



# NEWS

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Second Quarter 2024

## INVESTING WITHIN TO BETTER SERVE CLIENTS

Our company is built on relationships and the highest degree of client service which is the lens through which we make every business decision. Your goals are our goals. Our future is tied with your future – and we take your future seriously. That’s why we’ve been making some key investments in improving our company structure and infrastructure. Investing within has a heap of benefits that ultimately better serve clients.



**Daniel K. Carter**  
*President*

We’ve continued to structure our team with the right people and positions to see us to the future. We’ve experienced solid growth, promoted several deserving team members and are hiring for multiple open positions.

Our team is intentional in investing in new or improved technologies. For example, the Black Diamond Wealth Platform provides a complete overview of a client’s wealth journey. It streamlines our reporting and, with sophisticated dashboards and other features, provides current data in an easily consumable format.

Additionally, we’ve invested in infrastructure systems, amped up our cybersecurity training for team members, updated systems and launched new

experience-enhancing tools for clients, including for our thousands of retirement plan participants.

Although sometimes it’s easier to put off internal investments, outdated systems can leave companies at greater risk of breaches or even downtime due to breaks or outages. Better systems improve agility, flexibility and cost savings.

I think of these investments as people serving people with powerful tools. Our relationships and service are uniquely human and will always be the hallmark of our business. As we lead with the client in mind, we’ll also continue to pursue tools and improvements that provide efficiency, productivity and consistency.

I hope you enjoy this quarter’s newsletter. I always enjoy a snapshot celebrating the accomplishments of our team. It reinforces just how important our efforts are to be good stewards in our community, a great place to work for our team members and the top place to consider for wealth, trust and retirement needs.

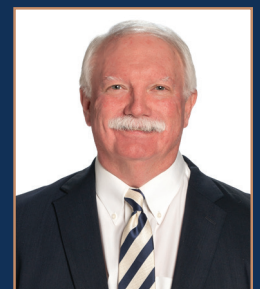
Please contact me at [dcarter@thetrust.com](mailto:dcarter@thetrust.com) with any questions, comments or ideas.

Download the  
**Black Diamond**  
Client Portal app.



## A FOND FAREWELL TO ANDY MULDOON

On behalf of the company, I congratulate Senior Vice President Andy Muldoon on his retirement. Through his selfless and servant approach to teammates and clients, and with nearly 50 years of client service and leadership experience, Andy has built a legacy that will carry on far beyond retirement. The legacy most important to Andy is friendship and the deep connections he’s built with coworkers and clients. We will miss his laugh that travels down every square inch of our office space, his inability to turn down the television volume in the conference room, the nonstop (playful) bickering between him and William Probasco and his frequent proud-dad stories about his daughters. Andy, you will always be part of The Trust Company – go enjoy more time with Connie and the girls!



**Andy Muldoon**

**Zach Hurst, CFP®, AIF®**  
*Vice President, Managing Director, Chattanooga*

# In our communities



## EVENTS

### Ronald McDonald House

Members of our Chattanooga team prepared and served dinner at Ronald McDonald House Charities® of Greater Chattanooga on Feb. 1. The organization provides resources to families with hospitalized children.



### Rotary on Royal

On April 12, team members attended the Rotary Foundation of Knoxville's Rotary on Royal: A New Orleans Inspired Evening, an event supporting scholarships, education, arts and other community organizations.



### Akima Cabaret

Team members enjoyed the biennial Akima Cabaret on March 1 at The Mill & Mine. The 1980s mixtape theme was an entertaining backdrop to raise money for the Akima Club of Knoxville's grants program benefiting area agencies.



### Casino Royale

Casino Royale, benefiting InterFaith Health Center, was held at Cherokee Country Club on April 13. Team members attended the Venice-themed event that will support the center's work to provide affordable care to uninsured or underserved individuals.



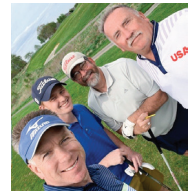
### L'Amour du Vin

Team members enjoyed the fine food and wine event on March 2 that is a highly anticipated fundraiser for the Knoxville Museum of Art.



### Jonesborough Civitan-Kiwanis Golf Outing

On April 17, Relationship Manager Mark Williams in our Tri-Cities office joined a foursome in the 12th Annual Jonesborough Civitan-Kiwanis Golf Outing at The Crossings Golf Club to support area children.



### Pinnacle Business Awards

On March 7, team members attended the Knoxville Chamber annual awards, with The Trust Company of Tennessee proudly sponsoring the James A. Haslam, II Leadership Award, which was given to Joe Landsman, retiring president and CEO of the University of Tennessee Medical Center.



### Hats in Bloom

The grounds of the Knoxville Botanical Garden were filled with attendees – including from The Trust Company of Tennessee – adorned with hats of all colors and sizes on April 19 at this annual fundraiser for the garden.



### RiseUP Cooperative Trivia Night

Chattanooga team members engaged in a friendly Hatfield vs. McCoy trivia competition on April 6 to benefit RiseUP Cooperative, an organization that prepares teens and young adults with vital life skills.



### Phillip Fulmer Golf Classic

The Trust Company of Tennessee was a Touchdown Sponsor of the Phillip Fulmer Golf Classic on April 19. The tournament has raised over \$1 million since 2000 for Boys & Girls Clubs of the Tennessee Valley.



### Baker School of Public Policy and Public Affairs Gala

Team members joined the April 12 celebration for the opening of Baker School of Public Policy and Public Affairs. Proceeds will advance the school's mission of nurturing skilled problem solvers and preparing future public leaders.



### Fundraising Summit

On April 19, Association of Fundraising Professionals of Tennessee Great Smoky Mountain Chapter hosted the Fundraising Summit, a conference for nonprofit fundraising and marketing professionals. The Trust Company of Tennessee sponsored the event held at UT Creamery.



## Symphony Ball

Our firm was proud to sponsor and attend Knoxville Symphony League's Symphony Ball on April 20. The event, called Symphony of Spies License to Trill, was held at The Mill & Mine in support of the Knoxville Symphony Orchestra.



## Go Red for Women

The 2024 Go Red for Women Luncheon was held April 25. Cassandra Richardson, our vice president of personal trust, is a member of Circle of Red, a giving society supporting Go Red for Women initiatives.



## Zoofari

Members of our team flocked to Zoo Knoxville on April 27 for the annual Zoofari event with a theme of Birds of a Feather. The event raises more than \$1.1 million annually for the zoo's education, conservation and animal care programs.



## Women's Fund of East Tennessee Luncheon

The Women's Fund Annual Luncheon was held April 30 at The Press Room supporting the organization focused on investing in women and girls and creating healthier communities.



## Emerald Youth Foundation Prayer Breakfast

Team members joined the Emerald Youth Foundation Prayer Breakfast on May 3, where an offering was taken to support the organization that works with local youth to become effective community leaders.



## Children's Hospital Golf Classic

The Children's Hospital Golf Classic drew hundreds of golfers – and some wealth management professionals – on May 6 at Fox Den Country Club with proceeds benefiting East Tennessee Children's Hospital.



## Ironman Golf Tournament

The Trust Company of Tennessee sponsored and attended the 27th Annual Ironman Golf Tournament on May 7 at Egwani Farms Golf Course in support of the programs of Knoxville Leadership Foundation that connect people in need with resources.



## Spirit Award Dinner

The Spirit Award Dinner recognizes individuals who have supported the efforts of McNabb Center and Helen Ross McNabb Foundation and have worked to improve lives. On May 16, team members attended to celebrate this year's honorees, Randy and Jenny Boyd.



## Summer Celebration

On May 16, team members attended the Foothills Land Conservancy Summer Celebration at RiverView Family Farm. The Trust Company of Tennessee was a bronze level sponsor, helping to protect and enhance lands in the Southern Appalachian region.



## BRIEFS

### Richardson Co-chairs Dogwood Arts

Vice President of Personal Trust Cassandra Richardson is serving as a 2024 co-chair of Dogwood Arts and will provide advocacy for the organization in addition to serving on its board of directors. The organization promotes and celebrates the art, culture and beauty of our region.



### Supporting Business Owners

The Trust Company of Tennessee continued its Business Owners Roundtable series on March 27 with a session focused on accelerating growth while planning for a future ownership transition. A panel of experts led the discussion held in our Knoxville office to support and educate business owners through strategies that increase, preserve and unlock business value.



### Security Seminar Highlights Senior Scams

The Trust Company of Tennessee continued its Wise Women series on May 1 with a session in Knoxville about digital and financial security, focusing on protecting seniors from scams. Elder fraud is a growing threat to seniors, so experts shared ways to minimize risk and start conversations with loved ones.



### A Great Day of Teambuilding

On May 14, The Trust Company of Tennessee team members enjoyed the Annual Employee Picnic, a fun day filled with food, a much anticipated cornhole tournament, bingo and pickleball. Team members from across the region attended, enjoying the fiesta themed event with a huge Tex-Mex buffet.

# Congratulations!

Congratulations to five team members who were recently promoted:



**Lindsay Cates**  
Vice President  
Marketing and Strategy



**Sam Springer**  
CPA, CExP  
Associate  
Relationship Manager



**Michelle Battino**  
Senior Accountant



**Ashley Bearden**  
SHRM-CP  
Human Resources  
Generalist



**Joanna Gager**  
Marketing Specialist

## SERVICE MILESTONES

We appreciate the dedication of team members celebrating milestone anniversaries this quarter.

5  
YEARS



**Ashley Bearden**  
SHRM-CP  
Human Resources  
Generalist

5  
YEARS



**Adam Davies**  
CFA(R), RPA  
Vice President  
Retirement Plan Services

5  
YEARS



**McKenzi Dawson**  
CTOP®  
Trust Operations  
Specialist

5  
YEARS



**Karla Gander**  
Trust Officer

30  
YEARS



**Jeanne Kidd**  
Client Service Associate &  
Special Events Coordinator

## MANAGING THE THINGS YOU CAN CONTROL

Has it ever seemed like life has thrown you off course financially? Over the past year, we have heard from clients who feel like recent unexpected events may have changed their financial picture. Since 2020, we have experienced:

- Pandemic during which the S&P 500 dropped by over 30% in less than two weeks.
- Inflation top 9% in response to government stimulus.
- Twenty years of interest rate hikes condensed in span of a year.
- Numerous bank failures in 2023.
- Markets dropping by 18% over concerns about a potential recession.
- Geopolitical conflicts in the Middle East and Ukraine.

Feelings of financial uncertainty can be a source of stress and anxiety. No one wants to work hard and save consistently for an entire career, only to have the finish line moved due to external factors. Luckily, there is hope and the power and sense of control achieved through financial planning.

**Financial planning allows you to take charge of what you can control, including spending habits, saving strategy and asset allocation.**

Financial planning allows you to take charge of what you can control, including spending habits, saving strategy and asset allocation. By creating a road map for your finances and planning ahead, you empower yourself to navigate life's twists and turns with greater confidence, knowing that there is a plan when (not if) something unexpected happens. At The Trust Company of Tennessee, we believe that financial planning is an iterative process, making it important to revisit on an ongoing

basis as your life and the economy change.

With our busy lives, financial planning may seem overwhelming, but we encourage you to make it a priority by utilizing our team of financial planners who are here to guide you toward your goals. It's never too early or late to create a plan to help protect you when financial curveballs are thrown your way.



**Sam Shelley, CFP®**  
Associate Relationship  
Manager

# Staff Spotlight

While Kevin S. Fillers is immersed daily in retirement planning, he also is a connector who builds trusting relationships, educates the community and brings the right people together to help clients reach their goals.

Since joining The Trust Company in 2020, Kevin has worked with clients from small business owners to large organizational boards. He delves into the details of different retirement plans to find and fix inefficiencies, which can stem from a variety of sources, such as fees, plan design and investment mix. By understanding the client's goal for a plan, such as recruiting, retaining or rewarding employees, Kevin can tailor a plan to match those goals. He also works with individual plan participants to help them be successful in retirement.

He wants to be a trusted source of information and build on The Trust Company's reputation as go-to experts in the community. "Kevin spreads awareness in key areas that companies can then pursue for their retirement plans and employees," said Adam Davies, vice president of retirement plan services. "He's an integral part of numerous industry groups and community organizations, helping advance retirement readiness in our region and giving insight for legislation, trends and best practices."



**KEVIN S. FILLERS**  
**C(k)P, CRPS, CPFA,**  
**NQPA**  
*Retirement Benefits*  
*Consultant*

Kevin amasses the right mix of experts for clients who need help in other areas such as tax and legacy planning. "I know what skills are in my wheelhouse and how to foster connections with experts that a client needs," Kevin shared. "I work with an incredible team of people with varying backgrounds and enjoy working with all areas of the business to best help clients."

"People trust Kevin and his expertise and know that he'll give candid, honest advice that's centered in their best interest," Adam said. "He helps us deliver on our client promise every day."

A Knoxville native, Kevin earned a bachelor's degree in business administration from the University of Tennessee. He is a Certified Retirement Plan Specialist (C(k)P), Chartered Retirement Plan Specialist (CRPS), Certified Plan Fiduciary Advisor (CPFA) and a Nonqualified Plan Advisor (NQPA). He also is a member of the National Association of Plan Advisors and locally supports Big Heads Big Hearts-The Gabe Benson Foundation and Susan G. Komen Foundation and serves as treasurer for the board of No Athlete Left Behind.

He and his wife, Jody, have been married for 22 years and have two dogs, Bootsy and Drake. They have fostered eight Rottweilers and volunteer with Southern States Rescued Rottweilers. When not in the office, Kevin enjoys hunting, fly fishing and meetups with other Toyota Land Cruiser enthusiasts and snowboarding and wake surfing with his wife.

## CONTINUING EDUCATION

For more information and to register, visit [thetrust.com/events](https://thetrust.com/events).



**June 20: Are your employees on track for retirement?**

## OUR GROWING TEAM

**Ricky Maples**  
*Accounts Payable Associate*

Ricky's deep experience in multiple accounting functions and dedication to accuracy will support the accounting team.



**Michaela High**  
*Customer Service Representative*

Michaela delivers exceptional customer service paired with her positive attitude.



**Stacy Lantz**  
*Operations Systems Specialist*

Stacy's ability to produce efficient and clear reporting will help our clients live with financial confidence.



**Fiona Hill**  
*Trust Officer*

Fiona brings expertise in estate and trust administration and success in building and maintaining client relationships.





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## Tastes of the season:

# PARMESAN CANDIED BACON CRACKERS

*These snacks please a crowd, and it's impossible to just eat one. Five ingredients shouldn't taste this good.*



Recipe inspired by and image from *Bad Batch Baking*

## Ingredients

1/2-1 lb. bacon – <i>not thick cut</i>	1/2 cup brown sugar
1-2 sleeves of Club crackers	1 tablespoon red pepper flakes
1 c. grated parmesan cheese	
Shredded parmesan cheese – <i>optional</i>	

## Instructions

- Pre-heat oven to 300 degrees.
- Line a baking sheet with foil or parchment paper and top with cooling rack.
- Slice bacon into four equal pieces to match length of crackers.
- Line up crackers on cooling rack close together and top each cracker generously with grated parmesan. Top with bacon, then evenly sprinkle brown sugar on top. Top with a bit of shredded parmesan if you want to be fancy (you do), then finish with red pepper flakes.
- Bake for 35-45 minutes, rotating the pan halfway through. Start checking on them at 30 minutes. Remove when the bacon is cooked.
- Do not let them cool on the cooling rack, or they'll get stuck! Move them to a serving plate with tongs or a small spatula.
- Serve warm or at room temperature.