

THE QUARTERLY ADVISOR

A Newsletter Courtesy of Pickler Wealth Advisors

MARCH 2010 ISSUE

VOL 5

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25 Years

1984

2009

WELCOME TO THE FIFTH EDITION OF THE PICKLER WEALTH ADVISORS NEWSLETTER!

Latest News and Information from Your Advisor

In this issue

From Your Advisor
Cover

Latest News
Pages 2

Featured Recipe
Page 3

Getting to
Know Us
Page 4

Quarterly Calendar
Page 5

Meet the
PWA Staff
Page 6

Dear Clients and Friends,

“May you live in interesting times”. This old Irish blessing perfectly expresses our world over the past several years. We are living in a fascinating and incredibly challenging age, an era of exponential change and global economic evolution. The past decade has borne witness to societal shocks of massive financial dislocations and global recessions. Our national sense of security has been breached by the spectre of evil manifested in religious extremism and institutional terrorism. We have experienced peaceful political revolutions and the destruction of civility in both public affairs and private interactions. On a positive note, the past decade has also produced historic breakthroughs in medical science, communications and informational technology, and global capitalism. We truly are living in dynamic and exponential times.

On March 11, 2010, Pickler Wealth Advisors will celebrate 5 years of service in client advocacy and advisory excellence. On behalf of our entire Pickler Wealth Advisors family, thank you for the honor of serving as your advisor and advocate. We exist as a firm to serve your needs. As we continue to navigate these turbulent market conditions, our focus remains the same—to develop customized solutions to enable you to pursue your life goals. Together, we will persevere, adapt and overcome the challenges of these “interesting” times in pursuit of your objectives and to help you achieve your dreams.

Sincerely,

David Pickler

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Latest News

PWA Clients Celebrate 60 Years of Marriage



(Dan and Jeanne Allen of Olive Branch, MS)

Pickler Wealth Advisors would like to congratulate clients Dan and Jeanne Allen on their 60th wedding anniversary that will be celebrated on May 7th, 2010.

Jeanne and Dan met in 1942 at the tender ages of 12 and 13 years old, respectively. Dan was riding his favorite horse Filly, and when asked if Jeanne was impressed by him she replied “No! I thought he was a show off”. Several years passed until they met again on a surprise blind date—she was 16 and he was 17. This time, Dan was riding not a horse, but a 1939 Ford—and Jeanne *still* thought he was a show off.


After dating for a few years, Dan was shipped out to Asia with the Navy in July 1948. After his return in May 1950, they were married by Jeanne’s minister grandfather. Dan began working for Kroger and their two children DyAnne and Robby were born a few years later. Dan climbed the corporate ladder at Kroger and was promoted to the main headquarters in Cincinnati, OH. In 1964, after 15 moves and much soul-searching, Dan and his family made a bold move and bought their first store to be named Dan’s Big Star. He and Jeanne worked side by side there for many years. In 1980, Dan and Lex Sewell formed a partnership with Big Star and eventually changed the name from Sewell-Allen Big Star to Sewell-Allen Piggly Wiggly. When asked how they decided on Sewell-Allen instead of Allen-Sewell, Dan said it all came down to a coin toss—and Lex won.

Dan and Jeanne are proud grandparents and great-grandparents to seven great-grandchildren. Jeanne enjoys cooking for her family, shopping, playing the piano and crossword puzzles. Dan enjoys long hours on his farm riding tractors and planting food crops and also fishing and hunting. They are active in their church where both are Sunday School Teachers and Dan is a deacon as well. Dan and Jeanne reside in Olive Branch, MS with their beloved cat, Bob.

Special thanks to DyAnne Sporup for her contribution to this article.

Featured Recipe

**Spring has sprung!
Old Man Winter is leaving our presence and it's time to freshen things
up with a cool and simple salad that is perfect for an appetizer or a
snack!**

From the kitchen of <u>Kathy Grewe</u>		
Recipe: <u>Black Bean and Corn Salad</u>		
<i>3/4 cup balsamic vinegar</i>	<i>1/4 cup cider vinegar</i>	
<i>2 T. brown sugar</i>	<i>1/2 tsp. ground cumin</i>	
<i>1/4 tsp. salt</i>	<i>1 clove garlic, minced</i>	
<i>1 1/2 tsp. fresh lime juice</i>	<i>3/4 cup chopped onion</i>	
<i>1/3 cup minced fresh cilantro</i>	<i>1 (15oz) can black beans, drained & rinsed</i>	
<i>1 cup frozen kernel corn, thawed</i>		
Bring first 7 ingredients to a boil in a small saucepan, reduce and simmer two minutes or until sugar dissolves. Combine vinegar mixture, corn, onion, cilantro, and black beans in a large bowl. Cover and chill.		

*If you would like to submit a recipe, please send them to
Elizabeth at egaia@picklerwealthadvisors.com.*



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Getting to Know Us

Spotlight on the Staff



Elizabeth Gaia
Communications Director

As Director of Communications for Pickler Wealth Advisors, Elizabeth is responsible for ensuring each client and guest is warmly welcomed to our “home.” She embraces her role in scheduling client meetings, assisting in client communications and support, and coordinates all client events.

Elizabeth graduated from Christian Brothers University in May 2008 with a Bachelor of Arts in English for Corporate Communications and Management. She is a Breast Cancer Research supporter, and her favorite community service project was helping set up and act in a local haunted house every Halloween in high school, which benefited Youth Villages.

Elizabeth is a native Memphian as well as most of her family. Her hobbies include painting contemporary abstract oil paintings which have been sold at Orpheum Theatre Art Auctions, eating as much Italian food as possible and spending time with her family and friends. She is also new pet owner to a loving cat named Sassy. She is a fan of rock music, high heels, and of course the Memphis Tigers.



Quarterly Calendar

MARCH

Mar. 30th
Ladies Spring Fashion Show

APRIL

Apr. 2nd
Good Friday-PWA Closed

MAY

May 21st
Elizabeth Gaia's birthday

May 31st
Memorial Day—PWA Closed



Meet the PWA Staff



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