



Tuve and Friends

Looking to Diversify? Mix Growth and Value

If you are unsure about the best way to balance risk and return within your stock portfolio, you may want to consider strategy of combining growth and value funds.^{1,2,3,4} Because these funds often do not move in tandem in response to market or economic conditions, you may minimize risk without sacrificing return by owning some of each.

Growth and Value Defined

Growth funds represent companies that have demonstrated better-than-average gains in earnings and are expected to continue delivering high levels of profitability. The primary risk associated with a growth stock is the potential for its to decline sharply if the company releases negative news that disappoints investors.

Value funds generally include companies that have fallen out of favor in the marketplace and are priced much lower than stocks of similar companies. The lower price may reflect investor reaction to recent company problems, such as disappointing earnings, which may raise doubts about a company's long-term prospects. The value group may also include stocks of new companies that have yet to achieve recognition. Value stocks also pose a potential risk -- the stock price not rebound, leaving investors with limited upside.

An All-Season Portfolio

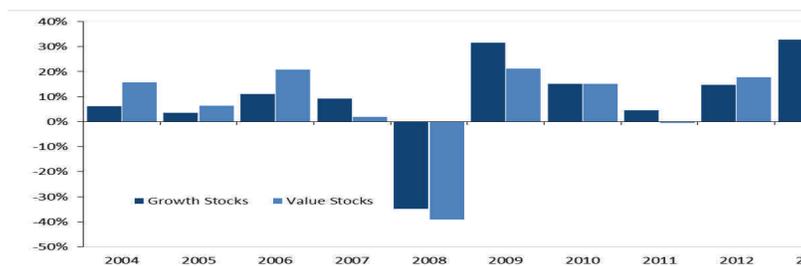
Mixing growth and value funds within your portfolio allows you to potentially gain as the market moves through different cycles. The chart below shows how each investment style has performed during the past decade. Although past performance cannot guarantee future results, value stocks -- often those of cyclical industries -- tend to do well early in economic recovery; growth stocks, on the other hand, tend to outperform during bull markets, which are normally fueled by falling interest rates and rising company earnings.

The good news is you don't have to choose -- combining growth and value funds may be a prudent strategy for balancing risk and return over the long term.

Growth vs. Value: Compare the Performance

During the past decade, growth and value stocks have outperformed one another at various times. Combining the two approaches could potentially help an investor to enhance portfolio returns while reducing risk.

Annual Returns of Growth and Value Stocks -- 2004 to 2013



Source: Wealth Management Systems Inc. Performance is for the 30 years ended December 31, 2013. Based on the total calendar-year returns of a composite of the S&P 500 Growth and Value indexes. Index performance results do not take into account the fees and expenses of the individual investments that are tracked. Results include reinvestment of all distributions. Past performance is no guarantee of future results.

¹Investing in stocks involves risk, including loss of principal.

²Investing in mutual funds involves risk, including loss of principal. Mutual funds are offered and sold by prospectus only. You should carefully consider the investment objectives, risks, expenses and charges of the investment company before you invest. For more complete information about any mutual fund, including risks, charges and expenses, please contact your financial professional to obtain a prospectus. The prospectus contains this and other information. Read it carefully before you invest.

³Because the prices of most growth stocks are based on future expectations, these stocks tend to be more sensitive than value stocks to bad economic news and negative earnings surprises. While the prices of any type of stock may rise and fall rapidly, growth stocks in particular may underperform during periods when the market favors value stocks. A fund's performance may also suffer if certain stocks do not perform as the fund's subadvisor expected. To the extent that a fund's subadvisor sells stocks before they reach their market peak, the fund may miss out on opportunities for higher performance.

⁴The determination by a fund's subadvisor that a stock is undervalued may not be borne out by subsequent market movements, and the stock price may not rise to what the subadvisor believes is its full value. The stock price may even decrease in value.



Your Tuve Investments Team

John Tuve, CFP®

John is president of Tuve Investments, Inc., and has over 35 years of experience in the investment, insurance and financial services industry. He holds a B.A. in accounting from the University of Northern Iowa and is a personal wealth advisor and a CERTIFIED FINANCIAL PLANNER®.

John's interests include trout fishing and all forms of exercise. He and Beverly are the parents to Nicole, Dawn and Stanley. They also became grandparents for the first time this year. Their little grandson, Orion was born in March.



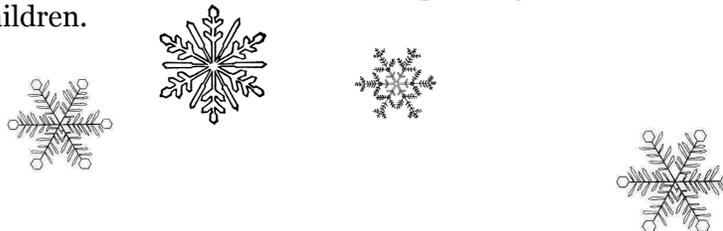
Beverly Tuve, Office Administrator/Accounts Payable

As our accounts payable, Bev is responsible for paying all of the bills associated with the business. She also maintains employee records, does general accounting and many other duties that keep things in the office running smoothly. Bev always makes sure we have enough supplies, including candy! Although she works part time for Weight Watchers, Bev still finds time to fill in whenever needed at the office.



Robert Tuve, CFP®

Bob is a CERTIFIED FINANCIAL PLANNER® with over 28 years experience. He manages life insurance policies at our office and can help you with any questions you might have in regard to your current policy, or with the purchase of a new policy. He is the father of two children and the grandfather of six. Bob loves spending time with his family and babysitting his grandchildren.



Stanley Tuve, Administrative Associate

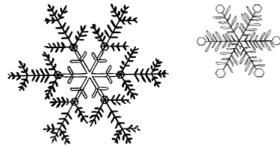
Stanley joined the team in June of 2014, after graduating from Loras College with a degree in Business Management and Finance. He has obtained his insurance license and is currently studying for his CERTIFIED FINANCIAL PLANNER® license. Stanley already has a working knowledge of Tuve Investments, having worked here as an intern during several breaks from school. Stanley has a superb work ethic and a character and manner that are respectful and professional.

Your Tuve Investments Team



Alex Hornbuckle, Administrative Associate

Alex is a another new addition to Tuve Investments. He joined the team full time in January 2014, but interned here previously. Alex has a degree in Business Management and Finance from Wartburg College, having graduated in December of 2013. He is responsible for validating records and creating the books you receive when meeting with John. He also records notes from the meetings to be saved in the client records. Alex is looking forward to serving you in the future, as he already has his insurance license and is currently studying to obtain his license as a CERTIFIED FINANCIAL PLANNER®.



Sharyl Weich, Administrative Assistant & Laura Christensen, Administrative Assistant

Sharyl and Laura are the processing team for your investments. With John's direction, they prepare, process and follow up on all paperwork and trades.

With over eleven years experience at Tuve Investments, Sharyl is efficient, knowledgeable, and always willing to lend a hand, even on her busiest days. She is also our "go to" person in the office when any of us experience technical difficulties.

Laura has been an integral part of the team since 2011. She is detail oriented and a stickler for making sure things are done correctly. These qualities make her a vital part of the Tuve Investments team. Additionally, Laura possesses a professional and friendly attitude, which makes her a pleasure to be around and to work with.



Julie Kruger, Client Services Associate

As the receptionist, Julie is the person who answers your calls, and the first person you are most likely to see upon entering the office. As the one responsible for managing John and Bob's schedules, she is the person you will want to speak to when you need to schedule or cancel an appointment. In addition, Julie is the person you should contact regarding Account View, our online access to your accounts.



Account View

If you have access to the internet and would like to review your accounts online, please contact our office to receive instructions for this feature; provided by LPL Financial.

Call us at (319) 235-0075, or stop by the office. Once we have created your profile just follow the instructions to activate.

Account View may be accessed through our website

www.tuveinvestments.com, or

directly at

www.myaccountviewonline.com.

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Securities and Advisory services offered through LPL Financial, a Registered Investment Advisor. Member FINRA/SIPC

Please Update Your Contact Info!

Have you recently moved, dropped your landline, or changed cell phone providers? Are you using a different email address? Has your drivers license renewed since your last visit to our office? At Tuve Investments we appreciate your efforts to keep us informed of updates in your contact information. In order to ensure protection of your personal information it is important that we have current addresses and phone numbers. If you have made recent changes please call us at (319) 235-0075, or (800) 373-8883.

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Insurance Planning: Life

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Life Settlements

Long Term Care

Disability

Trust Service*

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Business Planning

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*Trust Services offered through the Private Trust Company, N.A., an Affiliate of LPL Financial.



“Do not be too moral. You may cheat yourself out of much life. Aim above morality. Be not simply good: be good for something.”

Henry David Thoreau

U. S. Transcendentalist author (1817–1862)

