

April 2022



Greetings from White Pine Wealth Management! It's that hopeful time of year when little green shoots pop out of the ground and snow boots begin to collect dust. While it's not safe to put away the winter coats just yet, warmer weather and potholes have us thinking spring.

Speaking of potholes...

Potholes are more than just a bump in the road. They can [cause significant damage to your car](#) and create unsafe conditions, particularly when drivers attempt to avoid them by swerving. Believe it or not, there is [an entire website devoted to potholes](#). Here's a little information [from AAA about avoiding pothole damage](#) and staying safe on the road.

Cue the streamers and confetti



We are particularly pleased to announce that [Matthew Emery](#) has been promoted to Director of Research and Portfolio Management! Matt is responsible for the day-to-day trading and management of our clients' portfolios. He provides our investment committee with in-depth research and analysis that we use to select specific investments and to set allocations that align with our investment outlook. He has been with our team since 2018 and we are very proud of the diligent and thoughtful work he does for our clients.

[Peanuts & Cracker Jacks](#)



On Friday, August 5th, White Pine Wealth Management will be hosting a box at the [Portland Seadogs](#) game against the Erie SeaWolves. We'll provide the food and drink, they'll provide the baseball and fireworks. More information will be coming in an invitation early this summer. Stay tuned! And, not to get controversial here, but did you know that [Cracker Jacks is possibly the very first junk food?](#)

[Putting on our serious face now...](#)



Computers and smart phones have brought us convenience and connection. They have also brought us headaches, hassles, and worse. We talk to people all the time who have been victimized by cyber criminals through hacking, viruses, identity theft, and more. If you're thinking that you have already read this information in previous newsletters, you're right. But

because it's so important, we want to keep it at the forefront of our clients' minds at all times. Vigilance and a healthy suspicion of everything that comes across your screen can make all the difference.

1. When you're performing a search online, always look for the website address to include https. If it's missing the "s" (which stands for secure), reconsider clicking the link or make sure to confirm that it is in fact the correct address of the website you're looking for.
2. [Companies like Apple and Microsoft will never prompt you to call them for unsolicited tech support.](#) If a pop-up appears on your screen demanding that you click something or that you call them immediately, take a moment to consider it before acting. It's always better to not click if you're not sure. If you did not request support, the chances that they're offering it to you for free are pretty slim.
3. Urgency is usually a sign of a scammer. Reputable companies with whom you do business are not going to email you with threatening and urgent notifications that promise to permanently restrict your access, or to close your account. Take a moment to consider the message – threats to shut down your account, offers to avoid arrest by paying a fine, pleas from friends for gift cards to help them - all of these things are designed to create panic and to prompt impulsive responses. Stop. Think. Question. If something seems off, it probably is.
4. [Speaking of gift cards...](#) This scam involves someone insisting that the only way they can help you, or the only way you can help them, is to provide gift card numbers. In the heat of the moment, when you think something terrible is about to befall you or a loved one, you may be inclined to act first and think later.
5. There are so many ways you can be victimized that it's impossible to list them all. The [FBI has created a good resource](#) to explain the myriad schemes and scams. And [this article from Bank of America](#) is a must read.

Some very smart people fall for these scams every day. After all, if it didn't work, they wouldn't keep doing it. If you are a victim of these crimes, we urge you not to feel ashamed or embarrassed. You are far from alone. We've all clicked a link that we didn't think about at one time or another. If you think something has happened, call your bank, financial institution, the police, your family, a friend, or other trusted contact for help in figuring it out. The smartest thing you can do is act quickly.

Up-ticks



It's that time of year again when ticks and fleas are hatching their plots to tag along with your dog and make their way into your home. Now's the time to get your pets started on the 9-month regimen of [flea and tick preventatives](#). With the [pandemic pet phenomenon](#) came an increased demand for pet services and products. You may have noticed that it's hard to get into the groomer, doggy day care, and the veterinarian. Consider scheduling the next year's worth of appointments if they will let you. It's also smart to buy your pet's various treatments for fleas, ticks, and heartworm as a full year supply. This will often come with bulk discounts that can help mitigate the [significant expense of owning a pet](#).

The Secure Act 2.0



The House of Representatives passed the Secure Act 2.0 in March. [It has some meaningful initiatives that will impact many Americans.](#) Some of the highlights include a later start age for Required Minimum Distributions (RMD), additional catch-up savings for workers 50 and older, and an option to match student loan payments in the form of employer plan contributions. The bipartisan bill is headed for the Senate in April.

April in Maine is usually a pretty good month to be in Florida. But, despite the rain and the questionable road conditions, it is always worth it when late spring finally arrives. Wherever you're spending your month, White Pine Wealth Management is honored to help you get there.