



4th Quarter 2024

## The Gift of Gratitude

written by Josh Moklestad

As we approach Thanksgiving, I want to take a moment to encourage each of us to actually give thanks. It is so easy with the hustle and bustle of the holidays to think about all the tasks that need to be done and little about our many blessings. Taking time to pause and be grateful can be one of the most powerful exercises possible for maintaining emotional and even physical health.

Stress makes us revert to our primal instincts. We resort to flight or fight. When we focus on our problems, we are literally telling our bodies at a subconscious level to redirect our energy toward mere survival. Chronic stress can have many significant negative health effects.

News and financial media can play a significant role in amplifying our level of stress. The headlines will never read, "loving family enjoys a beautiful evening together." They instead talk about one of the few horrible incidents or issues that happened in the world that day. They talk ten times more about the stock market going down than they do whenever it goes up. All this noise amplifies our fear-based responses and puts us in a state of stress.

Gratitude is perhaps the greatest antidote we have. It can take us out of a state of constant stress and put us in a positive frame of mind. For these next few weeks, I want to challenge each of you to adopt a practice of gratitude.

In fact, let's start right now. Can you think of one moment in your life that you are extremely grateful for? Take yourself there right now. Really visualize that moment. Feel that joy and peace begin to wash over you. Maybe think about a few other things you are truly grateful for. Don't you already feel better? If you can do this once a day, or even a few times a week, you will be amazed at the impact it has on your emotional well-being.

Maybe this holiday season doesn't seem very merry and bright. Maybe you aren't feeling like there is much to be grateful for. If you are going through a tough time right now, it's okay to acknowledge that. I still find it helpful to be as grateful as possible in the midst of hard times. We take for granted how incredible it is that we have the basic necessities of life such as food, clean water, and shelter. The majority of humans throughout history have not been able to say this.

There is indeed much to be grateful for. We very much appreciate the trust each of you have placed in our team to guide you in your financial journey. We wish you a very Happy Holidays!



## Year-End is Fast Approaching!

As a quick reminder, our custodians (Schwab and Fidelity) tend to get pretty backed up toward the end of the year. Our team also tends to take time off around the holidays to enjoy time with loved ones. As a result of this, if you have anything time sensitive that needs taken care of prior to the end of the calendar year, please get this in motion as soon as possible! We will do our best but cannot guarantee that anything received after December 15th will be done prior to year-end.

## 2025 Contribution Limits

401(k) Employee Contribution	\$ 23,500
401(k) Catch-Up Contribution - Over 50	\$ 7,500
New 401(k) Super Catch-Up - Ages 60-63	\$ 11,250
Roth/Traditional IRA Contribution	\$ 7,000
Roth/Traditional IRA Catch-Up - Over 50	\$ 1,000
HSA Contribution - Single	\$ 4,300
HSA Contribution - Family	\$ 4,550
HSA Catch-Up - Over 55	\$ 1,000

## GEN TEAM VOLUNTEERING



On September 4th, the GEN Financial team volunteered to construct beds at My Very Own Bed in Northeast Minneapolis. We had a blast while assembling over 50 beds that will be delivered to kids in the community who otherwise would lack a comfortable place to sleep.

For more information on volunteering opportunities, visit their website at [www.myveryownbed.org](http://www.myveryownbed.org)



## New Office Manager

We are excited to introduce a familiar face as our new Office Manager! Claire Henry has been a vital part of the team here at GEN for the past three and a half years. She will continue in her role as a Client Service Associate but is also taking on new responsibilities as our Office Manager. This role includes helping onboard new employees, managing our bookkeeping, and fulfilling various HR functions such as handling our payroll and benefits. These crucial, behind the scenes contributions make it possible for our firm to run efficiently and effectively. Congrats Claire!

## Charitable Gift Match

We are pleased to continue our tradition of matching your holiday charitable gifts! GEN Financial will match your contribution to a recognized charity up to \$50. Be on the lookout for Gift Match Forms which you should receive in the mail around Thanksgiving.

In 2023, we received and matched over \$13,000 in holiday contributions.

We look forward to receiving and matching your tax-deductible contributions. Thank you for your generosity!