Your Personal Money Manager

Pearson INVESTMENT LETTER

Christopher Carothers PCI's Stock Analyst

Published Monthly Since 1982

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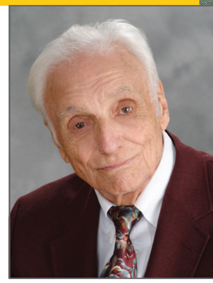
JUNE 2023 NEWSLETTER



Walter D. Pearson
Chairman 1998-2021

Donald E. Pearson
President

Ann Hathaway
Account Manager

Christopher Carothers
PCI's Stock Analyst

For nearly 70 years, Pearson Capital, Inc., in some form or other, has diligently served our Investment Family. The legacy that Walter created in Southbridge, Massachusetts in the late '50s and brought here to Florida is a testament to the firm's commitment to providing our clients with outstanding, honest, trustworthy financial guidance. Five generations of clients is proof that we have done our job well!

I relocated and came on board to assist my Father in 1998 and have watched the business grow and thrive through the ups and downs of the stock market and other world complications. Along the way I have met wonderful clients, many of whom have become life-long friends. As their families have grown, and their confidence in our abilities deepened, referrals became a mainstay of our business. I am truly thankful for the trust you all have shown us.

With the merger of TD & Schwab on the horizon, regulations tightening, technology changing, (and Ann wants to retire!) we have decided that now is the time to pass this business on. After all, we've been pretty 'Old School' and as the saying goes about old dogs and new tricks, well, that's us.

It is crucial for me to leave such loyal clients and friends in exceptionally competent hands. Ann and I have spent many months searching for just the right person to entrust with your portfolios, someone who we felt comfortable with in order to have a successful succession plan.

We were most impressed with one particular individual, Joshua Padrick, a CERTIFIED FINANCIAL PLANNER™ practitioner. He has been in practice with Ameriprise Financial for almost 10 years and has provided award winning customer service to his clientele. I was gratified to see how much Josh and I agreed on portfolio management and client care. He has assured us that he aims to treat our clients with the same attentiveness that you have come to expect from Pearson Capital.

I will move my practice to Joshua Padrick at Ameriprise Financial and temporarily assist him with the transition and oversee the entire process to ensure that everything goes smoothly. If you have not been contacted as yet, you will receive a letter from them soon. Please read it carefully as this is an important opportunity for you to embark on a professional relationship that can be immensely beneficial to you.

Ann will also remain on board to assist everyone with this transition. Please feel free to contact either of us to answer all your questions. You can also contact Josh at his office at 813-207-9008 or email Joshua.Padrick@ampf.com. His office is located at 4030 West Boy Scout Blvd., Ste 300, Tampa, FL 33607.

Thank you all for your loyalty through the years and I appreciate your trust in our company.

Regards,

Don (and Ann!)

A LITTLE PEARSON HISTORY

Walter D. Pearson, 2/05/1916-7/26/2021, Founder

Walter Pearson started his investment career back in the early 1950's working for Charles Day Investment Co. in Boston Mass. After several years he wanted to open his own company so he created First New England Securities, Co. in the late '50's in Southbridge, Mass. In the mid-seventies he relocated to the Tampa area to continue his business and in 1982 began publishing the Pearson Investment Letter. In 1990, Pearson Capital Management was formed as a Sole Proprietorship to offer investment advisory services. In August 1998, the firm's name was changed to Pearson Capital, Inc., as it stands today, and was incorporated as a Florida Corporation.

He served in WW ll in Italy and maintained decades long involvement with his comrades upon his return to the US.

He was a Grand Master in Bridge and a whiz at almost any other card game! He loved to entertain friends and family and regaled them all with his dad jokes!

Walter is father to 2 daughters, 2 sons, 2 stepsons, 9 grandchildren, 14 great grandchildren and 12.5 great-great grandchildren.

Donald E. Pearson, President, CEO and Chief Compliance Officer

Don retired from the Coca-Cola Company in 1998 after 33 years to come to Florida to assist Walter with the business. He applied for and earned his Series 65 license and was awarded the Registered Investment Advisor designation. Under his and Walter's management they grew the business to five times the size. In 2023, Pearson Capital is managing fifth generation clients, with about 85% of the clients acquired by referral.

Upon his move to Florida, Don quickly became involved with the business community. He was a member of the South Shore Business Association, served on the board of the Apollo Beach (now South Shore) Chamber of Commerce, with two of those years as President. He is also a member of the Greater Riverview Chamber and TCOB networking.

His involvement with the Chamber led him to the creation of the South Shore Toys for Tots Campaign in 2005. It has become one of the largest annual collection events in Hillsborough County, FL.

Besides Toys for Tots, Pearson Capital is a proud supporter of C.A.R.E, My Warriors Place, Ruskin VFW and other local charities.

Don was a loyal partner to his dad for Bridge, placing at the top in most tournaments. He enjoys golf, tennis and bowling with a little pool on the side!

Don is father to Jeff (Kim), grandpa to Griffin (Lauren), Monet (Brock Reid), Silas and Gideon and great grandpa to Eden and Ezra Reid.

Ann Hathaway, Account Manager

Ann's journey to Pearson Capital was by a karmic accident. Being friends with Don's previous client representative, Melissa, Ann offered to fill in while Melissa pursued a temporary three-month position in her doctorate field. Having had no training in finance or investments, Ann's initial meeting, a two-day training and subsequent employment was rocky at best! Both parties struggled through and somehow things worked out knowing it would soon revert back to Melissa, right? NOPE!

Melissa opted to return to her home state of New Jersey and Ann now had a permanent job!

Nearly 19 years later, the relationship with Don and Pearson Capital has grown into the successful partnership that has brought the company to its current client and community focused business.

Ann has become the 'go to' person for all things administrative and client related. She has mastered the Art of the Eye-Roll in response to Don's stock reply of "call Ann". Her willingness to assist with paperwork, visit with clients, accommodate the most random requests, and find answers to those elusive IRS and RMD questions has turned her client relationships into lasting friendships.

Ann has been the coordinator of the Southshore Toys for Tots Campaign, a volunteer at the Firehouse Cultural Center, RCMA Academy and the Southshore Chamber of Commerce. She is also a long-standing member of the Mira Bay 100 Women Who Care.

Ann loves to travel and is an active supporter of the performing arts. She is partner to Jeff McGowan and mom to Jonathan Finkbiner, Alison North and Captain Morgan (the dog, not the rum pirate).

Chris Carothers, Stock Analyst and RIA

Chris is, amazingly, a Florida native, born and raised in Plant City.

After high school in 1989, Chris attended two years at Florida College in Temple Terrace, a bible school from the Church of Christ. Along with a Pearson family member, and two other partners, Chris formed a magazine specializing in Christian music and events. In 1992, in order to learn more about the magazine business, he transferred to Hillsborough Community College to study journalism. He became editor of the school newspaper while contributing to the magazine. It was during that time that the Pearson Capital Newsletter came to be with Chris's assistance.

In 1995, he attempted to apply to the Tampa Tribune for a job, and had a conversation with Daniel Ruth, a Tribune columnist at that time. Mr. Ruth recommended a degree in a different field. Having a connection with a finance professor at the University of South Florida, Chris transferred there to obtain a bachelor's degree in Finance. While completing his degree, Chris earned extra college credits working for Pearson Capital and was awarded his diploma in 1998. He then began working on a Masters in Economics.

While working as an insurance agent for Progressive Insurance after graduation, Chris continued working part time one day a week with Pearson Capital. His career progressed at PCI from writing for the newsletter, to becoming an analyst, to obtaining his RIA license in 2021.

Chris's hobbies include sports, reading and good food and great beer.

A Special Thanks

Few people are aware of some behind the scenes personnel who assist us in our business and we'd like to take this opportunity to thank them for all they have done for us through the years.

Lori Stockhaus, Don's niece, has compiled our research reports for many years. She has also assisted us with block trades and allocations. Her husband, **Nick** has been our spreadsheet guru and helped with the billing and mailing processes.

Roberta Wilde and **Karla Chernicky** keep our newsletter grammatically correct through their diligent editing.

Thanks also to **Sam Manci** and his team at **Allegra Marketing** for printing and mailing our newsletters and billing notices and for all our company stationery. Special shout out to **Russell** for aiding Ann with quarterly billing.

Sandra Alberti has maintained our website presence since the late '90s.

Hal Johnson, our CPA, and his wife **Chelsea** have overseen the business and personal financial reports and tax returns. They keep us on good terms with the IRS.

Lance MacKenzie, is our compliance consultant. He has managed our licenses and corporate obligations, making sure that we follow all the regulatory guidelines and deadlines.

Peter Kelly, Esq., our legal counsel, as well as his associates at Bush/Ross, Attorneys at Law, have kept our business on the straight and narrow, and assisting us with Walter's estate, holding our hand through the transition process.

Without the support of the entire Pearson Capital team, we wouldn't have had the success and longevity of this wonderful family business. We are truly grateful for the amazing journey we have experienced.

THE NEXT CHAPTER

Joshua Padrick, CFP®, CRPC®, APMA®

Josh is another Florida native. He was born in Merritt Island, Florida at Cape Canaveral Hospital. He attended Florida International University pursuing a major in Sports Management. During his college career, he was the starting quarterback for all four years.

After college, Josh taught high school at Merritt Island High School for seven years and coached high school football there as well.

In 2014, Josh joined Ameriprise, building his clientele and pursuing his CFP (Certified Financial Planner) designation as well as obtaining his Series 7, 66, CRPC, APMA and Life Health and Variable Annuities licenses. He is especially proud of his CFP and his role as a true Fiduciary in the Investment industry. He has won several Client Experiences Awards at Ameriprise for his outstanding customer service. His office is located in Tampa.

Josh and his new wife, Kari live in the Seminole Heights area of Tampa.

In his free time, besides watching football (of course!) and spending time with family and friends, Josh is a Roman history buff!

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The Pearson Investment Letter
published monthly since 1982

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