

## PHILANTHROPY



*Big Brothers Big Sisters Orange County visited our Irvine office in September to talk about the power of mentoring.*

## APRIEM CARES FOR KIDS

The Apriem Cares initiative encourages our employees to give back through volunteer work. Matching donations and giving our time are a part of our company-wide social responsibility efforts.

Recent Apriem Cares efforts included a Lunch & Learn with Big Brothers Big Sisters Orange County, above, and a service day assembling art packs through Art4Kids, Inc., which were delivered to the Seneca Foundation, below.



*Bill Pugh, Apriem VP of Wealth Management, delivers art packs prepared by the Apriem team during a service day to Seneca Orange County. Seneca will distribute the packs to Orange County children in need.*

## EXPANSION

### TWO NEW FACES AT THE APRIEM OFFICES

Apriem has been expanding! With 20 percent annual organic growth and the recent opening of two new offices in Torrance and San Diego, the firm has just added some new staff as well.

Alan Ahmatovic joined Apriem as a portfolio administrator, and Christopher Whitaker came on board as a financial planner.

Each will be an asset to our wealth management team. We are happy to have Alan and Christopher as part of the Apriem family!

*Alan Ahmatovic is passionate about global economics and how market fluctuations impact client portfolios.*



*Christopher Whitaker loves helping clients achieve their goals with financial planning.*



Turn to **Page 3** to learn about Christopher's preferred budgeting method that could change for good the way you think about saving and spending.

## WOW (WOMEN OF WISDOM)

# SLEEP GURU FROM UCI OFFERS INSIGHTS FOR WOMEN

It may have been the elegant ambiance and delectable menu at Bistango Restaurant. Or maybe the uber-popular topic of sleep. Whatever the reason, September's Women of Wisdom (WOW) was a huge success with about 75 women chatting and then dining and listening to sleep guru Dr. Ruth Benca.

According to Apriem President Rhonda Ducote, "UC Irvine was fortunate to recruit Dr. Benca last year to develop the UCI Sleep Medicine Center, which opens next spring. Dr. Benca is extremely knowledgeable and an excellent speaker. It's surprising how many women struggle with getting enough sleep, it's definitely a hot topic. We love inviting our clients and their friends to learn relevant new information and enjoy time together."

Chair of UCI's Department of Psychiatry and Human Behavior and professor of Neurobiology and Behavior, Dr. Benca noted that humans spend more time sleeping – 37 percent of their 24-hour day – than any other single activity, yet not much is known about sleep. "It's definitely mysterious but sleep is one of the most important things we do," she said. Or, for many, don't do.

A good night's sleep is critical to promote optimum health, yet it can be elusive to many, especially women. Too little or poor sleeping habits can impact everything from depression to heart disease. Dr. Benca discussed a variety of sleep disorders, including sleep apnea and restless leg syndrome, but concentrated on the bugaboo of insomnia. She described chronic insomnia as "having trouble sleeping at least three nights per week for at least six months – and most have years and years of sleeping issues."

If you have trouble sleeping – either getting to sleep or staying asleep – you are not alone. Ten to 15 percent of the population report chronic insomnia. Women are 1.5 times more likely to suffer than men. Women in peri-menopause, menopause and post-menopause have more difficulty sleeping.



**DR. RUTH BENCA**  
*UCI School of Medicine*

Studies show that as humans age, they sleep less. The reason is not known but studies indicate that poor sleep contributes to the incidence of Alzheimer's disease, a key research area for Dr. Benca.

"There is a strong relationship between sleep and Alzheimer's disease. Both beta amyloid plaque and tau protein tangles clear out of the brain while we sleep – and both play a role in causing Alzheimer's," said Dr. Benca. "Improved sleep can reduce the incidence by 15 percent."

Of course, a lecture on sleep always includes a few suggestions for improving nighttime ZZZs and Dr. Benca had a few tips, too.

At the top of her list was regular exercise, followed by enough exposure to light during the day and minimal light exposure at night, especially blue light from digital devices. She also cautioned against watching the clock during the night – the "worst thing for sleep anxiety."

Anyone interested in more information on Dr. Benca or the Sleep Center can contact Ashley Teran at 714-456-7351, [arteran@uci.edu](mailto:arteran@uci.edu).

For more information about Women of Wisdom visit the newly redesigned WOW webpage at [www.apriem.com/women-of-wisdom](http://www.apriem.com/women-of-wisdom).

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**October, 2017:** "Women and Investing," Apriem Investment Team

**November, 2017:** Volunteer Day benefitting Working Wardrobes

*Dates and Topics are Subject to Change*

## FINANCIAL PLANNING

# INVERSE BUDGETING, THE MOST SUCCESSFUL SPENDING PLAN

**CHRIS WHITAKER**

*Financial Planner*

Money is an essential part of life, but the paradox is no one wants to talk about it. A study conducted by Wells Fargo revealed that personal finance (44 percent) was a more difficult topic to discuss than death (38 percent), politics (35 percent), religion (32 percent), taxes (21 percent) and personal health (20 percent).

One explanation for this phenomenon is that money can bring up powerful feelings of guilt and shame, especially when the topic of budgeting is mentioned. As soon as the B-word gets thrown into a conversation, negative feelings arise for most.

Our society tends to make successful budgeting difficult, which compounds into other personal finance issues. Your cash flow plan is the foundation of your finances, and there is a way to build your house on solid rock instead of sand. It's called inverse budgeting, and it can change your life, especially if this is a pain point for you. Let's explore why conventional budgeting doesn't work:

1. It's tedious, boring and requires a lot of time tracking every dime.
2. It is incredibly easy to have situations come up that require more money than you had allocated. Expenses fluctuate from month to month for everyone.
3. It requires an enormous amount of self-control at all times. Most people around you are not successfully budgeting either, and having to say "no" all the time can be incredibly difficult.
4. Many people experience a strong sense of guilt when it comes to spending any disposable income. Past mistakes haunt us; wondering if we'll ever meet our goals weighs on us, and the future can be scary.



A traditional budget calls for you to track all of your expenditures in detailed categories, then focus on where you can cut back. This traditional path forces you to think about spending first, then save what's left over. But it's very easy to find ways for the leftover funds to leave your account. Everyone needs to be doing the opposite!

Inverse budgeting removes these common issues, by circumventing them completely. If you knew the exact dollar amount you needed each month to accomplish your goals on time, and had that amount set aside at the beginning of each month, you would already be set before life has a chance to ruin the budget. Focusing on saving the exact amount for your goals, and then living on what's left over, is the path of least resistance. Here are three steps to follow:

1. Determine the exact savings amount necessary to accomplish your goals. You'll need to figure out if that number needs to be earning compound interest or if it is a straight cash savings goal. If you're having trouble determining this number, we can help with that. A good baby step is to figure out your highest priority goal and start the process with that one in mind.
2. Set up the necessary savings amount as an automatic transfer. This applies if the savings amount is staying as cash in your bank account or involves your investment accounts. All major banks have this feature, and you can also set up the same situation with an asset management account.
3. Enjoy spending and living on the rest of your income guilt free. Your goals are being met first, so everything else can be enjoyed!

That third step is the real beauty of this strategy. If your goals are being met, then the rest of the spending throughout the month is irreproachable. Inverse budgeting sounds simple, and it is! The simplicity makes a painful situation painless.

## NATIONAL SHREDDING MONTH

### APRIEM TO OFFER FREE SHREDDING IN NOVEMBER

With identity theft at an all-time high, we would like to help our valued clients dispose of any old papers, statements or documents you no longer need.

Bring the papers (personal or financial) you would like purged and Apriem will shred them for you. Drop them off at Apriem any business day this November from 8 a.m. to 5 p.m.

No appointment is necessary, just drop and go.

We want to keep your finances and identity safe, so start collecting now and we will see you in November!

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Over the past several months, Apriem Advisors has been featured in various business-focused media outlets. View full articles at [Apriem.com](http://Apriem.com).

#### SAN DIEGO BUSINESS JOURNAL

##### Apriem Advisors Opens San Diego Office

July 11, 2017

Apriem Founder Harmon Kong discusses the firm's recent expansion and new office in San Diego at 4660 La Jolla Village Drive, Suite 500.

#### FINANCIAL POISE

##### Dealing with Divorce: Financial Transition

July 21, 2017

Apriem President Rhonda Ducote's national column reviews the long-term financial implications of divorce and remarriage and how women can empower themselves during these times of change.

#### REUTERS

##### Benjamin Lau Talks Tech, Industrials and Economic Optimism

August 30, 2017

Apriem Chief Investment Officer Benjamin Lau returns to Reuters TV and discusses a multitude of hot topics in the market including Amazon and Microsoft's partnership, the improving leading indicators and what factors make Apriem bullish on industrials.

#### U.S. NEWS & WORLD REPORT

##### Why Defense Stocks Are on the Offensive

September 5, 2017

Jennifer Olson, Apriem Senior Financial Analyst, touches upon the various factors that have pushed defense stocks up 28 percent in the first three quarters of 2017.



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