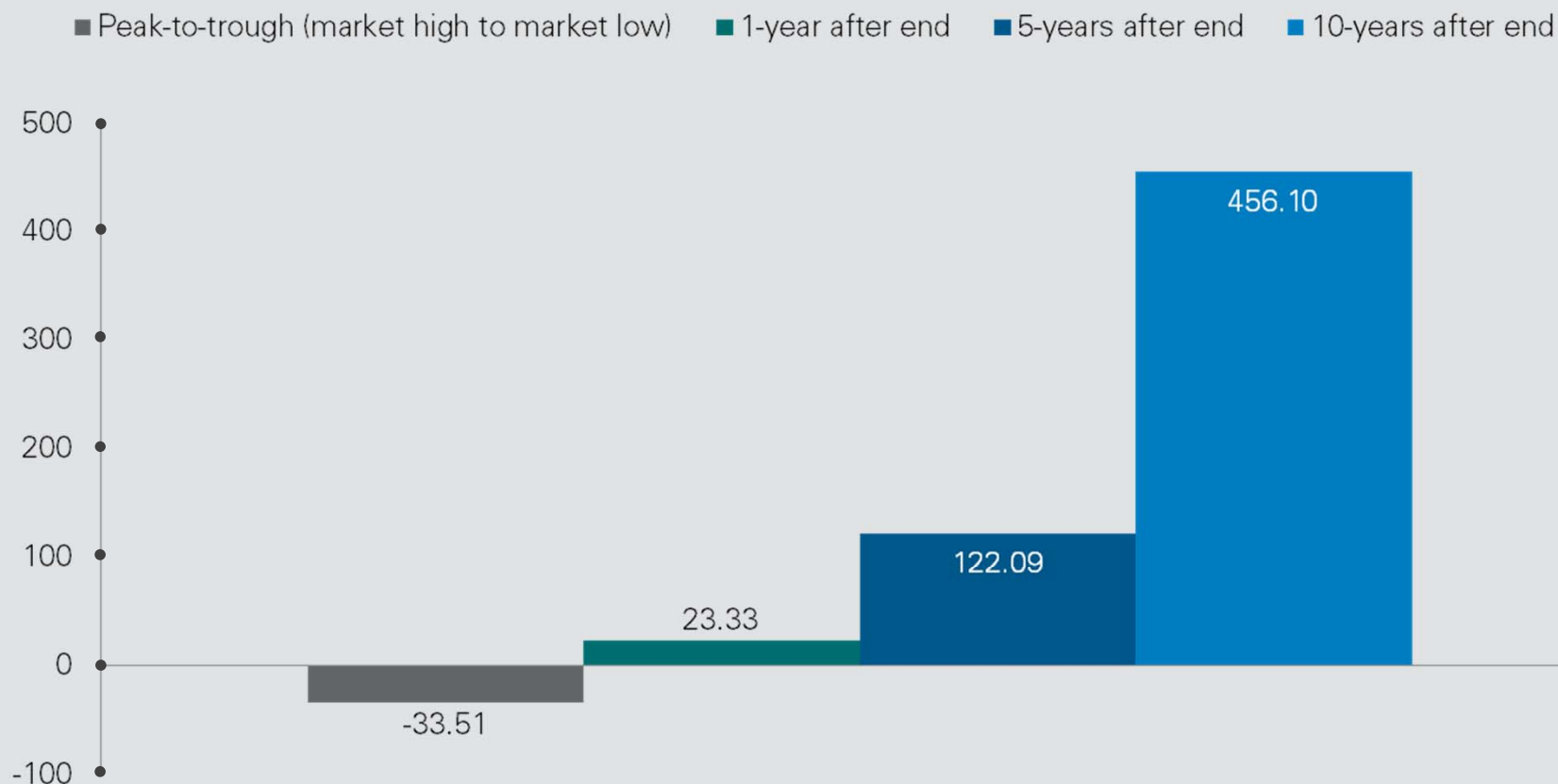
Cumulative total returns of the S&P500 (%) following the 1973-1974 bear market



Source: GPW and Dow Jones & Company, Inc. Past performance is no guarantee of future results. This chart is for illustrative purposes only and is not indicative of performance of any specific investment. Please note that an investor cannot invest directly in an index. Unmanaged index returns do not reflect any fees, expenses or sales charges. This chart illustrates the historical performance of the Standard & Poor's 500 Index (S&P 500) before and after a bear market bottom (October 3, 1974). Cumulative total returns include reinvestment of dividends and capital gains.

For every bear, there's a bull...

Cumulative total returns of the S&P500 (%) following the 1987 market crash

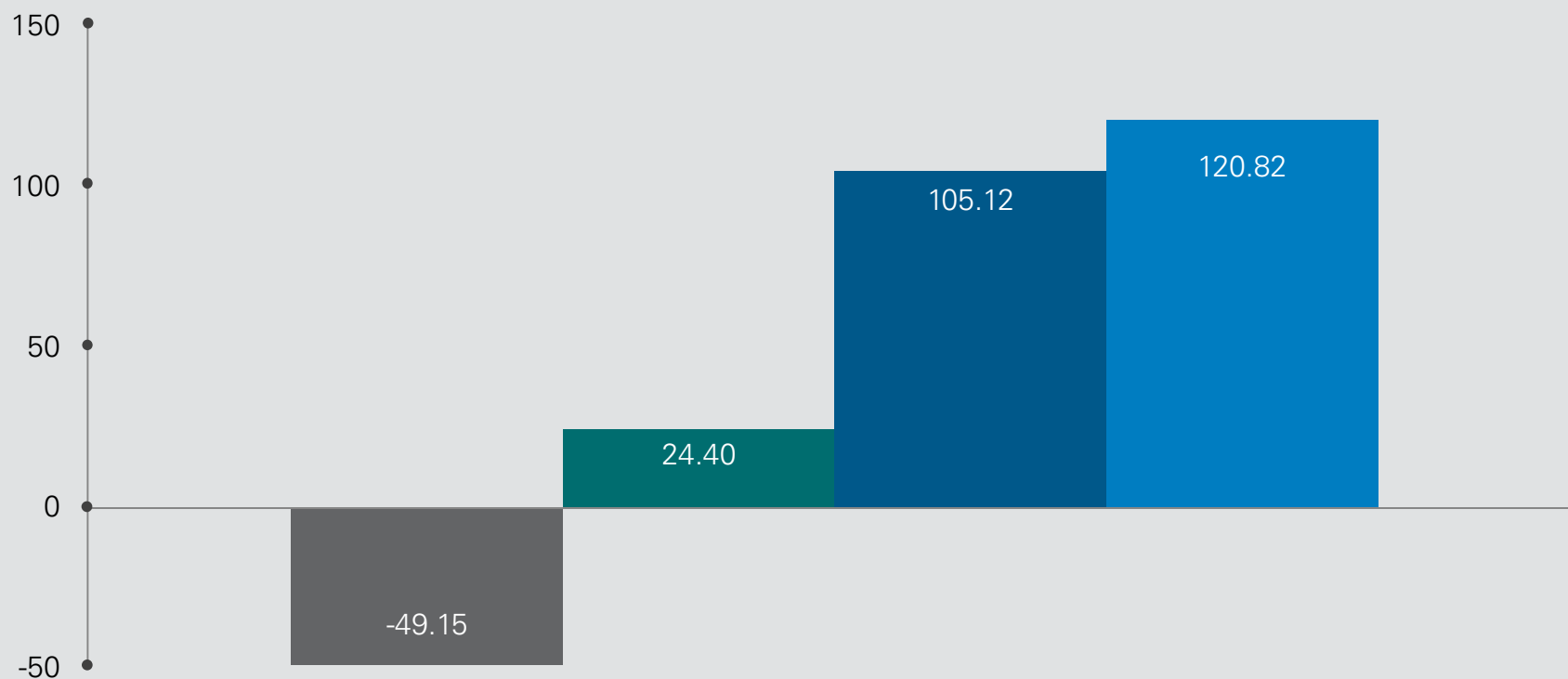


Source: GPW and Dow Jones & Company, Inc. **Past performance is no guarantee of future results. This chart is for illustrative purposes only and is not indicative of performance of any specific investment.** This chart illustrates the historical performance of the Standard & Poor's 500 Index (S&P 500) before and after a bear market bottom (December 14, 1987). Cumulative total returns include reinvestment of dividends and capital gains. An investor cannot invest directly in an index. Unmanaged index returns do not reflect any fees, expenses or sales charges.

For every bear, there's a bull...

Cumulative total returns of the S&P500 (%) following the 2000–2022 bear market

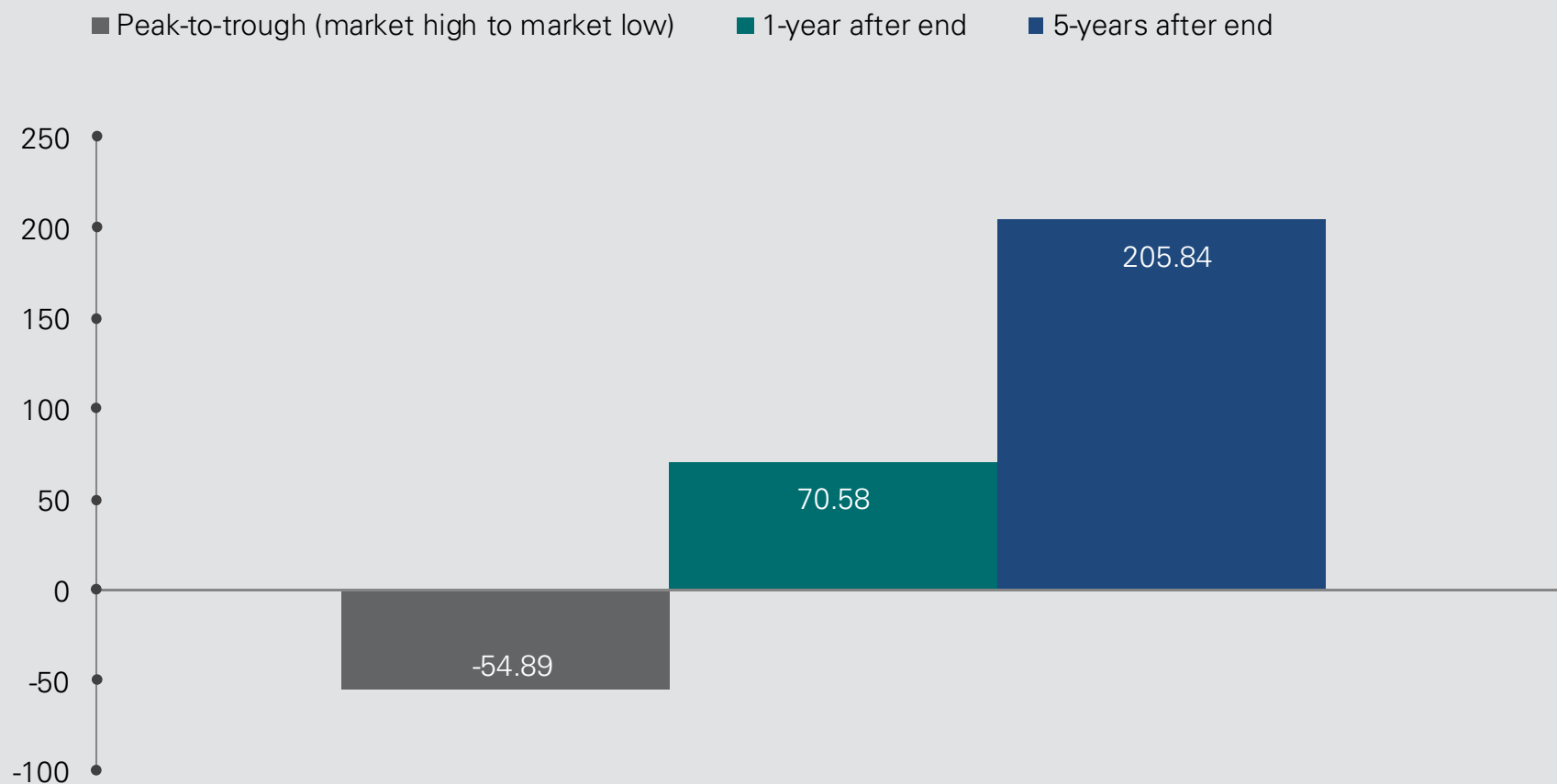
■ Peak-to-trough (market high to market low) ■ 1-year after end ■ 5-years after end ■ 10-years after end



Source: GPW and Dow Jones & Company, Inc. Past performance is no guarantee of future results. This chart is for illustrative purposes only and is not indicative of performance of any specific investment. This chart illustrates the historical performance of the Standard & Poor's 500 Index (S&P 500) before and after a bear market bottom (October 9, 2002). Cumulative total returns include reinvestment of dividends and capital gains. An investor cannot invest directly in an index. Unmanaged index returns do not reflect any fees, expenses or sales charges.

For every bear, there's a bull...

Cumulative total returns of the S&P500 (%) following the 2007–2009 bear market

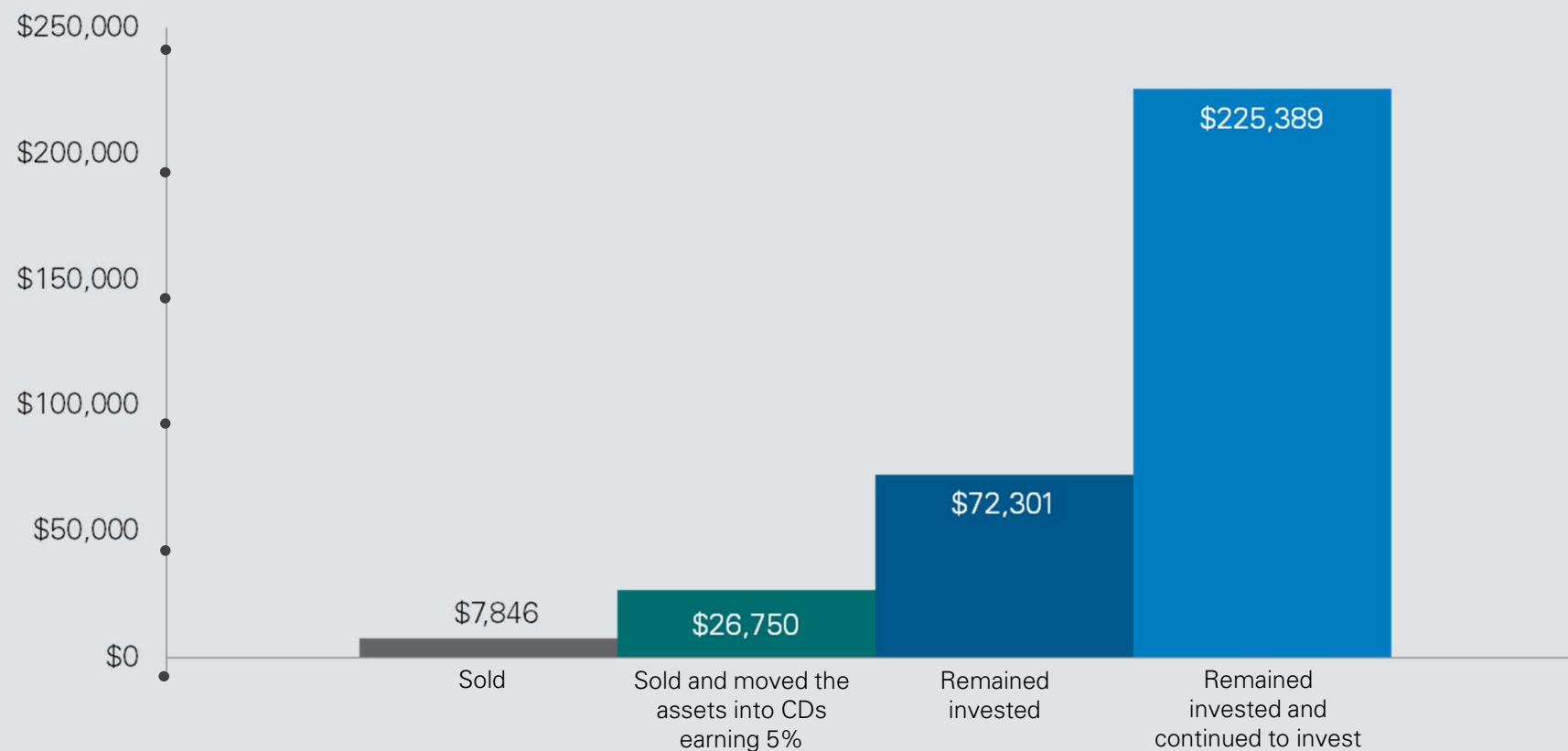


Source: GPW and Dow Jones & Company, Inc. Past performance is no guarantee of future results. This chart is for illustrative purposes only and is not indicative of performance of any specific investment. This chart illustrates the historical performance of the Standard & Poor's 500 Index (S&P 500) before and after a bear market bottom (March 9, 2009). Cumulative total returns include reinvestment of dividends and capital gains. An investor cannot invest directly in an index. Unmanaged index returns do not reflect any fees, expenses or sales charges.

STAYING IN THE MARKET:

A TALE OF FOUR INVESTORS

A \$10,000 investment at the peak of the '87 market...and what happened based on four reactions to the October '87 crash through the next twenty years (year-end 2007)



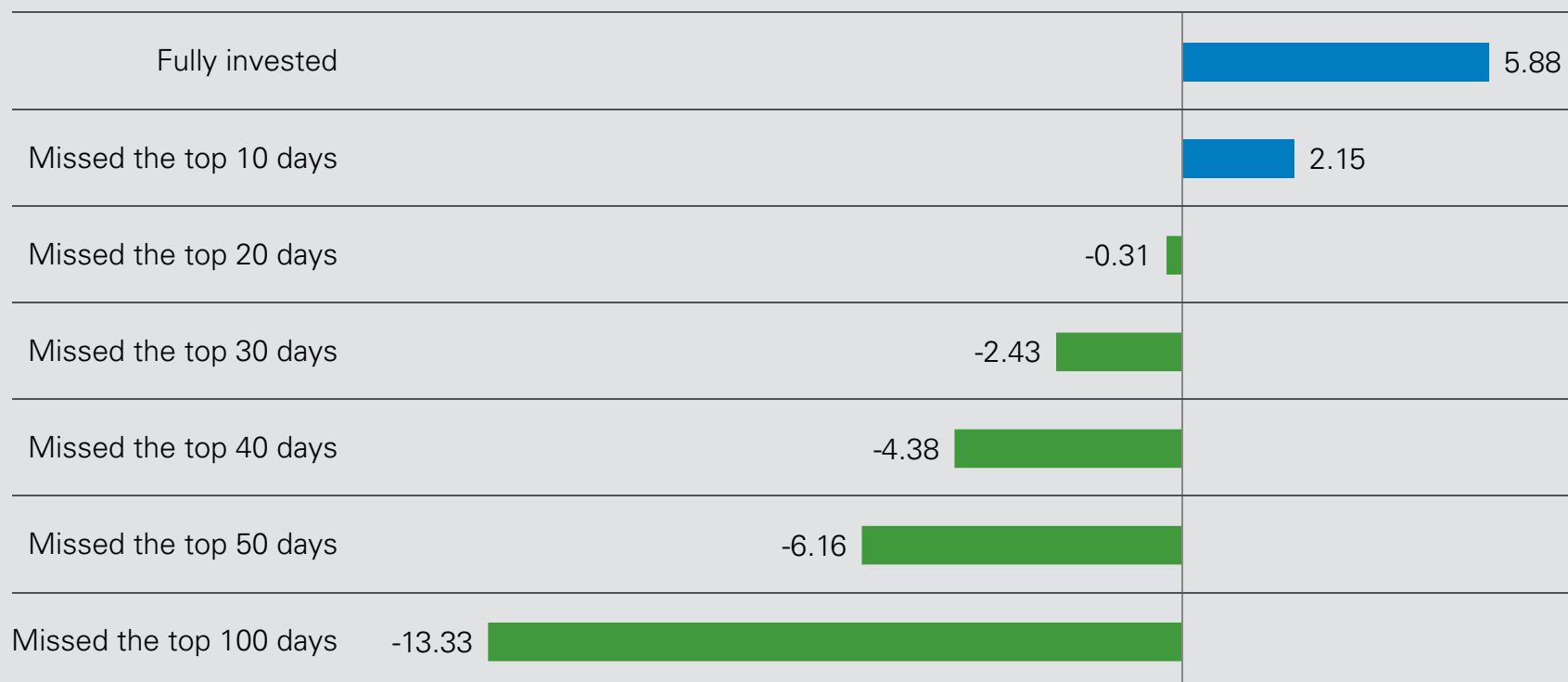
Source: Thomson InvestmentView. Past performance is no guarantee of future results. This chart is for illustrative purposes only and is not indicative of performance of any specific investment. Please note the above illustration does not take into account any fees, expenses or taxes. An investor cannot invest directly in an index. Unmanaged index returns do not reflect any fees, expenses or sales charges. The chart above illustrates a hypothetical investment of \$10,000 invested in the Standard & Poor's 500 Index (S&P500) on September 30, 1987, near the market high, and then the subsequent financial impact of various investment strategies on the same portfolio implemented on October 31, 1987, after the market crash on October 19, 1987 through December 31, 2009. The hypothetical "Remained invested and continued to invest" assumes a monthly investment of \$200.00. A CD is a debt instrument issued by a bank that usually pays an interest rate set by competitive forces in the marketplace. CDs are FDIC-insured up to \$250,000, offer a fixed rate of return, but may be subject to fluctuating rates and early withdrawal penalties.

STAYING IN THE MARKET: IT'S TIME, NOT TIMING

Market Returns (%)

S&P 500 Index from January 2, 1997 – December 31, 2016

Price-only performance




Sources: Morningstar Direct as of 12/31/16. All investments involve risks, including loss of principal. The chart provided is for illustrative purposes only and represents an unmanaged index in which investors cannot directly invest.

Past performance is no guarantee of future results.

PRINCIPLES THAT HAVE STOOD THE TEST OF TIME

- Recognize that the issues that worry investors today aren't necessarily new
- Stay focused on the big picture
- Don't let emotions drive your decisions
- Understand your tolerance for risk
- Stay invested
- Be diversified*
- Work closely with a trusted financial advisor

*Diversification does not ensure a profit or protect against a market loss.



*“The more things
change, the more they
remain the same.”*

-Jean-Baptiste Alphonse Karr

IMPORTANT INFORMATION

Time magazine cover images* used in this presentation include:

- “The Big Payoff: Lockheed Scandal: Graft Around the Globe” February 23, 1976
- “Revolt of the Old: The Battle Over Forced Retirement,” October 10, 1977
- “The Squeeze of 1979: Tighter Money, Higher Prices, Wall Street Woes,” October 22, 1979
- “Unemployment: The Biggest Worry,” February 8, 1982
- “America’s Banks – Awash in Troubles,” December 3, 1984
- “High Tech Wall Street: Is it Good For America?” November 10, 1986
- “The Crash,” November 2, 1987
- “High Anxiety,” October 15, 1990
- “The Economy: Is There Light at the End of the Tunnel?” September 28, 1992
- “Whatever Happened to the Great American Job?” November 22, 1993
- “The Case for Killing Social Security,” March 20, 1995
- “Is the Boom Over?” September 14, 1998
- “Looking Beyond the Bear” March 24, 2001
- “The Enron Mess: How Sticky Will It Get?” February 4, 2002
- “Will You Ever Be Able To Retire?” July 29, 2002
- “Surviving the Lean Economy,” May 26, 2008
- “The New Hard Times,” October 13, 2008
- “Why Main Street Hates Wall Street,” November 9, 2009
- “Jobs: Where They Are and How to Find Them,” March 29, 2010
- “We’ve Got More Work to Do,” November 19, 2012
- “Majority Rule.” October 14, 2013
- “Change” November 17, 2014
- “Cheap Gas” February 2, 2015
- “Make America Solvent Again,” April 25, 2016

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