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Expires 1/15/2025

# \$2 OFF

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Present coupon. Not
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#### Second Dinner

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# **\$3 OFF**

#### Second Dinner

With purchase of first dinner at regular price.

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Present coupon. Not
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# HOLIDAY GIFT CARD SPECIAL

Buy \$50, Get \$5 FREE Buy \$100, Get \$15 FREE

Wild Ginger China Bistro
Some restrictions apply. See store for details. Not valid
w/ other offers. One coupon per visit. Expires 12/24/24

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Buy 1 dinner, get 2<sup>nd</sup> dinner of equal or lesser value 1/2 OFF (Max Discount \$6. Dine-In Only)

Wild Ginger China Bistro - DINE-IN ONLY Some restrictions apply. See store for details. Not valid w/ other offers. One coupon per visit. Expires 1/15/25













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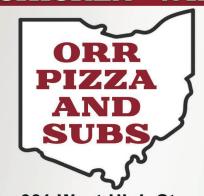
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Any Purchase of \$30 or More

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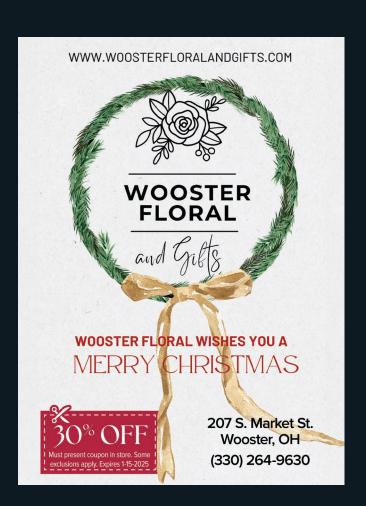
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ASIAN WOK

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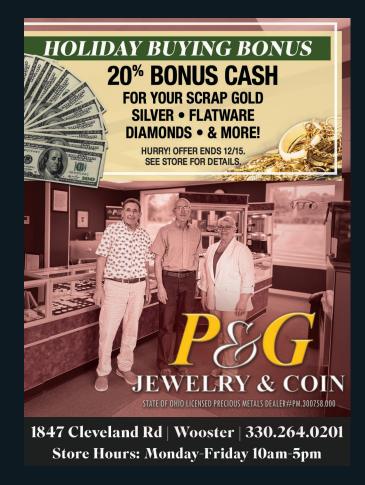
\$15 OR MORE

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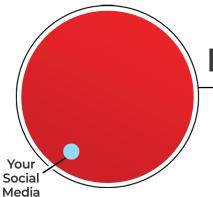
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East Union Bulk Food Store Excludes Walnut Creek Items. One coupon per visit. Must present coupon.Expires 1/15/25



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**O**ntinental **3** 

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res 1/15/25

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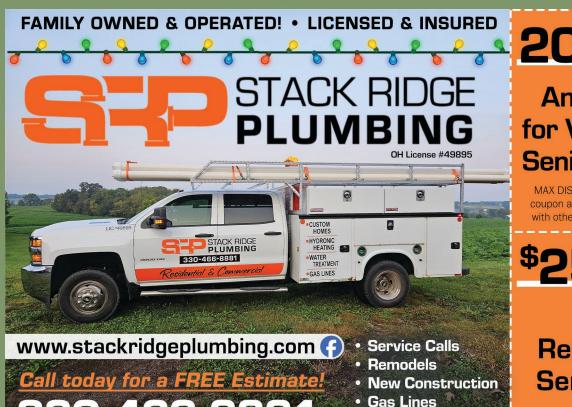












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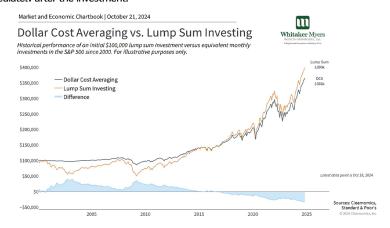
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# How Dollar-Cost Averaging Can Help Investors Get Into the Market dollar-cost averaging and lump-sum investing

With dollar-cost averaging, investors regularly invest a set amount on a pre-planned schedule. If you make regular, automatic contributions to your portfolio with each paycheck, such as through a 401(k) plan at work, you are technically already using dollar-cost averaging. Whether these investments occur monthly, quarterly, or annually turns out to matter much less than simply sticking to a plan. The opposite, investing all at once, is often known as lump sum investing. How your portfolio performs in the short run is very much determined by how the market performs immediately after the investment.



#### DOLLAR-COST AVERAGING CAN MAKE IT PSYCHOLOGICALLY EASIER TO INVEST

The takeaway here is less about maximizing returns (in the moment) and more about staying invested through the years and decades to maximize your returns overall. Dollar-cost averaging can help reduce risk in situations where markets fall sharply, especially early on. However, lump sum investing tends to outperform dollar-cost averaging in the long run since, historically, markets have steadily risen over time. The truth is that markets are always uncertain. Whether it's the upcoming presidential election, geopolitical conflict, or the direction of interest rates and the economy, investors may worry that the market could pull back just after they invest.

Ironically, it can be psychologically challenging to invest both when the market is rising and when it is falling, for fear that the market might be at its peak in the first case and that it might fall further in the second. So, whether dollar-cost averaging or lump sum investing makes more sense depends on the individual investor, their ability to handle risk, and their time horizon.

#### GETTING INVESTED SOONER IS BETTER THAN WAITING FOR THE RIGHT TIMING

Whether you choose to dollar-cost average or invest all at once, getting into the market sooner has historically been better than "waiting for a pullback." Waiting for a better time to buy or trying to "buy the dip" has tended to backfire. Since the market tends to rise over time and can rebound unexpectedly, even the worst timing is often better than being out of the market.

Just as a diversified portfolio can help reduce overall risk and volatility, so can dollar-cost averaging when it comes to investing over time. Dollar-cost averaging may not be the mathematically optimal way to invest since lump sum investing has tended to outperform over history. However, it can help investors stay focused in the long run without worrying about every market event or trying to time the market perfectly. Seeking the guidance of a trusted financial advisor is the best way to determine the approach that works best for your specific goals. If you do not have an advisor, the team at Whitaker-Myers Wealth Managers is available to help answer questions you have about investing if you are interested in learning more.

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# Medicare Open Enrollment is October 15th - December 7th!

The Medicare Open Enrollment Period is an important time for Medicare beneficiaries to review their coverage and make changes to their plans. During this period, beneficiaries can:

- Switch from Original Medicare to a Medicare Advantage plan
- Switch from one Medicare Advantage plan to another
- Switch from one Part D prescription drug plan to another
- Drop Part D coverage altogether

It is important to compare plans and make sure the plan chosen covers the services needed and is affordable. Changes may not take effect until the following year, so it is important for beneficiaries to understand their coverage and make sure they are getting the best plan for their needs.

Not connected with or endorsed by any government or Federal Medicare Program. We do not offer every plan available in your area. Any information we provide is limited to those plans we do offer in your area. Please contact Medicare.gov or 1-800-Medicare to get information on all of your options.



#### CALL 330-403-8582 TO DISCUSS YOUR OPTIONS!

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#### **Cheryl Steiner**

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LOOK CLOSELY! He will appear like this: (6)





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