

# YES, YOU CAN



IDEAS FOR ACHIEVING FINANCIAL SECURITY AND A MORE MEANINGFUL LIFE.

S T O W E R S I N N O V A T I O N S

FALL 2005

Stowers Innovations, Inc. helps people *Discover the Good Life!*<sup>™</sup>

*Our concepts and products provide information that makes people aware of how they can live a meaningful life through an understanding of their values, personal relationships, finances, health and mental well-being. Our unique success principles are based, in part, on the beliefs of James E. Stowers, founder of American Century Investments and co-founder (with his wife Virginia) of the Stowers Institute for Medical Research.*

## Mark Your Calendar for Oct. 16-22: Achieve Financial Independence Week<sup>™</sup>

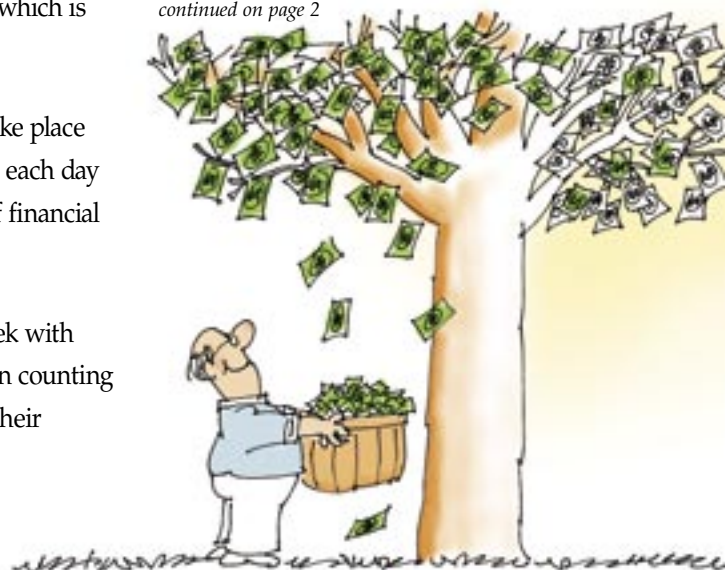
Money can't buy happiness, but feeling financially secure can certainly add to your sense of well-being. To help you become aware of the essential facts about money, Stowers Innovations, Inc. created **Achieve Financial Independence Week**, which is now in its second year.

This year's celebration will take place October 16-22. During the week, each day will highlight different aspects of financial security:

**Monday** will kick off the week with reminders for Americans to begin counting on themselves for safeguarding their financial future.

**Tuesday**, sponsored by Nationwide Insurance Company of America, will focus on using insurance to give families peace of mind, while protecting against life-changing losses.

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# Is There A Shortcut To Financial Independence?

By James E. Stowers

If you want to accumulate wealth, you can. But it requires time, discipline and determination.

It doesn't matter what happens to Social Security or how long you live — if you develop a plan and are absolutely determined to stick to that plan over time, then you can become financially independent.

If you are young, you may want to live a full life in a hurry. You might want all the trappings of the good life before you have really established yourself. Unfortunately, you can't have everything. You must decide what you want the most and then make plans to acquire it.

Delaying what you want now in order to achieve financial independence in the future may not seem like much fun. But consider these questions:

- If you have to be poor, would you rather be poor now or when you're old?
- Do you want to try to control your own destiny rather than be controlled by circumstances?
- Can you commit yourself to putting order into your life so that you can accomplish your goals?

You *can* become financially independent, but do you have the determination to achieve your goals?

James E. Stowers, founder of American Century Investments and co-founder of the Stowers Institute for Medical Research, is one of the nation's wealthiest men, a leading philanthropist and author of *Yes, You Can... Achieve Financial Independence*.



*Yes, You Can* is a free newsletter created by Stowers Innovations, Inc. *Yes, You Can* is published on a quarterly basis. For additional copies, call 1-800-234-3445 or write:

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**Wednesday**, sponsored by American Century Investments, will focus on investments and aiming for long-term growth rather than quick gains.

**Thursday**, sponsored by JPMorgan Retirement Plan Services, will emphasize the need to plan for a comfortable retirement.

**Friday**, sponsored by Stowers Innovations, will underscore the need for financial literacy.

Sign up now for an enlightening Web conference at 2:00 p.m. CST on October 21st. Jim Stowers will present his ideas on how you can improve your financial position. Following his presentation, a panel of experts will answer your questions. To register, visit [www.afweek.com/si.asp](http://www.afweek.com/si.asp).

Following are ten tips from the award-winning book *Yes, You Can... Achieve Financial Independence*, by James E. Stowers.

1. Pay Yourself First® — Set aside a percentage of your earnings in a savings account each month so you won't spend it. Make it easy by setting up an automatic deposit at your bank.
2. Adopt a "Cash Only" Policy — Get in the habit of buying things only when you have cash. You'll spend less, avoid the shock of big monthly credit card bills, plus save as much as 18 percent on interest.
3. Brown Bag It — Taking your lunch to work can save you \$25 or more a week. Look for ways to save on other daily expenses, too, such as cutting out your morning latte or carpooling to reduce commuting costs. By investing those dollars instead, you can have a bigger nest-egg for retirement.

Pay Yourself First® is a registered mark of American Century Services Corporation.

4. Realize Time Is Money — Money invested at age 23 can grow to more than twice the total value than if you wait another 10 years to get started. Whatever your age, start saving now, even if it's only a small amount.
5. Take an Interest in Interest — Put some dollars into money market accounts and CDs, which grow faster than regular savings accounts.
6. Know When to Get Help — Talk to a Certified Financial Planner (CFP) for guidance on reaching your lifetime goals. "Ask for referrals, interview several planners and ask about their fees," advises Deanne, a CFP and CPA. "Make sure they know what they're doing and aren't just pushing products."
7. Establish an Emergency Reserve — Save six months or more of living expenses, so you'll have a cushion if faced with an emergency.
8. Analyze Your Current Situation — See where you stand now so you can set achievable goals for building your future financial independence.
9. Have Adequate Insurance — A major medical crisis could devastate your family, or a natural disaster could destroy your home. Make sure you have adequate insurance coverage, as well as an emergency reserve.
10. Track Expenses — Write down what you spend each day, so you'll have a clear picture of where your money is going. At the end of the month, review where your money went and decide if you've gotten your money's worth.

"In today's society there is only one person you can count on for financial independence — yourself," says James Stowers. Hopefully, what you learn during **Achieve Financial Independence Week** can give you a head start. ■

## Words from the Wise

October 16-22 is **Achieve Financial Independence Week**, so we asked the readers of the Summer 2005 issue of the **Yes, You Can** newsletter, "How do you define Financial Independence?" As you will see from their responses, the definition is truly unique for each individual:

*For me, Financial Independence is having the sufficient income for comfortable self-support, but also not having the everyday worries or stress of how that paycheck is going to reach to take care of the bills, entertainment, vacation or those unexpected emergencies.*

— Stephanie, Wishek, ND

*Financial Independence is, in a word, FREEDOM; the freedom to live where you want, to continue to work (in an area that challenges, excites and interests you) or not work as you choose, to travel, to make meaningful differences through charitable work and to leave knowledge and wealth to the next generation.*

— James, Gross Point, MI

*Financial Independence is remembering that I don't have to be rich to live a rich life; but that if I understand where my money comes from, where it goes, and how to use it wisely, I will have some to pay, some to spend, and some to save. It means I have a plan for today and a plan for the future.*

— Kathi, Waynesville, NC

# In Your Corner

## Baby boomers, ask yourselves these questions

By Paul Wenske, Columnist, Kansas City Star

**A**worry-free retirement doesn't just happen. It takes planning. But preparation doesn't have to be a huge chore.

It just requires thinking through logical steps, according to the recently updated book *Yes, You Can... Achieve Financial Independence* by James E. Stowers, founder of American Century Investments, and Jack Jonathan, president of Stowers Innovations, Inc.

The new book and an accompanying CD address the interests of almost every age group.

But in an interview, Jonathan and Sam Goller, director of marketing at Stowers Innovations, focused their remarks on objectives that baby boomers should be thinking about.

Their points might be summarized into three key questions that inspire self-inquiry:

- What do you want to get out of your retirement?
- How much money do you need to make it happen?
- Where are you going to get the money to make it happen?

### What do you want?

Retirement, Jonathan and Goller say, should reflect or even mirror what you've been doing up

till now. It should reflect the values, passions and sources of joy and spirituality that give your life meaning.

So it's a good idea now to determine what is important to you. Then set priorities. Do you like to travel? Do you have a favorite hobby? Do you want to get involved in charitable activities?

Don't forget your health. Having a healthy mind and body will make your retirement more rewarding. So living a healthy lifestyle now is a prerequisite for feeling good later and may reduce medical costs.

When you are planning to retire, it's as important to know what you are living for as it is to know that you have enough to live on, said Jonathan, who proudly gives his age as 84.

"Life is made up of more than money," he said.

### What do you need?

A values approach to retirement will help tell you how much money you may need to finance the things that are most important to you and your spouse, Goller said.

You don't want to go into retirement paying for a lifestyle that you should have known was beyond your means.

The main idea here is to budget for retirement in a way that helps you determine what expenses are necessary to your lifestyle and your personal values, and what expenses you can live without.

Can you do without daily \$3 lattes? Do you really need a big-screen TV if it means going into debt? The big priority is to get rid of high-interest credit card debt, Goller said. He advises paying off credit card bills first, then using the money you save to invest in mutual funds or in a good savings account.

He also suggests that couples try a budget that allows them to live on one income while using the other to reduce high-interest bills and to invest more, especially in a 401(k) plan at work.

“You’re not helping yourself by carrying that debt,” he said. “You are shooting yourself in the foot. We get used to living a certain way and forget to think about the future.”

### **Where will you get the money?**

Knowing your current financial needs helps determine your retirement needs. Most of us want to maintain our lifestyle.

And Social Security and pension payments are just a starting point.

People often become more conservative as they near retirement, Jonathan said. They are motivated to shift a higher percentage of their assets into fixed-income investments.

Caution is reasonable, but there is a downside if you fail to account for a dollar that continues to lose value, he said.

He recommends a diversified plan: an emergency reserve to cover six months of living costs, savings that can provide ready access for unanticipated needs, and a source of investment that keeps building wealth.

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He said one problem with investing too much in a fixed-income source, such as an annuity, is that the value of the principal erodes as the value of the dollar falls.

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One alternative — or addition — is a mutual fund investment that grows, adjusts annually for the value of a dollar and still provides a reliable source of monthly income.

“You want to keep money working for you because, really, you don’t know how long you are going to live,” Jonathan said. “You don’t want to run out of money.”

He said the ultimate reality question to ask is: “What does my retirement look like and can I afford it?” ■

### **On the Web**

**Yes, You Can... Achieve Financial Independence** can be ordered at [www.stowers-innovations.com](http://www.stowers-innovations.com).

# Education for the Long Run

**C**uriosity may have killed the cat, but it won't harm you. It is the most basic element of learning.

As children, we have an innate curiosity about everything. Unfortunately, when we become adults, we often set aside this gift in order to deal with the necessities of making a living. This can lead to feelings of boredom, stagnation and even depression.

**Learn a language** — There are all kinds of ways to learn a language. You can download programs off the Internet, check out language CDs at the library, or even host an exchange student. By doing the latter, you'll be able to study a language and explore a different culture at the same time.

"I'm planning a trip to Rome this spring, and it has really put me in gear to learn Italian. I hope to

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*"Passion for knowledge fuels our determination to reach beyond the present. It helps us to overcome momentary setbacks and keeps us focused so we may achieve what we may never have thought possible. Only when our vision is expanded by knowledge can our dreams become a reality."*

— Jack Jonathan, author

*Yes, You Can... Find More Meaning in Your Life*

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But there's good news. You can rediscover your talents and expand your horizons. All you need is a bit of curiosity and a desire to learn.

Today, there are classes and programs available on a variety of topics. Here are a few thoughts to get you started on your quest to learn something new.

continue with my studies once my vacation is over!" — Macey, retired school teacher

**Volunteer your time** — If you would like to learn a certain skill, try volunteering with an organization where you can learn it. For instance, if you would like to know how to cook for a group,

volunteer your time at a soup kitchen or at your child's school.

**Pick up a new hobby** — School districts often offer community education courses at a reasonable price. You can learn to play the piano, fix a car, play a sport, or even use new computer software.

“I learned how to knit as a child, but I had forgotten the technique. Taking a community education course has ignited a passion for the craft.” — Ruth, mother of two

If you would like to take classes for professional enrichment or personal enjoyment, but don't want the pressure of doing homework and taking tests, many colleges and universities let you “audit” classes. This means you can enroll in and attend classes without earning credits or grades. Auditing is available for a nominal fee. Some classes are even free if you are over a certain age. So, if there are topics you're interested in, make some time to learn.

**Go beyond your norm** — Make a point once a month to do one thing you wouldn't regularly do. This may mean going to a concert, attending a poetry reading or just going to the park. It's like taking a vacation from your old routine.

**Pass the baton** — As your knowledge and skill level increase, why not use your new talent to



mentor or tutor someone else? This way you get the two-fold benefit of mixing education with a personal relationship.

By taking the steps to increase your knowledge, you'll continue down the track to discovering the good life. ■

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**Age Is a Quality of Mind**  
If you have left your dreams behind,  
If hope is lost,  
If you no longer look ahead,  
If ambition's fires are dead,  
Then, you are old.

— Cielia Payne-Grove,  
Age 101

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# "Gimme" doesn't live here anymore!

## Teaching your kids the difference between "wants" and "needs"

**E**very day your children are bombarded with messages to buy cool products and fun "stuff," from engaging toys and games to hip fashions and the latest technology. It's no wonder that kids are always asking for something new.

So how do you get your kids to understand that "gimme" isn't acceptable? *Yes You Can... Raise Financially Aware Kids*, published by Stowers Innovations, offers a few tips:

**Most children learn about finances by observing their parents, so spend wisely yourself.** Help your children understand how you make important money decisions. For instance, if your children go with you to the grocery store, tell them you have a grocery budget and explain why you can't spend more than that amount. Then, talk with them about some of your buying decisions, such as choosing hamburger instead of steak.



**Start young.** An old saying goes, “You can’t talk yourself out of something you behaved yourself into.” If you wait until your kids are consistently using poor judgment in spending money, it will be hard to convince

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*“If you are going to help your kids achieve financial independence, help them understand the need to control their wants. Runaway wants get in the way of financial responsibility.”*

— James E. Stowers

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them to change. Start early by talking with them about how much things cost and why you buy certain things but not others.

**Discuss the difference between a want and a need.** For example, if your daughter says she must have a new pair of jeans, determine whether it’s because she has outgrown her old jeans (a “need”) or because she doesn’t have the latest style (a “want”).

**Help them understand that you work hard for your money.** Make certain your children don’t think money simply comes out of an ATM. Explain that it’s money you worked very hard to earn, and the bank or credit union just takes care of it for you.

**Describe to them in relative terms what things cost.** You don’t want your small children telling your neighbors the amount of your car payment or your mortgage, so don’t go into detail about those types of expenses. At the same time, help them understand that your home is your most valuable purchase, which is why you try hard to take good care of it.

**Give them an allowance.** Allowances are an inexpensive way to give your children a lesson in money management and let them make their own decisions regarding saving, budgeting, donations and spending. Plus, research has shown that kids who receive an allowance tend to save more money than those who do not.

Helping your children understand the need to control their wants will be a valuable lesson that will serve them well throughout their lives. ■

# Gratitude Improves Your Attitude

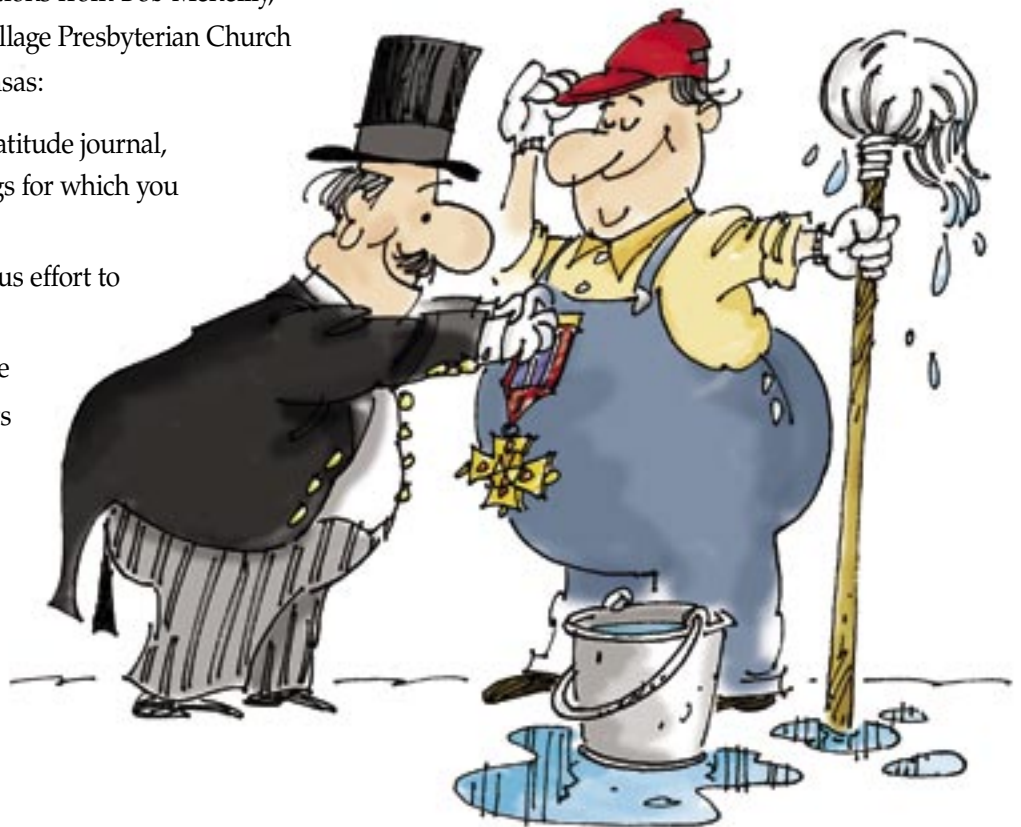
Imagine for a moment that everything you owned went up in flames. Then imagine that you've just gotten everything back. Wouldn't you be grateful?

Being grateful "is an attitude that can be carefully cultivated," according to *Yes, You Can... Find More Meaning in Your Life*, published by Stowers Innovations, Inc. The book lists five suggestions from Bob Meneilly, founding pastor of Village Presbyterian Church in Prairie Village, Kansas:

- Keep a daily gratitude journal, listing the things for which you are grateful.
- Make a conscious effort to thank people.
- Do at least three things for others every day.
- Find humor in your life every day.

- Spend time with people and things you are grateful for.

Sheelagh Manheim, PhD, co-author of the Stowers book, encouraged her children to count their blessings instead of sheep. "Every night as I tucked each child into bed, I would ask, 'What do you have to be grateful for today?' Each child



fell asleep with a smile, thinking of the good things that had happened that day.”

Parents can foster gracious actions, too. “Right after Christmas, Mom always sat us down to write thank-you notes to Uncle Arthur, Aunt Lura and others who had sent us gifts,” remembers Dayle, a mother of two and grandmother of four. “The habit was drilled into us and still holds decades later. It does make us stop and appreciate what others contribute to our lives, not just with gifts of material things, but with gifts of their time and their caring.”

A verbal thank-you makes the world a kinder place, but a written thank-you is even better. The late Thomas J. Stevenin, PhD, an inspiring

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*Volunteering is another way to develop a feeling of gratitude in yourself and your children. Helping others who have less than you helps you realize just how lucky you are.*

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public speaker and human resources executive, used to give handwritten notes of praise to employees. It makes the “glow” of the

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*"It is one of the most beautiful compensations of life that no man can sincerely try to help another without helping himself."*

— *Ralph Waldo Emerson*

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compliment last, he said, because most of us save these notes. He also cited research showing that receiving praise for our work is as important to our job satisfaction as a good salary.

Volunteering is another way to develop a feeling of gratitude in yourself and your children. Helping others who have less than you helps you realize just how lucky you are.


Being grateful can also help you become financially independent. After all, if you appreciate what you already have, you may not feel the urge to jump on the “fad wagon” and go into debt to buy the latest fashions, the newest technology or a luxury item.

So, “grow” your gratitude. It’ll make you feel good and add more meaning to your life. As CBS commentator Andy Rooney said, “I’ve learned that just one person saying to me ‘You’ve made my day!’ makes my day.” ■

# Give Wisely and Make a Difference

As the holiday season nears, your family will start receiving stacks of charity appeals. Since you can't help every organization, consider which causes are the most important to you — and then make sure the groups promoting them are worthy of your support. Hold a family meeting to decide how much you plan to donate and let everyone, including your children, have a say in which charities will receive your money.

"You can foster your children's generosity by encouraging them to think first about their blessings," says Jody, a Church of Christ pastor. "That leads to feelings of compassion for those who are suffering, and then you can guide them in the best ways to help."



Charities in your own community are a good place to start because your children can see the benefits of their kindness firsthand.

In *Yes, You Can... Raise Financially Aware Kids*, created by Jack Jonathan, one mother tells how she encouraged her 11 year-old daughter's giving spirit. They visited a childcare center for disadvantaged children that her daughter had read about in the newspaper. "She began volunteering one day a week after school and also began

donating small amounts of money," Patsy says. It has helped her daughter "grow into a kinder, more compassionate person."

As Patsy discovered, charities in your own community are a good place to start because your children can see the benefits of their kindness firsthand. "Kids might want to help animals in their local shelter or collect canned goods for a food bank," says Suzanne, a Girl

Scout youth development specialist. "Use this as an opportunity to teach them how to choose causes that deserve their support."

To find out whether a charity is worthwhile, check with watchdog groups such as the Better Business Bureau Wise Giving Alliance ([www.give.org](http://www.give.org)). Or visit [www.charitynavigator.com](http://www.charitynavigator.com), which offers “Top 10” lists of best and worst charities.

Here are more tips for giving wisely:

- Rethink giving to phone solicitors. After paying the telemarketer, the charity may receive only a small percentage of the money collected.
- Don't give your credit card number over the phone for any charity solicitation. A reputable organization should be willing to send you information and an envelope.
- Watch out for fake charities that use names that are similar to well-known national charities. Also beware of charities that spring

up in response to a natural disaster. Give to established organizations instead.

- If you receive address labels, note cards or other “gifts,” you may keep them and use them if you like. You are under no obligation to send a donation.
- To make your charitable giving go further, ask if your employer matches donations.
- When you attend a fund-raising event, part of your ticket price often goes to food and entertainment. The organization should disclose the portion that is tax-deductible.

By giving wisely, you can help others while teaching your children the value of sharing. ■

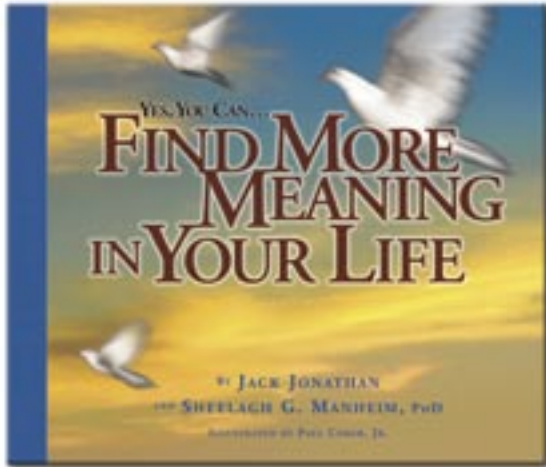
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*Hold a family meeting to decide how much you plan to donate and let everyone, including your children, have a say in which charities will receive your money.*

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# Get a wealth of insights from the *Yes, You Can* series.

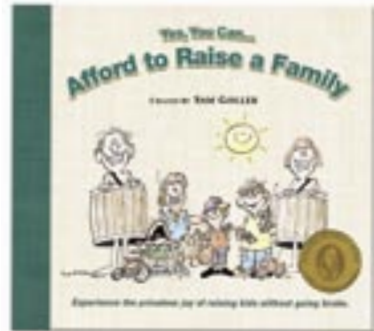


## **Yes, You Can... Find More Meaning in Your Life**

Are you so busy *living* your life that you're not sure you're truly *enjoying* it? If so, this book was written for you. Introducing *Yes, You Can... Find More Meaning in Your Life* by Jack Jonathan and Sheelagh G. Manheim, PhD.

Drawing from a range of fascinating resources and their own life experiences, the authors offer practical ways to help you enhance the five essential aspects of a full and happy life: positive attitude, physical well-being, financial well-being, social well-being and a passion for knowledge.

Get your copy today and discover how to focus on what's *really* important in your life. Retail price: \$19.95.



## **Yes, You Can... Afford to Raise a Family**

Raising a family is one of the most joyful experiences in life. One of the most expensive, too.

This book will help you decide what goals are most important for your family and show you how to put a plan in place to achieve them. Retail price: \$19.95.



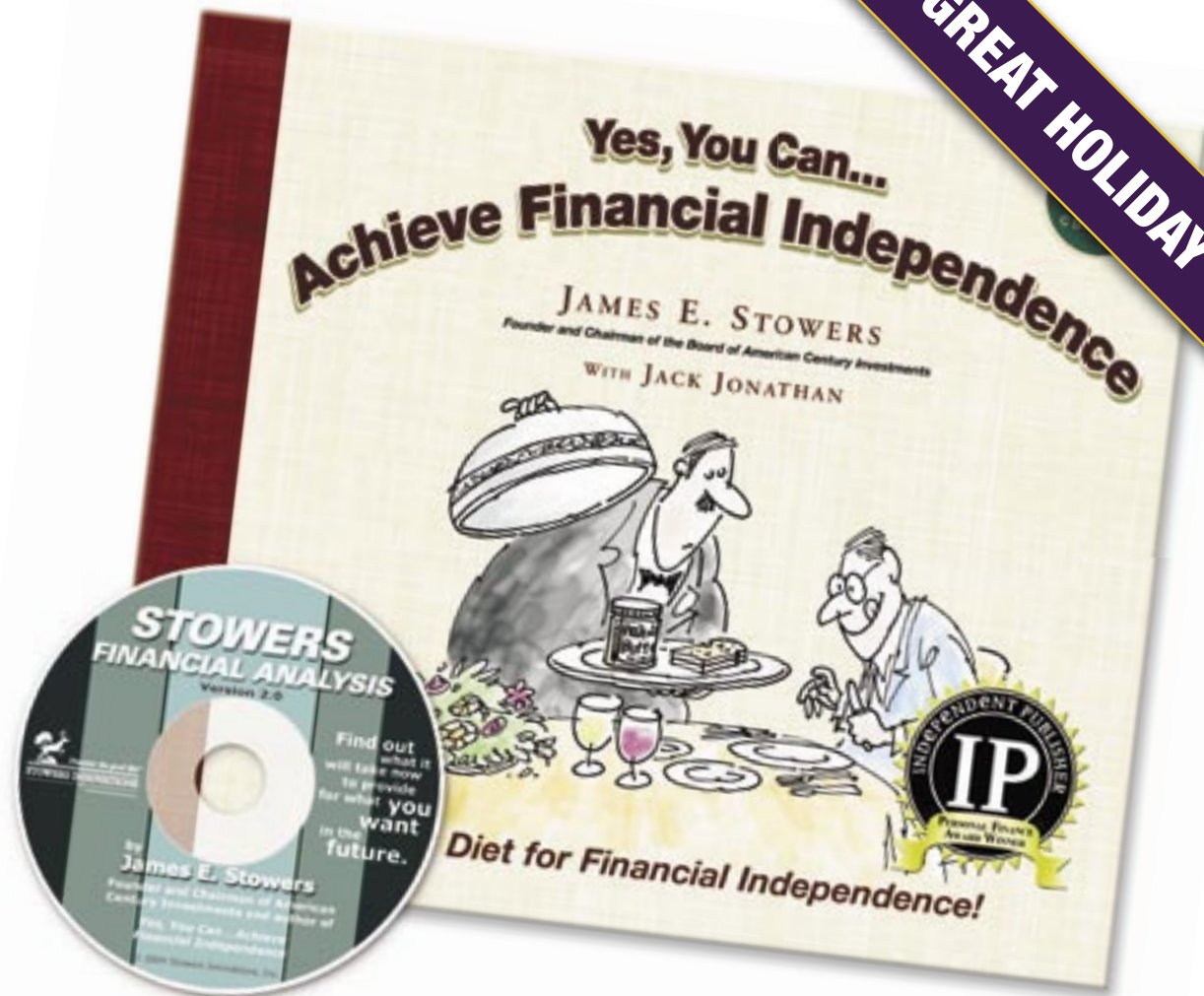
## **Yes, You Can... Raise Financially Aware Kids**

This book gives you all the tools you need to make sure your kids are learning what you really want them to know about money.

It helps you teach your kids important financial lessons now, while they're young — instead of having to learn them later on, the hard way. Retail price: \$19.95.

**HOW TO ORDER**

**GREAT HOLIDAY GIFTS**



## Be prepared to gain a lot from this diet. Namely, financial independence.

*Yes, You Can... Achieve Financial Independence* by James E. Stowers, founder of American Century Investments, presents information that's great for your financial well-being *and* easy to digest.

This new edition contains money-management strategies and ideas never before revealed.

The **Stowers Financial Analysis** on CD-ROM, which is included with the book, has also been updated

with new information, as well as video clips of Jim discussing his beliefs about living a meaningful life.

If your dream is to become financially independent, order this insightful book and CD-ROM today.

Your satisfaction is guaranteed. So you have nothing to lose and a lot to gain: your financial independence. Retail price: \$24.95.

Call 1-800-234-3445, visit [www.stowers-innovations.com](http://www.stowers-innovations.com), or use the enclosed order form to place your order now.

# Please Give Us Your Two Cents Worth

Winter ... It can bring to mind holiday merriment or the enchantment of watching snowflakes floating through the air. For many, however, the short days of winter can lead to seasonal depression. For our next issue, please tell us:

What do you do to lift your spirits during the winter months?

Please submit your response to us at [www.stowers-innovations.com/yycfb305.asp](http://www.stowers-innovations.com/yycfb305.asp). If your answer is selected, we will give you credit in the next issue of the *Yes, You Can* newsletter and send you a free copy of our newest book, *Yes, You Can... Find More Meaning in Your Life* by Jack Jonathan and Sheelagh G. Manheim, PhD.

Hurry! Submissions must be received by November 1, 2005.



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