

A TOAST TO KNOXVILLE'S SUCCESS

Knoxville is a dynamic city and has so much to offer in business, entertainment, education, technology, tourism and more. It's vitally important that the Knoxville Chamber remains active and engaged in promoting the city.



Daniel K. Carter
President

It is an honor to serve as the board chair for the Knoxville Chamber. I am a champion of Knoxville and East Tennessee and look forward to working with the new Chamber leadership and other community leaders to pave new roads to success.

The Trust Company of Tennessee is about helping people make better decisions with money so that they can achieve their financial dreams. The Chamber also is about achievements and dreams – whether it's bringing new business and industry to Knoxville or helping an entrepreneur take an idea and make it reality.

You can always reach out to me at dcarter@thetrust.com to discuss your financial goals or ideas you have about issues impacting our city's economy.



New Knoxville Chamber President and CEO Mike Odom, left, and The Trust Company of Tennessee President Daniel Carter attend a reception hosted by the firm in October.

OUR GROWING FAMILY



CARMEN CONNELL

Accounting Associate
Knoxville

Carmen supports our accounting functions and brings enthusiasm and experience to serve both clients and vendors.



ALLISON KIDD CROSS

Relationship Manager
Chattanooga

Allison serves clients by listening to their dreams in order to provide genuine, intentional care and advice.



WENDY FOSTER

Trust Assistant
Knoxville

Wendy supports our team and clients with experience and enthusiasm for finance and wealth management.



OLIVIA GREENLEE

Recordkeeper
Knoxville

Olivia brings great experience and an outgoing personality to serve our team and our clients well.



MARIE LOVETT

Client Specialist
Knoxville

Marie provides financial planning guidance to help clients make better decisions and reach their goals.

Familiar faces earn ***NEW RESPONSIBILITIES***

Smart growth and sound leadership are ways we ensure that our company remains nimble, client oriented, stable and prepared for the future.

We are privileged to have great talent among our ranks and celebrate several of those leaders for moving into expanded roles.



MIRANDA CARR, CFA, has been promoted to chief investment officer, driving our investment philosophy and aligning it with our investment process.



JACK S. DAVIDSON, CFP®, CPA, is now chief strategy officer, focusing on big-picture assessments and creating strategic approaches to initiating change and establishing a consistent, positive client experience across our organization.



DENISE LEDDEN is our chief operating officer, promoting positive growth of people and processes and leveraging efficiencies and expertise to provide the best service for our clients.



NEIL PATEL has been named vice president of information technology, skillfully organizing and launching our internal and external technology needs and planning for future technology to support business goals.

We congratulate Miranda, Jack, Denise and Neil for these earned and well-deserved promotions.



THANK YOU!

The Trust Company of Tennessee was voted top financial advisor in Cityview's 2019 Best of the Best reader poll.



Encouraged by local youth

A group of kids from the Boys & Girls Clubs of the Tennessee Valley stopped by our Knoxville office for a visit in October. They arrived with a signed photo to say thanks for our firm's ongoing support.

Their beautiful smiles and vivid personalities provided the greatest thanks we could receive. The children told us about big plans for their future, and we were inspired by their stories and their visit.

Stars helping STAR

Shangri-La Therapeutic Academy of Riding (STAR) is a local nonprofit serving children and adults with physical, mental and neurological disabilities through equine-assisted activities.



Members of our team enjoyed STAR's Songwriters in the Round event featuring artists who have penned classics for some of the top names in music. The evening included dinner, live music and stories about the songs from the writers.

The Trust Company of Tennessee, along with several local businesses, sponsored the event to raise money for this impactful nonprofit.



Celebrating 50 YEARS of Tremont

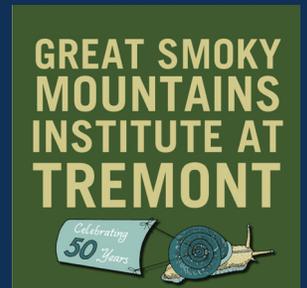
Great Smoky Mountains Institute at Tremont in Townsend is celebrating 50 years of connecting people and nature in the Smokies, and The Trust Company of Tennessee supported two fundraising celebrations for the organization.

Tremont offers experiential learning through programs that promote self-discovery, critical thinking, effective teaching and leadership.

In August, our team members went to Marblegate Farm to celebrate 50 years of education at Tremont. Former Tennessee Gov. Bill Haslam shared remarks at the event.

On Oct. 13, there was a 50th Anniversary Homecoming Celebration with a seated dinner, live auction, s'mores bar and live entertainment.

With the Smoky Mountains serving as the outdoor classroom, Tremont is positioned to impact experiential education for years to come. We're honored to help advance the mission of this great organization.





HOW SHOULD I BE INVESTED?



By Kelci Slagle, CFP®
Wealth Specialist

One of the most common questions advisors are asked is: “How should I be invested?”

Determining asset allocation is not a one-size fits all process. While it may be easy

to pick a balanced, middle-of-the-road portfolio or base investments on age or income, those may not be the best strategies to achieve your goals.

An advisor can help you see the big picture and create a plan.

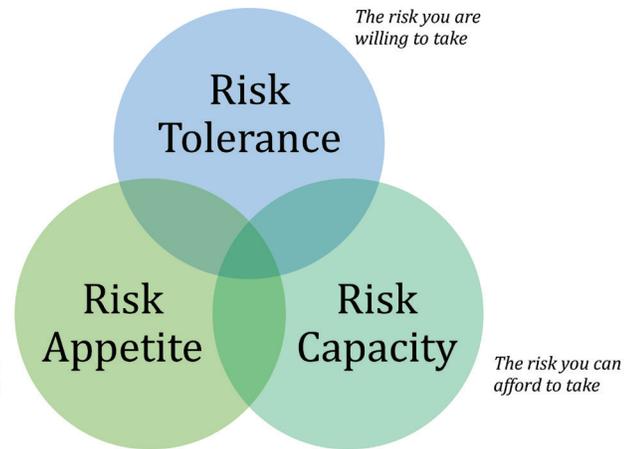
We’ll consider three types of risk: **risk capacity**, **risk appetite** and **risk tolerance**. Risk capacity is your ability to take risk. Risk appetite is your need to take risk and is related to the amount of return you need. Risk tolerance is simply your willingness to take risk.

Goal-based planning shifts the focus away from chasing returns and helps you plan well for your goals and prepare for life’s transitions.

Think about a young professional who has a long time before retirement – that person has time to take on more risk and likely needs to in order to achieve a sufficient return. Does that always mean that someone in this position is willing to take on more risk?

If we associate age and time until retirement

with risk tolerance, we may be setting up those investors for failure in the event of market volatility. If investors can’t handle market swings, they are more



likely to get out of the market altogether rather than reevaluate their risk tolerance.

As advisors, we want to find the ideal risk level based on the three risk components.

We’ll also consider reward.

Generally speaking, more investment risk means higher possible reward, but chasing reward alone is dangerous and ignores risk all together. The opposite also is true. Most of us cannot pursue zero risk, all cash investments with little to no reward, and still achieve our long-term goals.

We must strike a balance between risk and reward.

An advisor can help by taking all information into consideration, including your risk tolerance, and creating a plan that includes an appropriate amount of risk to meet your goals.

Goal-based planning shifts the focus away from chasing returns and helps you plan well for your goals and prepare for life’s transitions.

The Trust Company of Tennessee can help guide you to the appropriate investment allocation, personally tailored to your needs and goals.

Tastes of the season:

CARAMEL APPLE SANGRIA

Apple harvest ushers in cooler weather. Warm up with this deceptively easy yet impressive sangria, and make sure you have enough ingredients on hand to make a second batch. Trust us!

Ingredients:

- 1 750 ml bottle of pinot grigio
- 1 cup caramel vodka (Smirnoff Kissed Caramel)
- 6 cups of apple cider
- 2 crunchy apples, sliced

Stir all ingredients together in a large pitcher and chill until ready to serve. Serve cold or over ice and include an apple slice in each serving.

