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Travel doesn't need to be traditional.

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These medical findings are troubling.

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The Market in a Minute

A recap of the last three months... in one minute or less.

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FALL 2017

NOTABLE QUOTE:

"Self-confidence is the first requisite to great undertakings."

- Samuel Johnson

QUICK TIP:

Regular medical and dental checkups can help you save money in the long run.

Without them, you could face larger medical or dental bills down the road.



Going Your Own Way

It's not unusual for young people to want to experience travel, but recent market research shows that millennials are willing to give their parents and grandparents a run for their money – literally! The firm FutureCast indicates that people born between the 1980s and 2000 spend over \$200 billion each year on travel.

This means that both solo entrepreneurs and large companies are looking for ways to make your upcoming trip more successful and more comfortable. Clint Johnston, 33, offers the



website Triphackr, which combines travel tips (like getting refunds from tight-fisted airlines) with lifestyle inspiration through Instagram. How does he make money? Like many online influencers, Johnston turns endorsements and other connections into a healthy income.

Other efforts are less well defined. Air France is promoting a new lifestyle brand for the 18-35 set called “Joon,” which is described as a “lifestyle brand.” But whether this means lower ticket prices or a “no-frills” experience, they aren’t saying. With so much money to be made, it isn’t surprising that there are a number of options out there who talk big, but deliver little. Jeff Fromm of the Barkley ad agency offers a buyer beware warning: “Brands must offer proof on any claims. [If they] try to be something they aren’t, they get caught.”

For those reasons, among others, it’s worth taking the time to plan out a trip and do research online or through travel guides for the best options.¹



The Human Cost of Football



A recent study has shown a startling prevalence of chronic traumatic encephalopathy (CTE) in American football players at every level, including high school, college, and NFL players. According to protectthebrain.org, a website created by the Brain Injury Research Institute, CTE “is a progressive degenerative disease which afflicts the brain of people who have suffered repeated concussions and traumatic brain injuries.” While most diagnoses have been post-mortem (the study, published in the Journal of the American Medical Association, covered 202 deceased volunteers), new insights are helping doctors diagnose CTE in living patients. CTE leaves its sufferers with a wide variety of mental health concerns, including rage and anger issues, anxiety, and depression.

While the study is not as conclusive for how CTE might affect those who have played high school and college football, it gives indications that CTE is a concern: 21% percent of high school players bore evidence of CTE; 91% of college players showed signs, with 56% of college players described as “severe” and on par with CTE seen in NFL players. For reference, 99% of NFL players in the study had CTE.

Renewed awareness of the effects of repeated brain injuries have given a number of parents and young adults pause, considering how even milder CTE can lead to a lifetime of medical expenses and financial exhaustion, not to mention depression and cognitive impairment affecting one's ability to hold down a job or engage in the day-to-day activities many take for granted. For this reason and others, we may see young athletes move gradually toward sports with less risk of brain injury.^{2,3}



The Market in a Minute



The Dow Jones Industrial Average added 0.26% to end August at 21,948.10, posting its fifth straight monthly gain. The NASDAQ also enjoyed a record close, boosting 0.95% to end the month at 6,428.66. The S&P 500 achieved a fifth consecutive monthly gain as well, just barely, improving 0.05% to end the month at 2,471.65. Meanwhile, another key index recorded a significant August loss: the Russell 2000 moved south 1.39% and ended the month at 1,405.28. With diplomatic tumult and hurricane season in full swing, the CBOE VIX, the top gauge of stock market volatility, rose 3.22% to 10.59 for August.

Where are we at with the YTD numbers? As the last full month of summer drew to a close, the NASDAQ was up 19.42% for the year; the DJIA, 11.06%; the S&P, 10.40%; the RUT, 3.55%. The VIX was down 24.57%. Also notable at the end of August: the Nasdaq 100's 23.13% YTD gain, the Russell 1000's 10.30% YTD advance, and the 18.81% climb of the PHLX Housing Index.^{4,5}



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