

Branding

MainStreet Financial Advisors

HEATHER MACYUSKI

macyuski.com

Flyer

Business Cards

Deb Mayer
FIRM ADMINISTRATOR



269.492.9701
deb@mainstreetfa.com
2632 S. 11th Street, Kalamazoo, MI 49009

mainstreetfa.com



Registered Representative Securities offered through Cambridge Investment Research, Inc., a Broker/Dealer Member FINRA/SIPC.
Investment Advisor Representative Cambridge Investment Research Advisors, Inc., a Registered Investment Advisor.
Cambridge and MainStreet Financial Advisors are not affiliated.




Faith-Based Investing

Align your investment decisions with your values and beliefs.

+ Positive Screening

Positive screening is actively seeking out companies that **share your same values**, give back to society, create world-bettering products or services, and treat their customers and employees fairly.

- Negative Screening

Negative screening is avoiding investing in companies that hurt society or go against **personal moral convictions**. With faith-based investing, this can include subjects like abortion, pornography, anti-family entertainment, non-married lifestyle, human rights, alcohol, tobacco, and gambling.

Joel Macyauski, CFP®













Joel serves clients with an emphasis on values-based planning. Joel works within the **MainStreet Financial Advisors** team as financial advisor and planner to help clients work toward their goals.



joel@mainstreetfa.com | mainstreetfa.com | 269.371.4073

Securities offered through Registered Representatives of Cambridge Investment Research, Inc., a Broker/Dealer, Member FINRA/SIPC. Advisory services offered through Cambridge Investment Research Advisors, Inc., a Registered Investment Advisor. MainStreet Financial and Cambridge are not affiliated.

Custom Icons: Style Options

	FLAT COLOR	OUTLINE	MODERN	CALM HIGHLIGHT
CHARITABLE GIVING				
PERSONAL FINANCIAL MANAGEMENT				
INSURANCE ANALYSIS				

Custom Icons: Final Designs



Charitable Giving



Education Planning



Estate Planning



Family Wealth Planning



Financial Planning



Insurance Analysis



Investment Management



Personal Finance Management



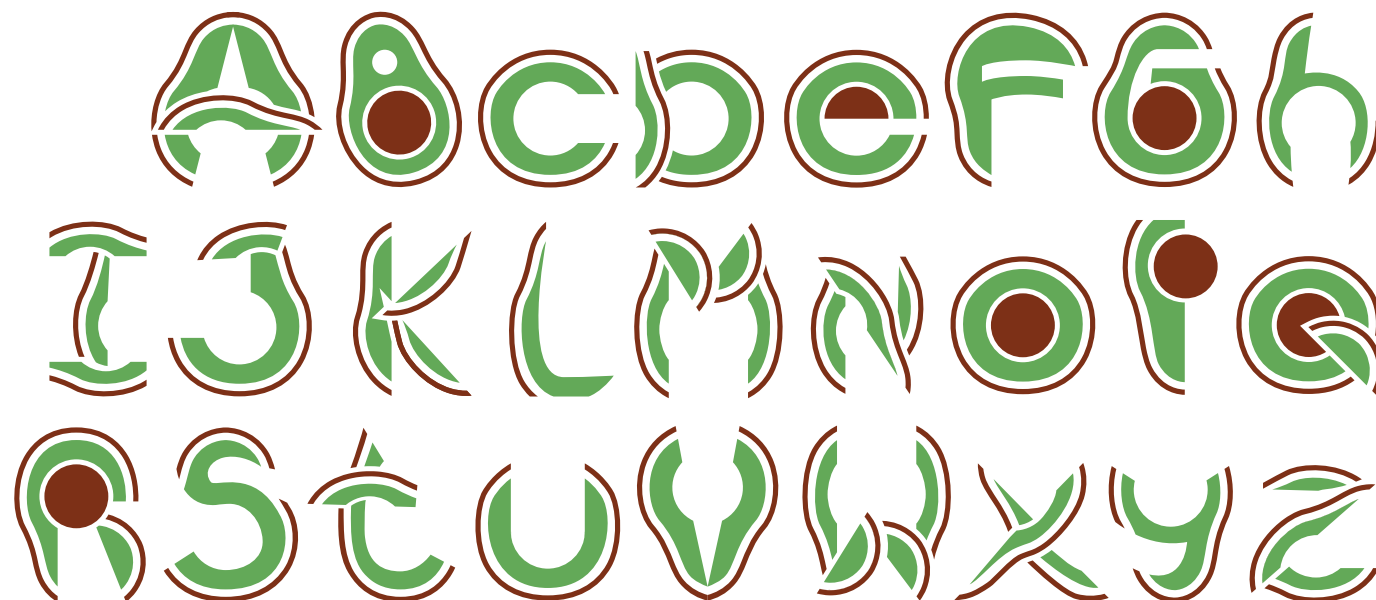
Retirement Planning



Tax Planning



Typography Design
Personal Design Project



Art Direction
and Design



Letterhead and Envelope

Business Cards



Dear Valued Client,

I hope this letter finds you in excellent health and high spirits. At Willow House Advisors, we constantly strive to provide you with the best financial services and solutions to help you achieve your financial goals. Today, I am excited to share some exciting news about our firm that reflects our commitment to excellence and innovation.

We are thrilled to unveil our new logo and branding for Willow House Advisors. This new visual identity encapsulates our core values, dedication to your financial success, and the growth and evolution of our firm. The logo is a symbol of our unwavering commitment to providing you with the highest level of wealth management expertise and personalized service.

To celebrate this significant milestone and to express our gratitude for your trust and loyalty, we are hosting a special event. You will have the opportunity to meet with us to learn more about our refreshed brand, and gain insights into the latest trends in wealth management and investment strategies.

We believe this event will not only be informative but also a great opportunity to connect with fellow clients and our team. Your presence is highly valued, and we encourage you to provide your feedback and insights.

Please contact us at [redacted] to register for the event. We look forward to seeing you soon. In the meantime, if you have any questions or need assistance, please do not hesitate to contact us at [redacted]. We are always here for you and look forward to



Client Name
699 Unionville Road
Kennett Square, PA 19348

The Journey of Shaping Your Financial Future Begins Here

Your Goals must live in the heart of your Financial Plan if it is going to be built to last. We can provide a voice to your future to inform how you manage your financial resources today.



Client-Focused Financial Planning

We're a team of financial professionals that believe our clients are best positioned to realize their goals when engaged in a collaborative ongoing relationship, centered in dynamic planning and advocacy.

[Start Planning with Us](#)



Suite of Services

We are a client-focused financial advisory firm specializing in building generational relationships. We facilitate the alignment of our client's vision, values and objectives by creating a dynamic roadmap designed to achieve their optimal future. We work with those who value our expertise, relatable approach and holistic process—celebrating with our clients as they enjoy achieving their goals.

[See All Services](#)



Financial Planning



Investment Services



Retirement Planning



Personal Finance



Risk Management



Estate Planning



Tax Management



Education Planning



Charitable Planning

Same People, Generational Vision

As a team we have been active in the financial services industry in Pennsylvania since 1971. Originally with Wenken & Associates, which developed into the uFinancial Group, now, our team, as the firm Willow House Advisors, looks forward to serving you and those you care about for years to come.



610-444-3344

699 Unionville Road, Kennett Square, PA 19348

Securities, investment advisory and financial planning services offered through qualified registered representatives of MML Investors Services, LLC.

Member SIPC. Supervisory office: 100 Sterling Parkway, Suite 307, Mechanicsburg, PA 17055. (717) 791-3300. Willow House Advisors is not a subsidiary or affiliate of MML Investors Services, LLC. CR#202611-5223784

Check the background of your Financial Services Professional on [FINRA's BrokerCheck](#).

Copyright © 2023 Willow House Advisors
Design by [macyauski.com](#)

Cut-Out Typography
Personal Design Project



Font Inspiration



Cutting & Unedited Images



Brochure



Firm Introduction

Liberty Financial Strategies is a wealth management firm that aligns our client's financial world with their life, goals and priorities.

We offer a unique relational connection while helping create a comprehensive strategy, enabling our client's peace of mind. We accomplish this through an intentional process as a dedicated team that understands our fiduciary responsibility. Through our transparent and holistic partnership, our clients value their new level of clarity and confidence. We serve our clients by understanding their objectives, mapping out a pathway and tracking progress towards their meaningful goals. This helps our clients navigate both the anticipated and unanticipated seasons of life.



We are a Wealth Management Team anchored in relationships, providing clients with a better quality of life and peace of mind throughout the seasons of their lives. We discover the needs and wants of our clients, guiding them towards their desired goals and outcomes, empowering them to achieve greater levels of financial freedom.



GUIDING PRINCIPLES

We believe our clients lead higher quality lives when they plan for the expected and prepare for the unexpected. At Liberty Financial Strategies, our greatest satisfaction and fulfillment occurs when we utilize our team, talents, and tools to help our clients make unique and meaningful progress.

ADVISORS

A. Wesley Carr, Jr., ChFC, CFPS FINANCIAL ADVISOR



Bio content here, 60-85 words. Wes is married with two sons and currently resides in Lancaster. During his personal time he is an avid reader, rides dirt bikes, and hunts. Wes attended Messiah College and received a BS in Engineering with emphasis in Mechanical Engineering. He regularly attends various educational meetings on the subjects of retirement planning, investment management, estate planning, and business succession.

Andrew Sedora FINANCIAL ADVISOR



Bio content here, 60-85 words. Andy is passionate about helping families and small businesses prepare for and navigate through life events by maximizing their financial prospects. He graduated from West Chester University with his Bachelor of Sciences degree. As a father of four, Andy understands how important it is to properly budget to achieve long-term goals while striking a balance with immediate needs.

Clinton Simmons FINANCIAL ADVISOR



Bio content here, 60-85 words. Clinton cares deeply for the financial well-being and success of his clients. He works hard to master his craft to help clients realize their dreams and wisely plan for the future. He has a Bachelor of Science degree from Messiah College and a Master of Science degree from St. John's University. With two young children, Clinton realizes the continual need to balance the many aspects of one's life.

Paul Broomell FINANCIAL ADVISOR



Paul is married to his beautiful wife Melissa with one son and more children on the way! He can be found spending time with his family, golfing, playing basketball, hunting at the cabin, or relaxing at the beach. He graduated from Messiah College with a degree in Business Administration. While at Messiah College he played baseball there for 4 years as a pitcher. He also loves to travel the world, and has been to many countries on missions trips.

libertyfinancialstrategies.com

Liberty Financial Strategies

Business Cards

John Lanphear
 Dreamer & President

1 (269) 674-8877 ext. 21
 John.Lanphear@LTW1.com
 311 S. Paw Paw St. Lawrence, MI 49064
 www.LTW1.com

LTW
 ERGONOMIC SOLUTIONS

INDUSTRIALLY HEIGHT ADJUSTABLE ERGONOMIC TABLES, WORKSTATIONS, CARTS, OPERATOR PLATFORMS, AND MORE FOR OVER 25 YEARS.

LTW
 ERGONOMIC SOLUTIONS
 The Gold Standard

People-Chosen Industrial Ergonomics

★★★★★

BASES / TABLES
 E1 Dimensions up to 36" W x 36" D, lifting up to 550lb. E2 & E2-C lifting up to 2000lb. E6H Customizable dimensions, lifting up to 1100lb.

WORKSTATIONS
 E1 WS Dimensions up to 36" W x 36" D, lifting up to 550lb. E4 WS Dimensions up to 120" W x 48" D, lifting up to 2200lb.

PLATFORMS
 CHARIOT Dimensions up to 48" W x 24" D, lifting up to 1100lb. FIXED STEPS ADJUSTING STEPS Dimensions up to 2200lb.

RETROFITS
 E2 RF Fits applications up to 72" W. E4 EP Fits applications up to 120" W.

RCT LINE
 Dimensions up to 72" W. RCT-RL Cart Bases with RCT-WS

www.LTW1.com

Workstations
 Tables
 Machine Bases
 Operator Platforms
 Retrofit Kits
 + MORE

Navigation: Bases, Workstations, Platforms, Commercial

Phone: 1 (269) 674-8877
 Email: sales@LTW1.com
 Address: 311 S. Paw Paw St. Lawrence, MI 49064
 Patents listed on our website: www.LTW1.com/patents

Line Card

Web Design



Copywriting

Google Ads

View (2 filters) **All campaigns** Campaign **LTW Products** Ad groups (10) **Select an ad group** Change view

Enabled [More details](#) Campaign 1 of 3

Overview Custom Aug 31 – Sep 29, 2023 [Show last 30 days](#)

Recommendations

Insights & reports

Ad groups

Ads & assets

Keywords

Audiences

Content

Settings

Clicks **565** Impressions **23.2K** CTR **2.44%** Avg. CPC **\$0.25**

Google Marketing

Analytics All accounts > LTW Ergonomic Solutio... **LTW Ergonomic Solutions - ...** Try searching "how to activate Google signals"

All Users [Add comparison](#) This year (Jan – Today) Jan 1 – Sep 29, 2023

Reports snapshot

Users **12K** New users **12K** Average engagement time **0m 57s**

Insights

INSIGHT New
Users for the screen class "E2 Workstation - Height Adjustable Workbench - LTW Ergonomic Solutions" spiked
From September 17 to 23, 2023

INSIGHT
Event count for users who triggered "scroll" spiked
On September 22, 2023

[View all insights](#)

WHERE DO YOUR NEW USERS COME FROM?

New users by First user default channel group

Channel Group	Users
Organic Search	~4.5K
Direct	~3.0K
Paid Search	~2.8K
Cross-network	~1.5K
Referral	~0.5K
Organic Social	~0.2K
Display	~0.1K

[View user acquisition](#)

WHAT ARE YOUR TOP CAMPAIGNS?

Sessions by Session default channel group

SESSION DEFAULT CHANN...	SESSIONS
Organic Search	6.3K
Direct	3.9K
	3.2K
	1.8K

Users by Country

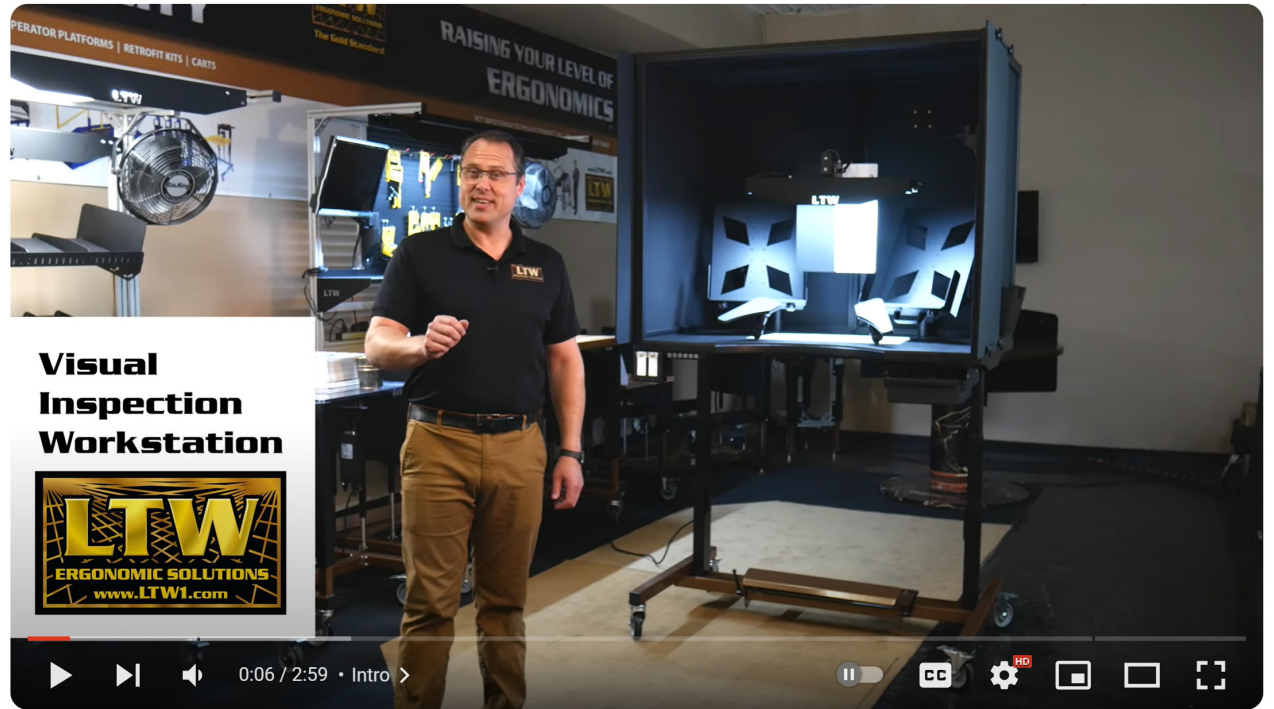
COUNTRY	USERS
United States	7.1K
India	1K
Canada	511
China	361

HOW ARE ACTIVE USERS TRENDING?

User activity over time

30 DAYS: **1.5K**
7 DAYS: **357**
1 DAY: **357**

Product Videos



Visual Inspection Workstation | Ergonomic Electric Height Adjustability | LTW Ergonomic Solutions



LTW Ergonomic Solutions (Lanphe...
93 subscribers

Subscribe

Share

Download



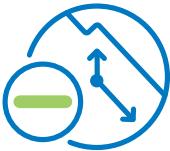
Video Stills



Custom Icons: Competitor Weaknesses



System Problems



Drain of Time



Costly Postage



Difficult to Use



Poor Support



Too Complicated



Upset Post Office



Dependent on Advertisers

Custom Icons: Client Software Strengths and Attributes



Win 1



Win 2



Easy Transition



More Time



Save Money



Have Fun



Win 3



2021



Top Support



Everything You Need

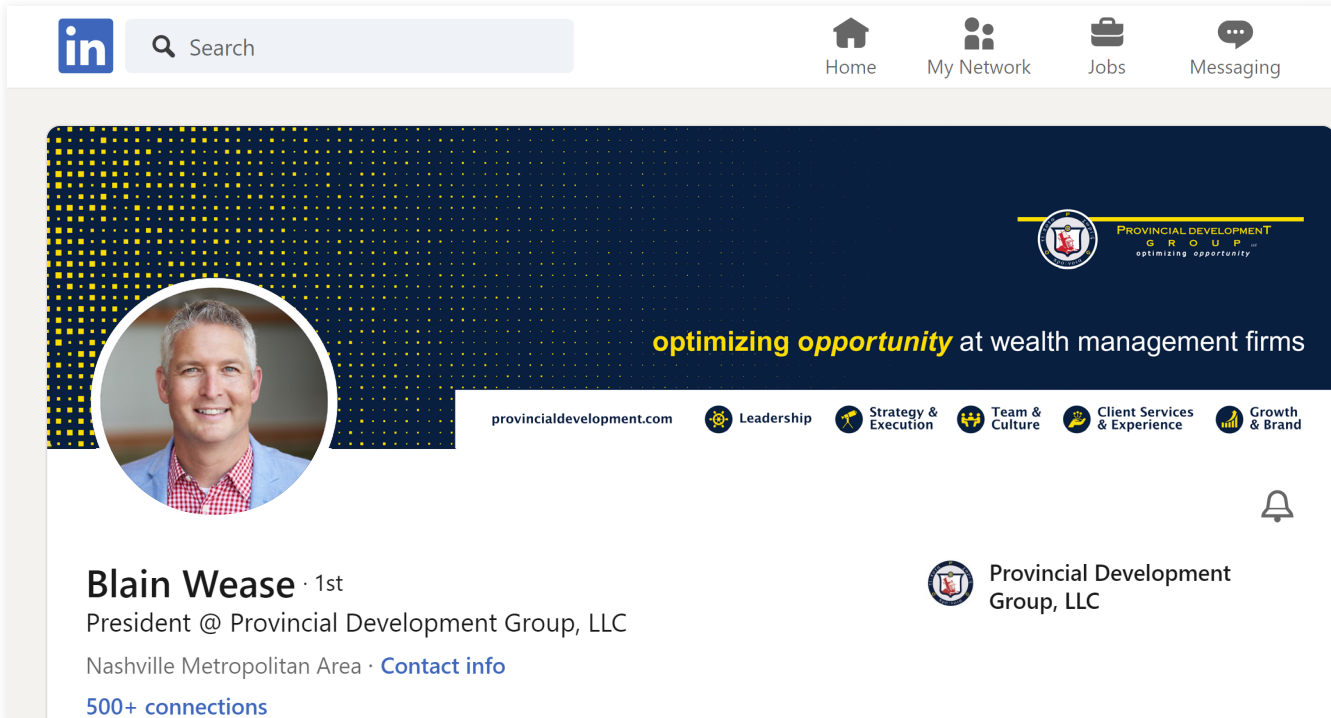


Happy Post Office



Less Dependent on Advertisers

Social Media Graphics



Trifold

Join us!

WORSHIP & STUDY

- PW** Praise & Worship Service
Saturdays, 11:00am–12:30pm
- SS** Sabbath School
Saturdays, 9:30am–10:45am
- TS** Topical Bible Study
Wednesdays, 6:30pm
- PM** Prayer Meeting
Thursdays, 6:00pm–7:00pm

YOUTH

- GET REAL** 4 Kids | Ages 7–14
Tuesdays, 5:30pm–7:00pm
- Pathfinders** | Grades 5–12
Sundays, 9:00am–11:00am
Saturdays, 2:00pm–4:00pm
Schedule Varies. See Director for Full Schedule.
- Adventurers** | Grades 1–4
Saturdays, 2:00pm–4:00pm
Schedule Varies. See Director for Full Schedule.
- Youth Sabbath School** | All Ages
Saturdays, 10:00am–10:45am
Youth start with the main Sabbath School at 9:30am, then move to their individual age group programs at 10:00am.

COMMUNITY

- Adventist Community Services**
Tuesdays, 10:00am–4:00pm
Thursdays, 1:00pm–4:00pm
- Learn more at: www.otsegosda.org

otsego seventh-day adventist church
growing inward growing outward growing upward

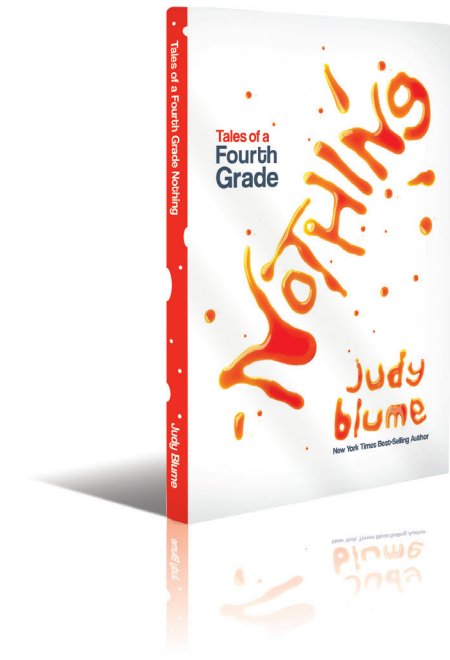
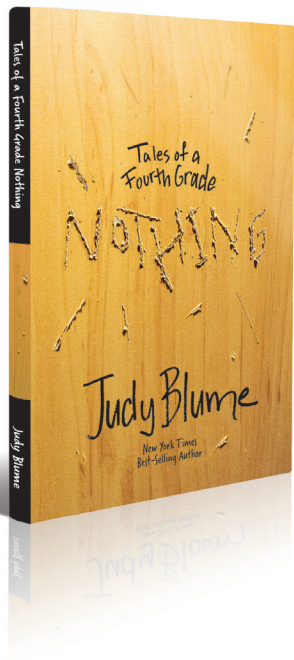


"Let not your heart be troubled; you believe in God, believe also in Me. In My Father's house are many mansions, if it were not so, I would have told you. I go to prepare a place for you. And if I go and prepare a place for you, I will come again and receive you to Myself, that where I am, there you may be also." *John 14:1-3*

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Pathfinders 9:00am–11:00am <small>every other week</small>			ACS 10:00am–4:00pm			SS Sabbath School 9:30am–10:45am
					ACS 1:00pm–4:00pm	PW Praise & Worship Service 11:00am–12:30pm
				GET REAL 4 Kids 5:30pm–7:00pm	TS Topical Bible Study 6:30pm	PM Prayer Meeting 6:00pm–7:00pm
						Pathfinders & Adventurers 2:00pm–4:00pm <small>every other week</small>



Book Cover **Personal Design Project**



Advertisement **Personal Design Project**



David Hockney
Appreciation Piece





Illustration
Personal Project

**Assertive women
are perceived to be**

35% *less competent*
than those who aren't.



75%
●●●○

Women receive personality criticism, including being called “bossy” or being told to “watch your tone,” in about 75% of their performance reviews.

Men rarely do.



“After a meeting, my boss (a man) commented on how another lady in the meeting is always ‘rude’—I will say, she definitely does have a presence.

However, a man that was in the same meeting, who acted with even more assertion, was highly praised as being an incredible, powerful, intelligent business man. Why are women not measured by the same ruler? If being assertive is a valuable quality, why can't I have it?”

Anonymous Michigan

What can we do?

What to watch for

Situations where women are looked down on for portraying the same characteristics that are celebrated in men. If something feels off, it most likely is, and needs to be fixed.

How to react

Look on the positive side, and speak up when you see good qualities. On the flip side, negative qualities, like lying and cheating, should not be applauded in either men or women.

Poster Group 2

The motherhood penalty



mother's income:

-4%

decrease with each new child

Employers may still largely consider women to not be capable of both parenting and maintaining a career.

father's income:

+6%

increase upon becoming a father

Fatherhood is typically a respected accomplishment for a man, showing he is trustworthy and mature.

The Motherhood Penalty may be influenced by the assumption that a woman's parenting responsibilities will result in lower workplace productivity. However, mothers are statistically even **more productive** in the workplace than women without children.

“ I came to a meeting that was supposed to include many upper-level individuals. I quickly noticed that a key member of the team, who recently announced her pregnancy, was not in the room.

I asked why she was not invited to the meeting. The director's response was one I would never forget: 'She chose not to be involved with this when she got pregnant.'

She was still employed with the company, and responsible for quite a few large projects.

Gradually, I watched management take away her responsibilities, until she was let go. And their reasoning? She had not shown enough growth during the year, due to the very stripped-down responsibilities she had. It was a convenient way to get rid of someone who they felt was temporary and would not be worthwhile to keep.”

Anonymous Michigan

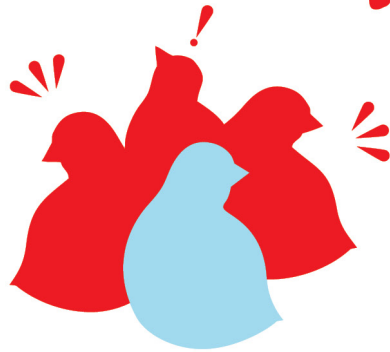
Can I be a part of the change?

What to watch for
Become familiar with your state's and your organization's provisions for families. Stay aware of any deviation or any demeaning remarks (about employment, physical changes, or other personal matters).

How to react
Discuss what you witness with your manager or human resources department. Working mothers are highly protected in many states, and it is your employer's responsibility to uphold all applicable requirements.

Women make up **51%** of the U.S. population, but hold fewer than **25%** of political offices.

Why?



75%



Some women in politics say it's a more sexist arena than the private sector.

Nearly three in four women in politics say they have felt discriminated against.

“ I get a call... and he is literally screaming at me.

Now I'm a dually-elected, equally-elected person. And he is yelling at me to resign...

As it turned out, nothing happened. He was just mad. And he believed in that moment that I somehow had this agenda to make us all look bad...

The thing is that I know that is because I'm a woman, that he feels that he can talk to me that way, the way in which he spoke to me. The misogyny in his voice was horrifying. Horrifying. And it leaves me with almost nothing I can do about it...

That particular one has really taken me back, because I had actually planned on running for another office, and I've since decided I don't think I will. Because I feel like emotionally that might have been too much for me to deal with—to be targeted quite that much. It's something that I'm soul searching about...

But it is not easy. ”

Anonymous Michigan



So what now?

What to watch for
Political groups of mostly men and gender bias in political news.

How to react
Encourage everyone to serve in politics, regardless of gender. Watch out for election candidates being treated differently by their colleagues and the press. Even women in politics need others to stand up for them, especially when they feel they can't do so for themselves.

Women are nearly

twice as likely

to need to provide evidence of their competence at work.

They are also more likely to have their judgment questioned in their areas of expertise, leading to demeaning remarks from others.



“ I’ve had the opportunity to sit on several board committees through the years, even serving in the capacity of board chair. Multiple times I’ve experienced lack of eye contact by men while I was speaking.

I don’t feel like I have a big chip on my shoulder over this...I grew up in a very conservative environment where men were always the ones in leadership...

But I do very much believe that women have a voice, too....And not only does it need to be heard, but it also represents a perspective in thought that is lost when only relying on men.

I have also experienced saying the exact same words/ideas as a man, but having my thoughts not validated until a man expressed them (and he was validated).

Specific to our [group] (which I dearly love), I do feel like women who are better qualified are often overlooked for the same positions as a man, just because they aren’t a man...”

Anonymous Michigan



Can I make a difference?

What to watch for Listen for how others are talked to and talked about. Does the communication reflect an equal amount of respect for everyone? Trust your gut instinct.	How to react Go out of your way to recognize the unsung. One-on-one settings are great, but doing this in a group setting can mean a lot to a belittled person.
--	---

Poster Group 5



Men are more likely than women to talk over others, especially in ways that convey their dominance.

Solving this problem isn't too easy. When women advocate for diversity, they are often accused of being self-serving. Diversity proposals are typically better received when proposed by men.

“Within my first year, I was in a room full of guys...their attitude and their aggressiveness is received really well in corporate. It's almost championed...I'm so jealous. They get to walk into a room and say what they think and people are like '[Dang] he's a go-getter' and like if I do that people are like 'What the [heck]? Who does she think she is?'

So I was in this room. I had prepared for this meeting. It was a lot of people...almost all of them were higher-up than me. I was the new kid. And I had proposed [a project] and I think there was...10 guys in the room, and like me and 2 other girls. And I was immediately like... 'I'm so overwhelmed,



how am I going to speak up?' I'm also not the type of person to get up in a front of people and speak my mind, but you know, I'm pushing through that because...I've done the work to back my concepts, and that's what I was hired for...

I'll never forget, we were talking about some of [the proposal]...I can't remember exactly what I was presenting, but I asked a question, and it was a question that begged a response. And I'll never forget that everyone stopped to listen to me...

But this guy looked at me, acknowledged me, turned around and just took the conversation in

a completely different direction. And my question or my comment was never even acknowledged. Like the rest of the group was like 'Oh he's saying this? Screw that...'

It's hard when you're in a group of that many people. People are talking over each other, so I'm like this is how it goes, maybe I wasn't aggressive enough. But one of the other women in the room said 'Hey wait a minute, can we go back to what [she] was saying? We really need to touch on that.'

I'm so happy that she said something...I was like 'I'm not going to say anything, I'm just a fly on the wall in here.' But having her speak up and say 'We need to go back, she was saying something, can you guys please be respectful,' basically, left a really good impression in my mind. And I've been able to do it for other girls since then. ”

Anonymous Michigan



How can I help?



What to watch for
Interruptions are everywhere in conversations. They cause a lot more damage than a person might choose to show.

How to react
Master your own meeting etiquette, making sure to offer adequate input from each team member. If someone is interrupted, or otherwise disrespected, redirect back to who was originally speaking. Quite likely, the small act will mean more to them than you will ever know.

Poster Group 6

1 in 5

employed women in the U.S. have been sexually harassed at work.

● ○ ○ ○ ○

What is sexual harassment?

Sexual harassment may include unwelcome verbal, visual, nonverbal, or physical conduct that is of a sexual nature or based on someone's gender.

Workplace harassment must be "severe or pervasive" and affect working conditions in order to meet legal standards for action.

Are all incidents reported?

Research suggests that only 1 in 10 of those who experience harassment ever formally report.

Reporting can be dangerous for the affected individual. About 70% of harassment charges included a charge of retaliation.

“ I grew up as the only girl on the block who played football with the boys. It was natural for me to be in a male dominated business and to get in there, and go without reservation until the whistle blows...

I got into [this] industry as a professional. I didn't do it as an administrative. I came in on a professional level...

I remember the first time saying I had an issue with somebody in the office...I was told, 'You don't hurt anybody's eyes around here. And you can't help it that he's smitten with you. If you're going to work in this industry, you better get used to it.' Imagine you go in asking for help, and just being blindsided like that. I will say it changes the course of how a woman thinks.

You go from being invincible to, holy cow, you know?

It's intimidating. And I'm not an intimidated person.”

Anonymous Michigan



Let's do something about it together.

It's about the gap too.

“There is no doubt that there is income disparity. And when it is addressed, you're quickly—I'm not going to say put in place, but you're quickly told 'oh well I don't think that's an issue at all.' Well I actually think it is, because this is what it is. So explain to me. And I'm not 100% convinced at this stage in my career that it [the pay gap] is totally based on merit.”

What to watch for

Situations where groups of people speak suggestively about women in general, or of specific women. Where there is one poor comment, there are likely more to follow.

How to react

Speak up! Call out the inappropriate comments as early as possible. You can be a large part of making all forms of harassment not an option in your workplace.