MONEY AND LIFE LESSONS FOR YOUNG ADULTS

NO ONE EVER TOLD US THAT



JOHN D. SPOONER

Author of the #1 Boston Globe Bestseller, No One Ever Told Us That: Letters to My Grandchildren

WILEY

NO ONE EVER TOLD US THAT

NO ONE EVER TOLD US THAT

Money and Life Lessons for Young Adults

JOHN D. SPOONER

WILEY

Cover image: © hin255/Shutterstock

Cover design: Wiley

Copyright © 2015 by John D. Spooner. All rights reserved.

Published by John Wiley & Sons, Inc., Hoboken, New Jersey. Published simultaneously in Canada.

No part of this publication may be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, photocopying, recording, scanning, or otherwise, except as permitted under Section 107 or 108 of the 1976 United States Copyright Act, without either the prior written permission of the Publisher, or authorization through payment of the appropriate per-copy fee to the Copyright Clearance Center, Inc., 222 Rosewood Drive, Danvers, MA 01923, (978) 750–8400, fax (978) 646–8600, or on the Web at www.copyright.com. Requests to the Publisher for permission should be addressed to the Permissions Department, John Wiley & Sons, Inc., 111 River Street, Hoboken, NJ 07030, (201) 748–6011, fax (201) 748–6008, or online at http://www.wiley.com/go/permissions.

Limit of Liability/Disclaimer of Warranty: While the publisher and author have used their best efforts in preparing this book, they make no representations or warranties with respect to the accuracy or completeness of the contents of this book and specifically disclaim any implied warranties of merchantability or fitness for a particular purpose. No warranty may be created or extended by sales representatives or written sales materials. The advice and strategies contained herein may not be suitable for your situation. You should consult with a professional where appropriate. Neither the publisher nor author shall be liable for any loss of profit or any other commercial damages, including but not limited to special, incidental, consequential, or other damages.

For general information on our other products and services or for technical support, please contact our Customer Care Department within the United States at (800) 762–2974, outside the United States at (317) 572–3993 or fax (317) 572–4002.

Wiley publishes in a variety of print and electronic formats and by print-on-demand. Some material included with standard print versions of this book may not be included in e-books or in print-on-demand. If this book refers to media such as a CD or DVD that is not included in the version you purchased, you may download this material at http://booksupport.wiley.com. For more information about Wiley products, visit www.wiley.com.

Library of Congress Cataloging-in-Publication Data:

```
Spooner, John D.
```

No one ever told us that : money and life lessons for young adults $\slash\hspace{-0.4em}$ John D. Spooner.

pages cm

Includes index.

ISBN 978-1-118-99223-4 (cloth); ISBN 978-1-118-99226-5 (ePDF);

ISBN 978-1-118-99224-1 (ePub)

1. Investments–Miscellanea. 2. Finance, Personal–Miscellanea. 3. Conduct of life–Miscellanea. I. Title.

HG4521.S7184 2015

332.024-dc23

2015007712

Printed in the United States of America

10 9 8 7 6 5 4 3 2 1

DISCLAIMER

I am a writer. But I also happen to run a wealth management business under the umbrella of a major investment banking firm. These dual careers are distinctly separate from one another. This right brain, left brain life seems to work fine for me.

But my opinions expressed within these chapters are strictly from my own experiences, and are my own observations.

John D. Spooner

For my clients and special friends who have taught me all the lessons.

And for my sister Susie, for so many reasons.

CONTENTS

Acknowledgn	nents	Xiii
INTRODUC	ΓΙΟΝ	1
PART I	BECOMING A PROFESSIONAL	
CHAPTER 1:	Take the Pro to Lunch	9
CHAPTER 2:	Beware of Experts	11
CHAPTER 3:	If Your Company Is Bought by Another	13
CHAPTER 4:	Entitlement	15
CHAPTER 5:	Don't Be a Wise Guy	17
CHAPTER 6:	A Little Bit of New Jersey or Brooklyn	19
CHAPTER 7:	Don't Be Afraid to Ask Stupid or Provocative Questions	21

ix

x CONTENTS

CHAPTER 8:	Laughter Can Diffuse the Problems	24
CHAPTER 9:	You Never Know Anyone until You Deal with Their Money	27
CHAPTER 10:	Plan for the <i>Worst</i> Case, Not the <i>Best</i> , in Business and in Life	29
CHAPTER 11:	So You Want to Be in the Investment Business	32
CHAPTER 12:	Do Your Homework	35
CHAPTER 13:	How to Get Good Press and Publicity	37
CHAPTER 14:	Acts of Kindness	38
CHAPTER 15:	Tipping	40
CHAPTER 16:	Resumes Redux	42
CHAPTER 17:	Always Have a Fallback Plan	44
CHAPTER 18:	Blood and Water	45
CHAPTER 19:	Media Translations	47
CHAPTER 20:	So You Got Fired	49
CHAPTER 21:	Provocative Headings	52
CHAPTER 22:	Getting Rich: The Ups and Downs	54
CHAPTER 23:	Branding: Pulling the Wagon	57
CHAPTER 24:	Tribes	60
CHAPTER 25:	Weekends	62
CHAPTER 26:	Being an Entrepreneur: What It Takes	63

PART II BECOMING FINANCIALLY SECURE	
CHAPTER 27: Interest Rates	73
CHAPTER 28: Insider Trading	75
CHAPTER 29: Do You Want to Make Money, or Would You Rather Fool Around?	77
CHAPTER 30: Doing Stock Research	80
CHAPTER 31: Make Long-Term Money with Simple Themes	83
CHAPTER 32: Can You Do It Yourself?	87
CHAPTER 33: Getting to Peace of Mind	89
CHAPTER 34: Picking Someone to Watch over Your Money	91
CHAPTER 35: When You're Frightened by the News	93
PART III BECOMING YOUR OWN PERSON	
CHAPTER 36: The Actor and the Actress	97
CHAPTER 37: Having Something to Trade	99
CHAPTER 38: The 110 Percent Rule	101
CHAPTER 39: Life Lessons: Don't Look Back	104
CHAPTER 40: Get Your Elders' Stories	107
CHAPTER 41: Don't Be a Trustee or an Executor*	111
CHAPTER 42: Buying and Selling Jewelry	114
CHAPTER 43: Social or Country Clubs	118

xii CONTENTS

CHAPTER 44: The Incremental Pain in the Butt Theory	120
CHAPTER 45: Every Family Is a Soap Opera	122
CHAPTER 46: Fathers and Sons	124
CHAPTER 47: When Family or Friends Are Afflicted	127
CHAPTER 48: Go to the Source	129
CHAPTER 49: Philanthropy	131
CHAPTER 50: Keep the Markers out There	134
CHAPTER 51: Raising Children	136
CHAPTER 52: Marriage	138
CHAPTER 53: Divorce	141
CHAPTER 54: Someone to Love You	144
CHAPTER 55: Medical Smarts	148
CHAPTER 56: Taking Care of the People Who Take Care of You	153
CHAPTER 57: Losing a Parent	156
CHAPTER 58: Getting Smart Lawyers on Your Side	159
CHAPTER 59: Last Chapter	163
About the Author	167
Other Books by John D. Spooner	169
Index	171

ACKNOWLEDGMENTS

In no special order, my thanks to the following people for their help in bringing this advice to their young adults who need gentle shoves in the right directions.

Even if my helpers didn't realize at the time how much they added to my writing of the book, they made it possible: Weld Henshaw, Bob and Debbie First, Robert Sprung, Yvonne Russell, Alan Miller, Mike Sandler, Fred Greenman, Bill and Judy Cowin, Dr. Stuart Mushlin, Jeff Levine, Andy Hunter, Bill Eisen, Joe Rooney, Suzanne DelVecchio, and Nat Bickford.

And all the caring people at John Wiley & Sons.

Above all, agent and friend, John Taylor "Ike" Williams, and his associate, Katherine Flynn.

INTRODUCTION

This is a book for all of you *new* grown-ups, out in the world for long enough to have experienced some early bumps in the road, and long enough to know how challenging this new century is for you, in all areas of your still-young lives.

I speak to you as if you are my children, all of them relatively new grown-ups, and needing practical advice for all these new crossroads you face.

I have advised, and still advise, thousands of people, in hundreds of professions and careers. And I've done this for more than 50 years. No rookie, no virgin either, in finding solutions to so many of life's problems.

And as you all are at various new crossroads, I'm at another major one myself.

After my last book, *No One Ever Told Us That*, had been out for several months, a young man knocked on my office door. He seemed to be in his late twenties or early thirties, in a suit and tie, with highly polished English shoes. I seldom see young people so turned out. He was holding a small package wrapped in bright paper, like a birthday present.

"Do you have a minute?" he asked.

"Not really, I said, "but come on in."

He held up the package. "This is for you," he said. "You changed my life."

"How did I do that?" I said. "Although I'm flattered."

"I read your book," he said. "In a chapter about the problems in almost all families there was a line. I've had issues with my family for years and it was eating me up, having to stifle my feelings. Your line was, 'Love your family, but don't let them suck the oxygen out of the room.' I kept thinking about that line. And it gave me the courage to finally speak out. When I did, years hiding these things just fell off my back. Thank you for changing my life."

I opened the present.

"It's pictures done by my favorite artist," he said. "He does graffiti."

I thanked him and asked him to tell me about himself, which he did. And then he said, "You know, you should write a book for us, for me and my friends. We're out of school for 10 years or more, married or not, kids or not, parents who you can tell are going to be needy, and jobs, careers we're not sure about. So many things we're not sure about. We need a lot of help."

This was a young man, suddenly honest about so many things, and not finding many answers, particularly in practical ways. After he left I had a flash about my first years in business, trying to scratch a living as a young stockbroker. My ambition then, in the early 1960s, was to make a six-dollar commission before lunch. My share would be onethird, or two dollars. I figured that two bucks would pay for lunch, and whatever I made in the afternoon would be gravy. Before I had launched in this career, I mentioned to my father that I was considering business school.

"You've been in school long enough," he said. "Time to go to work."

Like the young man knocking on my door, I knew little or nothing about so much. And now I was out in life, a stranger in a strange world, wondering and worrying about almost everything, including: Would anyone ever love me? Would I ever get married?

Now I feel like I'm almost back at those beginnings long ago.

My wife of 45 years, Susan, died of lung cancer in June of 2011. We were all alone in our house, looking out of our bedroom at sailboats, white against blue, rushing into harbor. "It's late, isn't it?" she asked,

coming in and out of morphine-assisted sleep. Those were her last words to me.

For years in my marriage, I counseled Susan about things to watch for after I got hit by the big bus in the sky. Things such as "Anything anyone wants to do for you, who can't explain themselves in a few simple paragraphs, should not be hired to help you," "Anything that seems like BS to you probably is," and, "You have to reach out to friends, not automatically assume that everyone is always going to call you." Of course, everything you plan for almost never happens the way you plan. It may be better than you anticipated. But it won't be as you thought or feared.

The first New Year's Eve I spent without her in 45 years was in 2011. That night, I was invited to dinner at an old friend's apartment in Boston, only about a mile from where I live, a walkable distance on the chilly, clear night. There is a grand fireworks display every New Year's Eve on Boston Common, where cows grazed during Revolutionary War times. It has been estimated that as many as 1 million people pour into the city to watch the show and stay for First Night festivities: mostly free performances for all the family, all over the city. I walked from my house, two blocks to Charles Street, a long thoroughfare bisecting the Common from the Public Garden, hundreds of thousands streaming toward the fireworks site. I said to myself, "How typical of my life, everyone moving toward the brilliant explosions. And me, moving in the opposite direction," even thinking, "I care much more about watching people's faces than seeing the sky lit up by fire." All of this, in my view, is part of the grief process. We were married for 45 years. But if anything is ever good in life, it's never long enough.

One of the themes in our marriage was always after various pronouncements on my part, Susan would respond with. . . "Grow up." Let's face it; women are the adults. Men are programmed to go out, kill the Brontosaurus, and bring home the steaks. And men habitually believe they're frozen in time at 18, despite all the signs to the contrary.

I never even looked back at the fireworks, happy to go against the grain. But I rejected all the clichés, such as "She's in a better place." I don't think so. Or "Life goes on." I say, "Define *life.*" Of course, I was feeling sorry for myself, and not proud of it. The crowd pushed against me, families oohing and aahing with every explosion

of sparkling lights, excited by the show, warmed in the freezing night, staying close to strangers.

Later that winter, I went to a birthday party for a high school classmate. One of the guests was a man, a doctor with the reputation of being the best internist in Boston: smart and caring. I knew that he had lost his wife some years before and had remarried. After dinner, he came up to me and said, "I'm so sorry about Susan. Of course we had heard. If you don't mind I'd like to tell you a little story."

"Sure," I answered.

"After my first wife died," the doctor said, "it was obviously very hard. And then I threw myself into work, buried myself in it. One day a patient came in to see me, an older Italian woman who still spoke with an accent after years in this country and always wore a black dress. She gave me her condolences, went through her examination, then left. About 10 minutes later she appeared in the office again.

"'Just a minute more of your time, please,' she said. 'Something I forgot.'

"She came in and asked me to sit down and I did. She stared at me for some time and then said, 'I thought you should hear this. She's not coming back.' Then she got up, pressed my hands briefly in hers. And left "

My initial reaction to what the Italian woman had said was that I wished the doctor had not told me that story. I didn't want to hear anyone say, "She's not coming back." Of course, the message he gave me was one of understanding life. But you have to be ready for messages, and often have to step back to appreciate the words in full.

I was almost 29 when we got married, and so much of what I know about life was drummed into me by my parents: history, standards, things to ponder and watch out for, and classics, such as "Debt can be a killer" and my mother's advice to my sister, "Never marry anyone prettier than you."

Most of you readers have never had to deal with a real personal loss, almost certainly not the loss of a spouse. But I will give you a life lesson that I have been preaching to people, clients, and friends, for many years. In a grieving situation, such as the death of a spouse, or more to your age situation, a divorce, it takes two years in your new incarnation to get used to the rhythm of that new life. No matter how prepared you are, how rich, how smart, how tough. It will