

The Chapter 3 Project

Retirement on Your Terms

Thriving into Your 90s and Beyond Through Health, Wealth, and Purpose

BAIRD

Private Wealth
Management



Dan Cairns, CFP®, CIMA®, CPWA®, RICP®

Living Life on Your Terms: Thriving into Your 90s and Beyond



“I’m living life on MY terms!”

That is a popular and oft-quoted position, but what does it really mean? How is it accomplished? Is it merely a wish one hopes will become a reality, or is there more to it than that?¹

With this report, I am introducing a project that will explore the concept and hopefully cause you to view life in a different light, as a narrative written in Chapters—guided by your own vision of what your life could be.

This holistic approach to life is primarily addressed to individuals who are nearing retirement or who are currently retired.² It may also resonate with younger people who know and care about retirement-minded people.

SINCE 1980, I HAVE OPERATED a wealth management practice that began in Chicago and migrated to California a few years later.³ In my practice I have had personal relationships with hundreds of clients, many of those relationships spanning decades. Because most of my clients have been either retired or preparing for retirement, I have had the opportunity to observe and discern best practices in this area over the years.

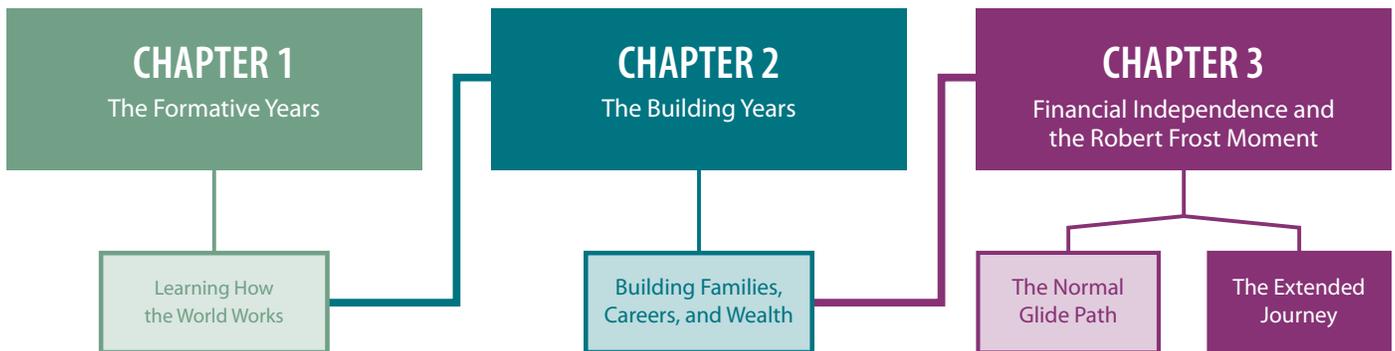
In his book, *The Seven Habits of Highly Effective People*, Stephen Covey recommends beginning any significant undertaking with, “the end in mind.” This end in mind can be described as a vision to which you hope to contribute in some meaningful way. It can also be understood as the **why** that motivates your actions. I’ll describe my personal vision as an “Intentionally Engaged Community.” I think a community inspired by conscience is far more vibrant than one compelled by legislation.

If we consider personal vision as the *why*, as the potential future that we hope to help bring about, then the **what**, *what we actively do to help* manifest our vision might be called *purpose*. I believe each of us is gifted with a unique mission or purpose in life to offer our communities. Retirees are especially qualified and well-positioned to engage in the pursuit of their own unique purpose for this stage of their life, the stage I call Chapter 3. They are well-positioned because retirees have important resources: time, talent, and treasure. They have the time—they have likely launched their children into their own adult lives. Second, they have the talent—they possess a career’s worth of knowledge and expertise. Third, they have the treasure—they have achieved a level of financial independence to no longer work for money.

I use the term Chapter 3 because I view life to be a story that unfolds over three distinct periods of time, three distinct chapters. Chapter 1 covers our learning and formative years that serve as the foundation for who we will become as a person. The objective of Chapter 1 is to gain an understanding of how the world works so we can make informed decisions regarding the direction of our life. During this time we get an idea of where our interests and skills lie. People have different experiences in Chapter 1, some more challenging than others, but, by and large, most people successfully navigate this period of life.

Chapter 2 is comprised of our earning years. These years are characterized by building. We build careers and we build families. This chapter is significantly

Each of us is gifted with a unique mission or purpose in life to offer our communities. Retirees are especially qualified and well-positioned to engage in the pursuit of their own unique purpose for this stage of their life, the stage I call Chapter 3.



Life is a story that unfolds over three distinct periods of time, three distinct chapters.



more complex than the previous. The number of relationships in our life grows considerably, each bringing different responsibilities. We must make an effort to weigh and balance these relationships appropriately because if we don't bad things happen—we can lose our job, we can lose our family, we can lose our health. Our life experience shows that Chapter 2 is met with varying degrees of success.

Chapter 3 is a wild card; it involves the concept of retirement. Most Americans are inadequately prepared for retirement, and I don't mean simply from a financial point of view. It's possible that this general lack of preparedness may be due to a poor understanding of the concept. Retirement is a common term in our cultural lexicon but is one without clear definition. This makes sense as retirement is a social construct rather than a tangible reality.⁴

Most Americans are inadequately prepared for retirement, and I don't mean simply from a financial point of view.

Otto von Bismarck, the first Chancellor of the German Empire, is generally credited with establishing government pensions in the late 19th century.⁵ Prior to that time, most people quite literally worked until they died. When public pensions were first established the intent was to alleviate the problem of poor elderly people with no ability to provide for themselves.

In the United States, Social Security was absolutely not intended to provide decades of leisure activity on the government's dime. In fact, the math of Social Security has drastically changed, and it hasn't been in favor of the government's checkbook. When Social Security was established in 1935, the eligibility age was 65. Life expectancy for the average American at that time was 61; for American men it was 58. When Social Security first came out, the average person never received any benefit at all—because they were dead. However, in less than a century the average length of retirement in America has increased from a handful of years to a handful of decades. Over that time defining the concept of retirement has been like trying to hit a moving target, primarily because people need to find something to do over an ever increasing lifespan.

Taking the Road Less Traveled—a key decision for retirement

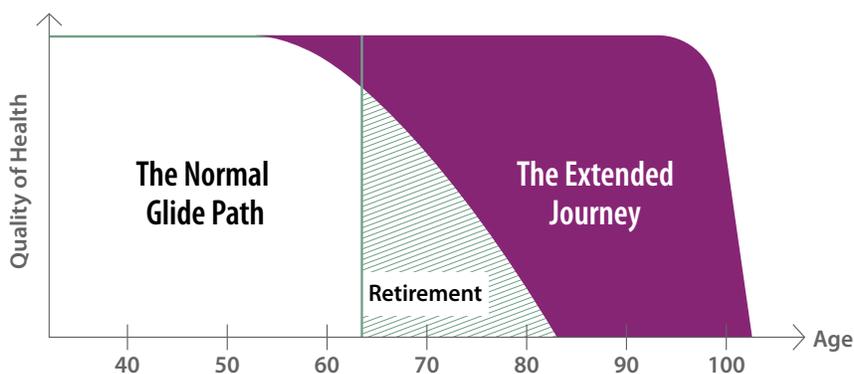
I mentioned earlier my opportunity to work with hundreds of retirees over the last forty years. Some have flourished in retirement while others have languished. Those who flourish tend to live longer, more active lives. Sadly, I have seen far more languish than flourish. What accounts for the difference? I have a theory—and my theory might be best illustrated with the aid of a well-known poem.

The theory is simple—we all have a “Robert Frost moment” as we consider retirement. What do I mean by that? I am referring to Frost’s famous poem, *The Road Not Taken*, which has the memorable final stanza:

*I shall be telling this with a sigh
Somewhere ages and ages hence:
Two roads diverged in a wood, and I—
I took the one less traveled by,
And that has made all the difference.*

Frost is telling us that life is made up of choices, and those choices have consequences. I believe his assertion is certainly true when it comes to retirement.

The following graphic illustrates what I believe are the two diverging retirement roads:



Quality of health is registered on the vertical axis and age on the horizontal axis. This illustration is suggesting that our quality of health often remains fairly stable until we reach our fifties or sixties. At that point, lifestyle choices we have made over the years begin to show up. One road, The Normal Glide Path, depicts the average life expectancy of a sixty-five-year-old American. It shows a decline in the quality of health that begins even before average retirement age. Not long after retirement the quality of health along this glide path of a road has deteriorated to a point that affects our physical ability to engage in a variety of activities requiring energy and surefooted mobility. This deterioration is often the result of chronic conditions that are both avoidable and reversible, but it’s never too late to make a change. I’ll share my own story about making the decision to change a little further on.

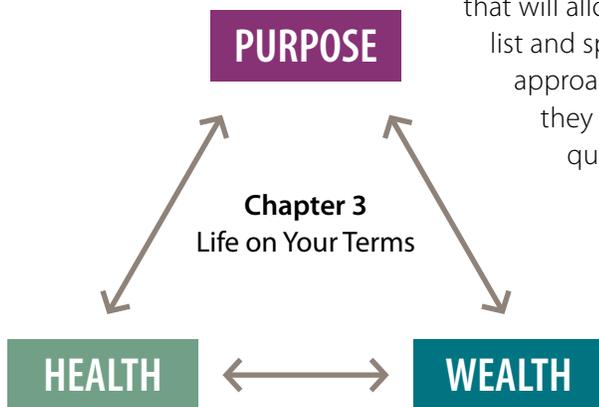
The other road, The Extended Journey, shows we can not only *survive* into our 90s and beyond, but actually *thrive* during those years. When the end-of-the-road finally comes it is a fairly short time frame rather than the slow and prolonged experience of the Normal Glide Path. The difference between the two roads

The other road, The Extended Journey, shows we can not only survive into our 90s and beyond, but actually thrive during those years.



reflects the consequences of choices we have made throughout our lifetime. Fortunately, it is never too late to make choices that will have a positive impact on our ability to flourish in later years. This is great news because it will likely come as no surprise that while having this discussion with many clients over the last few years I have rarely had a client tell me they would prefer the Normal Glide Path over the extended journey (It amazes me that some people would prefer an earlier death over changing their lifestyle).

The choice of which road we take in retirement seems to be related to our notion of and attitude towards work and retirement. The Normal Glide Path approach to retirement is rooted in the idea that, "I no longer have to work." It views retirement as a leisure-centric reward for a long and successful career that will allow life to wind-down while we check a few items off our bucket list and spend as much time as possible with family and friends. While this approach appeals to a great many people, my experience has been that they are not aware of its association with a prolonged decline in the quality of health.



The other option, The Extended Journey approach, has at its root the idea that, "I no longer have to work...for money." It views financial independence as an opportunity to engage in those activities driven by passion rather than income potential. The definition of "work" under The Extended Journey approach is: the thing(s) you do to contribute your skills, experience, labor, and knowledge to society in some meaningful way. Work becomes not only a source of identity but because it is a contribution to society it also becomes a source of meaning. Identity and meaning are two concepts central to the idea of flourishing in retirement; they are the fruit of purpose in life. A flourishing retirement, one lived on your terms, is one grounded in purpose. Discerning and pursuing your own unique purpose in life allows you to live your guiding principles, which is the very essence of life on your terms.

The degree to which purpose may be pursued is linked to available resources; two of the most noteworthy are health and wealth. I believe living Chapter 3 on your terms requires the triad of health, wealth, and purpose. I originally presented the concept as a pyramid with purpose at the apex until a client exclaimed, “Hey, if you turn that on its side, purpose becomes the tip of the spear!” I like that idea because while purpose is indeed the tip of the spear, it receives its inertia from both health and wealth.

How Lifestyle Choices Impact Health

Health is a necessary resource for obvious reasons but is currently under assault in the United States and the entire developed world, especially for those over age 60. According to the Center for Disease Control and Prevention, over 60% of Americans in this age group manage two or more chronic conditions.⁶ Chronic diseases are defined broadly as conditions that last one year or more and require ongoing medical attention or limit activities of daily living or both. Chronic diseases such as heart disease, cancer, and diabetes are the leading causes of death and disability in the United States. They are also leading drivers of the nation’s \$3.5 trillion bill in annual health care costs.⁷ The majority of chronic conditions develop as the result of lifestyle choices. The single largest contributor to the onset of chronic disease is what I refer to as the S.A.D. truth: the Standard American Diet. Changes in lifestyle can not only prevent many chronic conditions, but also reverse them.⁸

Let me share my personal experience. A few years ago I was diagnosed with prediabetes. I was also diagnosed with abnormally high blood cholesterol and developed a case of gout. All three conditions shared two things in common:

- Each condition resulted from my diet, and
- Each condition was treated with a different permanent prescription medication.

Apparently I was to become a customer of Big Pharma, for life, and “manage” my chronic diseases through medication rather than cure them; my conditions wouldn’t get any worse, but they wouldn’t get any better either. For a small handful of years that was the approach I adopted...until a few things happened. Over a period of just seven months I lost three close friends to chronic disease—two to diabetes related strokes and one to aggressive brain cancer. One of my three friends had been retired for a grand total of four months while the other two never reached retirement age. In addition, my father-in-law developed a severe case of dementia (also a chronic condition) which required moving him to a memory-care facility. Observing his experience convinced me to do whatever necessary to avoid following him down that path. Dementia is a frightening disease, not only for the person experiencing it, but also for loved ones who share in the experience. That dementia is oftentimes an avoidable chronic condition makes the thought of its consequences even more disturbing.⁹

Collectively, these incidents caused me to reassess the “strategy” of managing my chronic diseases and instead seek one that would reverse and eliminate them. That search led me to understand my lifestyle caused my conditions so reversing them would require changing my lifestyle. I chose to make changes and in less than a year lost 75 pounds and reversed all three of my conditions. I now take no medications.¹⁰

The single largest contributor to the onset of chronic disease is what I refer to as the S.A.D. truth: the Standard American Diet. Changes in lifestyle can not only prevent many chronic conditions, but also reverse them.



While I find health the *primary* resource in the pursuit of purpose, it is important for me to point out I am no medical professional. I'm investigating various topics for my own health and passing on the best insights I find. If my vision of an intentionally engaged community is going to materialize it will be through a community more aware of, and engaged in, caring for its own health. In future posts on the topic of health I will take a deeper dive into the areas of nutrition, exercise, stress management, restorative sleep, as well as both intellectual and social engagement. But for now I would like to move onto the next important ingredient in the pursuit of purpose: wealth.

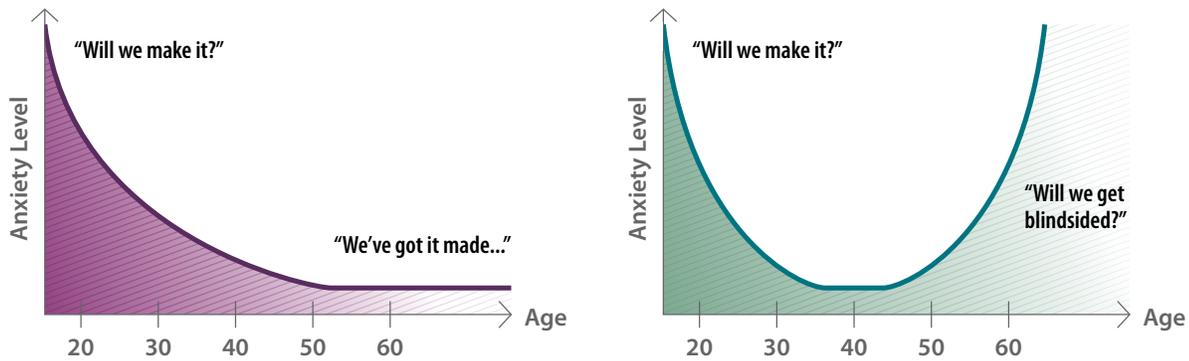
Wealth Is an Avenue to the Possible

The idea of thriving into your 90s and beyond prompts a reasonable question: How will this extended, active life be financed? Will your accumulated wealth be enough to provide for both financial security on one hand, and the freedom of spontaneous choice on the other? These questions are prompted by a phenomenon known as *financial anxiety*, which is somewhat of a two-sided coin. Early in our adult life financial anxiety is quite high as we try to figure out how we are going to pay rent, buy groceries, keep the lights on, the heat running, and meet the demands of establishing a family. These growing obligations cause us to worry: *Will we ever make it?* However, as time goes by and we settle into our career we find that we are indeed capable of meeting all of these obligations, and so our financial anxiety lessens; we begin to think that if we can just keep things going, we're going to "*have it made!*"

Then a funny thing happens as we get into our forties and fifties. As we continue to advance in our careers we accumulate some assets, but as we begin to eye retirement off in the distance we don't get that *having it made* feeling. Instead, financial anxiety raises its ugly head once again and we wonder: *Will we get blindsided along the way?*

Questions begin to arise: What is our exposure to financial liability? What does increasing market volatility mean for our investment portfolio? What do proposed tax policy changes mean for our overall wealth? Will anything be left for our children? What can we do to help mitigate these risks?

Instead, financial anxiety raises its ugly head once again and we wonder: Will we get blindsided along the way?



Financial anxiety is high early in life as we try to figure out how we are going to meet financial obligations and the demands of establishing a family. As time goes by we find that we are capable of meeting these obligations, and our financial anxiety lessens. But as we continue to advance in our careers and accumulate assets, we begin to eye retirement off in the distance and financial anxiety raises its ugly head once again; we wonder: Will we get blindsided along the way?

Wealth is a blessing for sure. It is an avenue to possibilities. But with it comes increasing complexity. As you build it you want to protect and utilize it both efficiently and effectively (the double Es). While it may seem there are just a few broad categories through which to utilize wealth: you can build it, preserve it, consume it, or distribute it; those broad categories can be subdivided into many different final ends. Determining efficient and effective paths to those varied ends is the role of wealth management, which is an umbrella term covering a variety of specialized functions which include: risk management, tax management, investment management, income planning, and legacy planning.

Due to the growing complexity of financial strategies, structures, and reporting requirements, the various functions of wealth management require professional attention. As you might guess, coordinating all these different professional activities is challenging. For an individual or family to attempt this means not only understanding what their unique needs are, but then finding professionals qualified to address those needs, who are willing to work in a collaborative fashion with the other specialized advisors involved, for a fair price; it also means shepherding the entire process. That is a tall order.

Because many people do not have the time, patience, or expertise required to pull that type of team together, and then manage it, they instead opt for a single institution professing to offer all needed services under the umbrella of one institution. In my opinion, this opens the door to significant conflicts of interest that can work to the detriment of the client. I have seen instances where there did not appear to be adequate checks and balances to protect the client. The institution may not point out areas where it does not provide the best service for the client's particular need in clear and easily understandable language.¹¹

I believe a better solution is to find the independent advisors who embrace a holistic approach to serving their clients and are already working collaboratively on a number of cases sharing common characteristics with your own situation. As time passes and more clients discover that there are providers who can do this, the holistic service model is becoming the accepted standard in the financial services industry.¹² In future posts I will discuss the various specialties of wealth management in more detail as well as how to find a team of advisors capable of addressing your needs with independent, objective, unbiased advice.

Health and Wealth can assist us in surviving into our 90s and beyond, but for a thriving life, we need purpose.

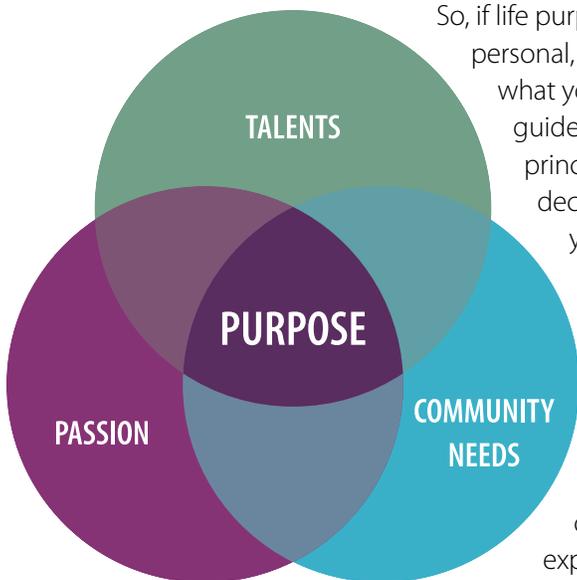


In Pursuit of Purpose

Health and Wealth are powerful resources, but they are means; neither of them being an end in itself. The worthy end to which I believe they are appropriate is the pursuit of purpose. Health and Wealth can assist us in surviving into our 90s and beyond, but for a thriving life, we need purpose. It only seems fair to ask for the proof behind that claim. Fortunately, what philosophy has proposed since the times of Ancient Greece, what faith traditions have taught for millennia, science now proves: a life of self-transcendent purpose leads to improved physiological and psychological well-being. In short, the pursuit of purpose makes us both healthier and happier.

So, if life purpose is so important, what is it? Where is it found? Purpose, while personal, is larger than yourself because it is offered for others. It is the pursuit of what you value most in life; it begins in choosing the principles by which to guide your life and, therefore, it is unique to everyone. It is also an organizing principle, a benchmark or compass of sorts against which to weigh decisions in your life: What decision makes the most sense considering your purpose? For an individual, purpose is comparable to the mission of an organization. A person's own unique life purpose lies in the confluence of their passions, their talents, and current needs within their community.¹³

My initial interest in the topic of meaning and purpose was sparked by Viktor Frankl's seminal book, *Man's Search for Meaning*. Frankl was a Jewish Austrian psychiatrist who spent years in the concentration camps of Nazi Germany, including both Dachau and Auschwitz. His experiences led to his development of Logotherapy, a concept based on the premise that the primary motivational force of an individual is to find meaning in life. Frankl observed that prisoners in the concentration camps who found meaning in their lives, even in light of suffering brutal treatment from camp guards, survived. For many the meaning and purpose that sustained them was the



hope of being reunited with their families. Those who could not find meaning lost hope and perished. "Woe to him who saw no sense in his life, no aim, no purpose, and therefore, no point in carrying on. He was soon lost."¹⁴

To demonstrate the effectiveness of Logotherapy outside the horror of a concentration camp environment, Frankl described the situation of an elderly general practitioner who was experiencing severe depression. He had lost his beloved wife two years earlier and could not overcome it. Frankl asked the man how his wife would have dealt with the situation had the timing of their deaths been reversed. The husband replied that she would not have been able to deal with that very well at all. Frankl pointed out to the man how surviving his wife's death saved her from going through the same grief he was experiencing. The husband, with this new interpretation, could then find meaning in his suffering and it ceased to be suffering, becoming instead an expression of love for his wife. Frankl reported that the man's disposition improved significantly.¹⁵ The man demonstrated what philosopher Friedrich Nietzsche famously stated, "He who has a why to live can bear almost any how."

Frankl's writing struck a chord within me. It made sense that meaning and purpose would provide motivation, but I was not completely clear as to why; it took another Victor to provide that clarity. Victor Strecher is a professor at the University of Michigan School of Public Health and, like Frankl, came to his understanding of purpose and meaning through tragedy. In Strecher's case it was the loss of his daughter, Julia, at age 19. To deal with his loss Strecher committed himself to researching the foundations of meaning and purpose; he found them in ancient Greek philosophy.¹⁶

The Philosophy Behind Purpose

Strecher explains that Aristotle proposed happiness as the ultimate purpose of human existence. . .but with a catch. He identified two types of happiness and our ultimate purpose is to pursue one type while limiting the other. *Eudaimonia* is happiness rooted in self-transcendence and is translated from Greek by some as "good spirit." It can be characterized as creating, or contributing to, something larger than oneself. Getting in touch with our "good spirit" requires self-reflection, which is not always a comfortable exercise, and therefore is often postponed for a "more appropriate time" (like . . . never).

Hedonia, the second type of happiness, is rooted in self-indulgence, the acquisition of short-term pleasure, which may be sought through power, status, wealth, possessions, physical attractiveness, popularity, admiration, or prestige.¹⁷ Aristotle taught that *eudaimonia* was the intended "best end" for human existence. *Hedonia*, he taught, was more appropriate for 'grazing animals;' it is the antithesis of *eudaimonia*. This is an especially interesting juxtaposition considering today's society which is so heavily influenced and distracted by consumerism.

Strecher cites a noteworthy quote from philosopher David Norton, "most of us today have no sense of an oracle within. . . Turning our backs to the void, we become infinitely distractible by outward things, prizing those that "demand" our attention. We secretly treasure the atmosphere of world crisis, for the mental ambulance-chasing it affords. Meanwhile we armor ourselves with mirrors to deflect the inquiring eyes

A life of self-transcendent purpose leads to improved physiological and psychological well-being. In short, the pursuit of purpose makes us both healthier and happier.



of others.”¹⁸ Talk about hitting the nail on the head! I find myself regularly being distracted, often by being absorbed in the “news” of the day without considering that:

- It usually has very little impact on longer-term strategies, and
- I have no control over it.

Because we now know humans experience better physical and psychological health outcomes when committed to a life purpose, it is fair to suggest we are wired for self-transcendent purpose.

Please don’t think I am condemning keeping up with current events; I believe we all have a certain duty to be aware of the world around us. However, given the endless sources of media available at our fingertips, and that the constant need for content on a 24/7/365 basis lowers the standard of what qualifies as “news,” at what point does it cease being “appraised of current events” and become “mental ambulance-chasing”? At what point do these distractions interfere with more important responsibilities in our lives? These are fair questions because they directly relate to our well-being and the answers should influence our behavior.

Aristotle’s firm commitment to Eudaimonia was tantamount to the belief that humans are naturally wired for it. Fast forward 23 centuries and science is now able to confirm Aristotle’s proposition. Because we now know humans experience better physical and psychological health outcomes when committed to a life purpose, it is fair to suggest we are wired for self-transcendent purpose.

The Science Behind Purpose

In 2009, Drs. Elizabeth Blackburn and Carol W. Greider were awarded the Nobel Prize in Medicine as a result of their discovery of telomerase, the enzyme that repairs and replenishes telomeres. Telomeres are structures at the ends of our chromosomes that protect them. They are associated with ageing and age-related diseases. Blackburn suggests thinking of them as the tips of shoelaces that keep the laces from fraying.¹⁹ As we age our telomeres get shorter and we begin to show the signs of age. Skin cells die and we begin to see wrinkles. Hair pigment cells die and we begin to see gray. Telomere attrition has been attributed to increased cardio-vascular disease, increased incidence of Alzheimer’s Disease, and increased incidence of certain cancers.

This is where the work of Blackburn and her associates gets interesting. The enzyme telomerase reverses the attrition of telomeres; it slows down the ageing process. Blackburn cautions not to think of telomerase as a life-span extender as much as a health-span extender; more healthy years of life as illustrated in The Extended Journey version of Chapter 3.²⁰

If telomerase has this wonderful effect on our health, how do we get more of it? Blackburn conducted additional telomere research on mothers of chronically ill children. These mothers were under a great deal of stress and the stress was having a detrimental effect on the telomeres of their chromosomes. Blackburn wanted to find out if a reduction of stress levels would have an opposite effect on the telomere attrition. She created a controlled experiment with these mothers and meditation. She found that the meditators did indeed create more telomerase than the control group. But she also found that the meditators were developing stronger purpose in their lives, and it was the purpose in their lives, not the meditation, that was associated with higher levels of telomerase.²¹ Purpose enhanced the health of the meditating mothers, right down to their genes.

In another study, people with a low sense of purpose demonstrated a 2.4 times greater likelihood of developing Alzheimer's Disease than people with a high sense of purpose.²² Yet another study showed people with a strong sense of purpose are also less likely to become depressed.²³ The list of physiological and psychological benefits from a strong sense of purpose goes on, and many of them will be discussed in future posts; but the science is clear: We are hardwired to benefit from a strong sense of purpose in our lives.

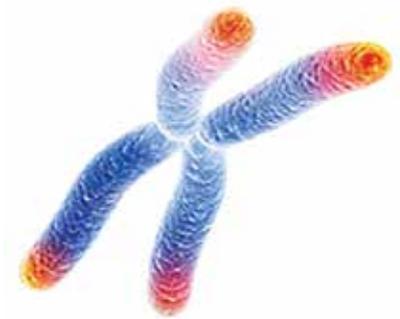
Pulling It All Together

So, in Chapter 3 of our lives we are faced with our "Robert Frost Moment," which of the two diverging roads will we choose? *The Normal Glide Path* is easier, but it is also shorter in years and less pleasant due to the onset of chronic disease symptoms and lack of purpose. *The Extended Journey* is longer in years as well as more fulfilling and pleasant, but it is also more challenging due to the proactivity required to develop and maintain our health, wealth, and purpose. A very visible example of someone choosing *The Extended Journey* is Clint Eastwood.

Recently, my wife and I had dinner at the Mission Ranch in Carmel, California. It's a special place for us because we had our wedding rehearsal dinner there over 30 years ago. Also, it is owned by Clint Eastwood. During dinner I looked up on my smartphone that Clint will be 90 years old on his next birthday. I commented to my wife that Clint is clearly a person who chose the Extended Journey for his Chapter 3. Since turning 65 he has released 23 films in which he has either starred, directed, produced, or some combination of the three roles. In December of 2018 he was interviewed prior to the opening of his most recent film, *The Mule*. When asked if this movie was his swan-song, he simply replied, "I don't know, I just love what I do." He must have meant no by that answer; his next film, *The Ballad of Richard Jewell*, is due to be released in 2020. How does he keep up with this fast paced life?

For starters, he works at maintaining his health. Clint is a lifelong non-smoker, has been conscious of his health and fitness since he was a teenager, and practices

Extending Your Health Span...



...Telomeres and Telomerase

Telomerase is the enzyme that repairs and replenishes telomeres. Telomeres are structures at the ends of our chromosomes that protect them. They are associated with ageing and age-related diseases.



Successfully navigating the road of The Extended Journey requires integrated planning which addresses each component concurrently, a strategic plan for successful ageing, for living life on your terms.

healthful eating habits, even into his 80s. He practices daily transcendental meditation, and is renowned for being an obsessive health and fitness nut.²⁴ He is also a wealthy man; his net worth is reported to exceed \$300 million. Financial independence allows him to choose which projects, if any at all, he will pursue. Looking at the movies with which he has chosen to be involved in this late stage of his career though, it becomes clear that he loves telling relevant stories for our times that can have a positive impact on the world. He has a purpose that motivates him. I find it inspirational that a single person motivated by purpose can have a tremendous impact on others, even in *The Extended Journey* version of Chapter 3; and you don't have to be Clint Eastwood to do it. No doubt there are numerous people doing it right in your own community. It helps to have a plan though.

Because the three components of The Extended Journey in Chapter 3, *health, wealth, and purpose*, are interdependent upon each other, successfully navigating the road of The Extended Journey requires integrated planning which addresses each component concurrently, a strategic plan for successful ageing, for living life on your terms. Over the course of my career I have developed and refined a process, a standard of care for my clients to utilize with the professional service providers who help manage these three very important areas of their lives. I look at it as a template for your strategic plan for successful ageing. If this approach to Chapter 3 of your life is appealing to you, and you would like to discuss it further, I would welcome the opportunity. Sharing these concepts with others helps me pursue my professional mission: inspiring the pursuit of purpose in others. To the extent that I am successful in my mission, my vision of an intentionally engaged community comes closer to being a reality. When communities are intentionally engaged, they become more inspiring; more inspiring communities encourage the pursuit of purpose, and a beautiful ascending spiral lifting our collective *game* to the next level is launched.

I hope you will join me in The Chapter 3 Project. Until next time,

Be well!

About Dan Cairns

Dan Cairns is a financial advisor with Baird in Sacramento, California. He holds the Certified Financial Planner™, Certified Investment Management Analyst, Certified Private Wealth Advisor, and Retirement Income Certified Professional credentials. His professional mission is to inspire the pursuit of purpose in others.

To discuss any questions specific to your own wealth management situation you can reach Dan directly by email at dcairns@rwbaird.com or by phone at (916) 563-2030.

You can learn more about Dan at www.dancairnsbaird.com.

Dan Cairns, 300 University Avenue, Suite 200, Sacramento, CA 95825
o 916.563.2030 | c 916.215.9282 | TF 888.792.7451
dcairns@rwbaird.com | www.dancairnsbaird.com

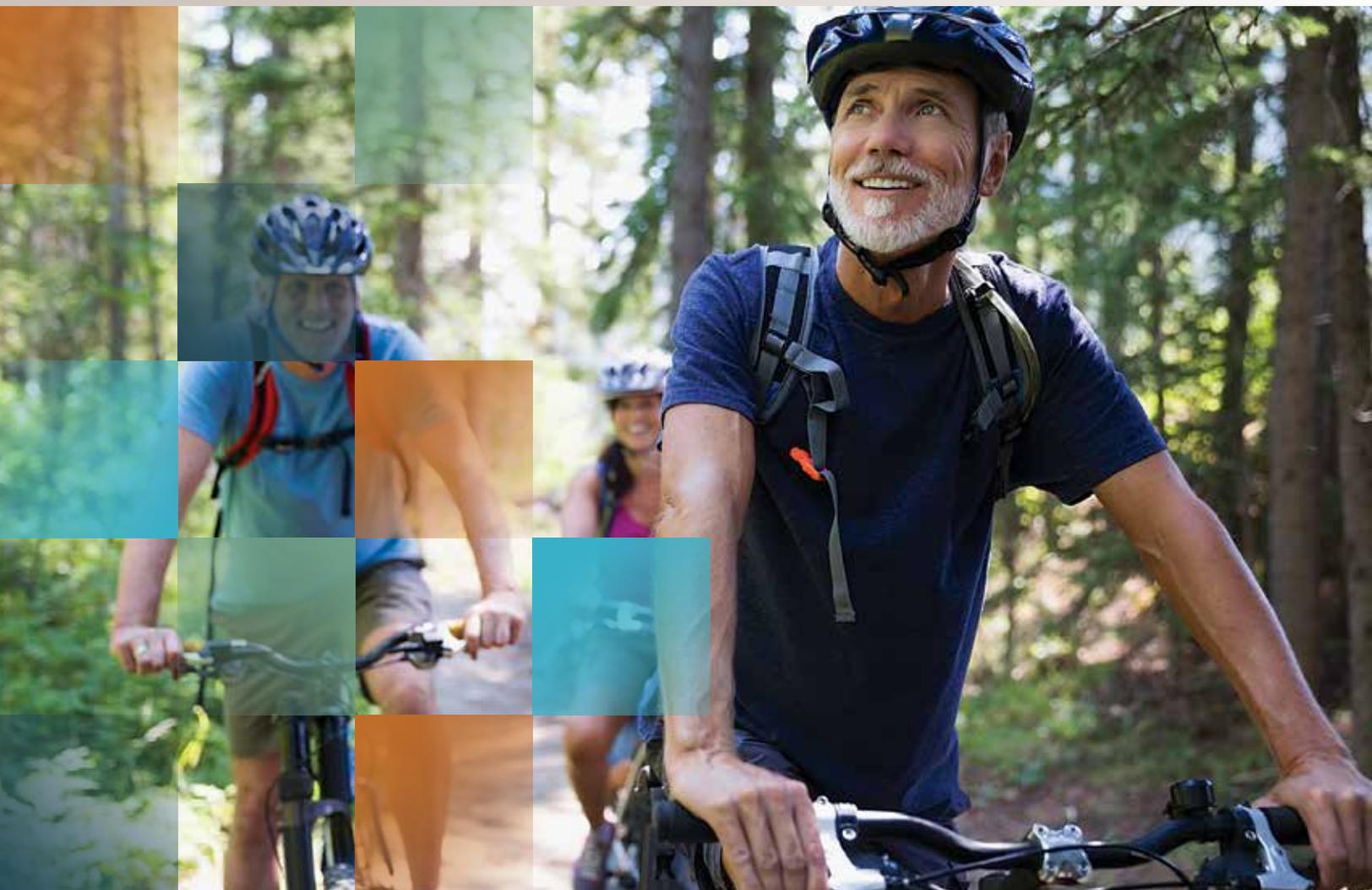


Footnotes:

1. My intent is to explore these questions and others aspects of the concept in a "TED Talk"-style essay quarterly. On a weekly basis I will be posting shorter videos supporting my ideas.
2. A stage of life I informally call "Chapter 3", I will share more on this idea shortly.
3. My wife, Debbie, and I have three adult children; my educational background is in finance, economics, and education.
4. While the history of pensions goes back to Roman Legionaries (because they risked their lives for the empire), the concept of private citizens being able to stop working and still receive an income was popularized by the industrialized West.
5. It was a political maneuver, a response to the rising popularity of his socialist opponents.
6. Ward BW, Schiller JS, Goodman RA. Multiple Chronic Conditions Among US Adults: A 2012 Update. *Prev Chronic Dis* 2014;11:130389
7. <https://www.cdc.gov/chronicdisease/about/index.htm>
8. I will address this concept in more detail in future posts.
9. <https://www.managedhealthcareconnect.com/article/one-third-dementia-may-be-preventable>
10. In future posts I will discuss what that entailed further.
11. It has been my experience that disclosure documents are written by attorneys who, in an effort to be precise, oftentimes use language that is confusing to people who are not themselves legal professionals.
12. There can be certain cases where this holistic approach is not best suited for a client's needs.
13. Community in this context is a group of people sharing common interests. Communities vary in scope of size and could include your family, a group of friends, your neighborhood, church, town, state, country, or even the global community. Your purpose is the contribution you desire to give your community.
14. V. Frankl, *Man's Search for Meaning* (Boston: Beacon Press, 2006): 76
15. *Ibid*, 112
16. Strecher details those findings in his book, *Life on Purpose: How Living for What Matters Most Changes Everything* (Harper One, 2016).
17. V.J. Strecher, *On Purpose: Lessons in Life and Health from the Frog, the Dung Beetle, and Julia* (Dung Beetle Press, 2013): 73
18. V.J. Strecher, *Life on Purpose: How Living for What Matters Most Changes Everything* (Harper One, 2016): 27
19. https://www.ted.com/talks/elizabeth_blackburn_the_science_of_cells_that_never_get_old
20. *Ibid*
21. *Ibid*
22. P.A. Boyle, A.S. Buchman, R.S. Wilson, L. Lu, J.A. Schneider, and D.A. Bennet, "Effect of Purpose in Life on the Relation Between Alzheimer Disease Pathologic Changes on Cognitive Function in Advanced Age", *Archives in General Psychiatry* 69, no. 5 (2012): 499-505
23. A.M. Wood and S. Joseph, "The Absence of Positive Psychological (Eudemonic) Well-Being as a Risk Factor for Depression: A Ten-Year Cohort Study", *Journal of Affective Disorders* 122 (2010): 213-17
24. <https://www.healthfitnessrevolution.com/clint-eastwood-workout>

BAIRD

**Private Wealth
Management**



The opinions expressed are those of the author and not necessarily those of Baird. The information has been obtained from sources considered to be reliable but cannot guarantee their accuracy. Baird does not provide tax or legal advice. Please consult your legal or tax professional for specific information. Certified Financial Planner Board of Standards Inc. owns the certification marks CFP®, and CERTIFIED FINANCIAL PLANNER™ in the United States. Investment & Wealth Institute is the owner of the certification marks “CPWA®”, “CIMA®”, “Certified Private Wealth Advisor®”, and “Certified Investment Management Analyst®”. Use of CPWA®, CIMA®, Certified Private Wealth Advisor®, and/or Certified Investment Management Analyst® signifies that the user has successfully completed the Institute’s initial and ongoing credentialing requirements for investment management consultants. Robert W. Baird & Co. Incorporated.