



**MESSICK PEACOCK & ASSOCIATES**

**QUARTERLY  
NEWSLETTER**

4QTR 2024

Happy New Year!

As we kick off the new year, we would like to be mindful of the power of positivity. Research has proven that positive people and positive team cultures produce exceptional results. One of the MPA core values is **Optimism**, and we believe there is no better way to begin a new year than with renewed and focused optimism!

There will always be challenges in life and everyone will have obstacles to overcome; however, positive energy—which includes optimism, enthusiasm, purpose, and joy—can be the differentiator to succeed at a higher level.

At MPA we are here to help you define what you would like to accomplish in life and then collaborate with you to help make your dreams a reality.

We wish you a positively exceptional 2025!

All the best,  
Your MPA Team

# Worthwhile Top Stories

Fall 2024

## THE NEW FAMILY VACATION

Multigenerational travel is becoming increasingly popular, with adult children now often traveling with their parents and even grandchildren. Despite the complexities of planning vacations for diverse ages and interests, well-prepared trips can provide opportunities for relaxation, reconnection and making memories. [p10](#)



## IS THERE ROOM FOR HANDWRITING IN OUR TECH- SAVVY WORLD

In an era when digital progress is rapidly transforming our communication landscape, the written word is being challenged. Amid technical advancements lies a crucial question - will handwritten words endure or become a relic of the past? Trace the evolution of handwriting from its origin and explore its potential future. [p14](#)



## DOLLAR-COST AVERAGING: A STRATEGY FOR UNCERTAIN MARKETS

How can you turn uncertainty into an opportunity for growth? Dollar-cost averaging can smooth the impact of market volatility and provides a pathway for investors to re-enter the markets. [p20](#)



# MICHAEL CLINTON

*Re-Imagineers*



The ROAR Report: Issue # 7



## Roar Forward's Top 12 Ads of 2024 That Celebrate the New Longevity

When it comes to changing hearts and minds about the market for consumers who are 50+, messages and images play a key role. Maybe the most critical role. [READ MORE](#)



## Will You Live to 150? Here's What 5 Geneticists and Aging Researchers Say. [READ MORE](#)



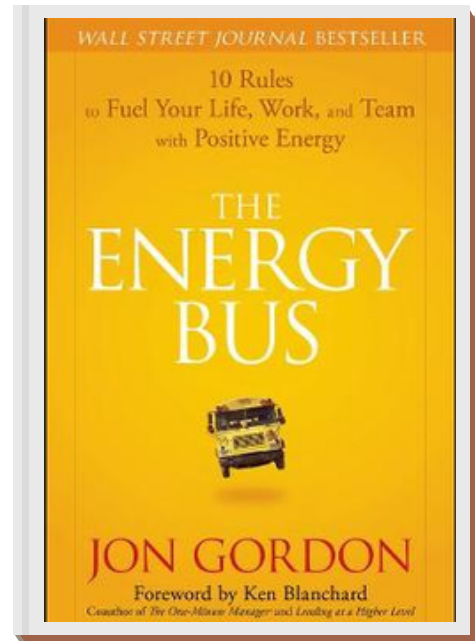
## 5 Things a Neuroscientist Wants You to Know About Brain Health [READ MORE](#)

# MPA Book Club

*"You're the driver of your bus. You control the energy and direction of your life."*

*"Positive energy is like a fire. It can spread quickly, and once it takes hold, it can be unstoppable."*

---



We are excited to share MPA's 4th quarter read, *The Energy Bus* by Jon Gordon! This uplifting book brings a fresh take on the power of positivity and leading with purpose. Here are a few key takeaways:

## **You're the Driver of Your Bus**

Success begins with taking responsibility for your direction and choices.

## **Fuel Your Ride with Positive Energy**

Optimism is a powerful force that can transform your life and inspire others.

## **No Energy Vampires Allowed**

Protect your momentum by setting boundaries with negativity.

*The Energy Bus* is a must-read for anyone looking to energize their mindset, build stronger teams, and create meaningful success.



**October**



**November**



**December**

## PODCASTS

### **The Golfers Journal**

Join host Tom Coyne as he travels the country interviewing the most interesting people in golf.

### **The Deep Dive Podcast**

Experience the engaging discussion as our CEO, David Peacock, joins Jay Hummel on The Deep Dive podcast.

### **Kitces and Carl Richards Podcast**

A no-holds barred conversation for Real Financial Advisors with industry nerd Michael Kitces and client communication expert Carl Richards. One draws with a Sharpie, the other nerds out with spreadsheets, and both provide you with unique perspectives so that you can more effectively communicate with and serve your clients, run a more fulfilling practice, and maintain a healthier lifestyle.

# Happy New Year!



We hope you had a wonderful Christmas and a Happy New Year! We're excited for the year ahead and look forward to continuing to serve you.

#neverstopgrowing

# LET'S STAY CONNECTED

Keep yourself informed about the newest updates from MPA by connecting with us on LinkedIn. We prioritize staying connected, so make sure to click that follow button to stay updated regularly.

NEVER STOP GROWING



**Achievement | Competence | Connection | Empathy | Optimism**

*Any opinions are those of Messick Peacock & Associates and not necessarily those of Raymond James. Expressions of opinion are as of this date and are subject to change without notice. The information has been obtained from sources considered to be reliable, but we do not guarantee that the foregoing material is accurate or complete. The information contained in this email does not purport to be a complete description of the securities, markets, or developments referred to in this material. Any information is not a complete summary or statement of all available data necessary for making an investment decision and does not constitute a recommendation. Past performance may not be indicative of future results. Future investment performance cannot be guaranteed, investment yields will fluctuate with market conditions. Investing involves risk and you may incur a profit or loss regardless of strategy selected.*

*Raymond James is not affiliated with and does not endorse the opinions or services of Michael Clinton, Roar Forward, Alexa Mikhail, Fortune Well, Jon Gordon, The Energy Bus, Park Cities Lifestyle, Tom Coyne, The Golfers Journal, Jay Hummel, The Deep Dive Podcast, Michael Kitces or Carl Richards*