

## AOTW: Ontario Opens and the Key Events Which Shaped Your Generation June 11, 2021

---

Good morning readers,

Full transparency I am in quite a good mood this morning, as I woke up a couple hours earlier than usual feeling like it was Christmas morning!

The golf game is getting close to where it needs to be, I will be able to enjoy a cold libation on a patio after work today (Friday), my parents are due to get their second shot tomorrow, and I have two rounds of golf and a small gathering around a pool and BBQ lined up for this weekend. I think having this kind of weekend lined up vs the “let’s paint the living room this weekend” calendar of the winter, is really making it start to sink in that we are indeed in the later stages of this dark time. Fingers crossed that things continue to progress as they have, and I hope you are all able to get outside and enjoy some (socially distant) social time.

“Sell in May and go away,” is an old adage in the investment industry. Basically this is saying that markets don’t do much over the summer as much of the investment industry takes time off to enjoy cottages etc. After the inability to travel for so long, and the potential “mass vacation” (is that a punny follow up to the mass vaccination currently underway?) we expect to see as reopening continues, this certainly could hold true this year. I imagine many of you will be “difficult to get a hold of” this summer, and I am well aware you all have caller ID! The interesting paradox is that we could see an economic boom of a magnitude rarely seen. The “recession” caused by the pandemic was not a true recession. It certainly hit the service industry, and certain small business sectors very hard, and I feel for those affected – I cannot imagine the pain and stress caused by having to shut down the business one has spent a lifetime, or generations to build. However, the majority of high earners continued to be high earners, but had nowhere to spend their money, and are now frankly bored. Savings rates have never been higher, consumer debt has declined, and you have a world of bored people looking to get out and spend money – aka stimulate the economy. What I am getting at is we are very bullish on markets coming out of this pandemic, the question is what and where will take off? Do we see a big rally this summer, or do we have a typically quiet summer as the world “shuts down” (figuratively, while everyone takes vacation), and a strong fall in the markets buoyed

by earnings reported after the strong spending summer? I am very intrigued and excited to see how this all shakes out.

The point (before I started rambling with excitement!) was that markets grinded higher this week. No jaw dropping daily gains, but a slow grind higher which could be the norm for this summer.

An interesting graphic by Visual Capitalist today which asked each generation to name the ten historic events which have had the greatest impact on the country (US). I was a little surprised to see that the silent generation (1928-1945) rated September 11 higher than the second world war, but I suppose if you were a young child at the time, you wouldn't be able to grasp the magnitude. Perhaps an interesting graphic to review/discuss with your children or grandchildren:

<https://www.visualcapitalist.com/timeline-of-us-events-that-defined-generations/>

Enjoy your weekend!

*Penned by Kale Wild*

Sincerely,

**Kale Wild, CFP, CIM, FCSI**

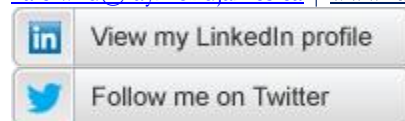
Raymond James | Financial Advisor & Portfolio Manager |

**Contego Wealth Management**

750-45 O'Connor Street | Ottawa, ON | K1P 1A4

 613.369.4625 | Toll Free: 1.866.552.0889 | Fax: 613.369.4699

[kale.wild@raymondjames.ca](mailto:kale.wild@raymondjames.ca) | [www.raymondjames.ca/contegowealthmanagement](http://www.raymondjames.ca/contegowealthmanagement)



This may provide links to other Internet sites for the convenience of users. Raymond James Ltd. is not responsible for the availability or content of these external sites, nor does Raymond James Ltd endorse, warrant or guarantee the products, services or information described or offered at these other Internet sites. Users cannot assume that the external sites will abide by the same Privacy Policy which Raymond James Ltd adheres to.

# RAYMOND JAMES®



This newsletter has been prepared by Greg Roscoe and expresses the opinions of the author and not necessarily those of Raymond James Ltd. (RJL). Statistics and factual data and other information in this newsletter are from sources RJL believes to be reliable but their accuracy cannot be guaranteed. It is for information purposes only and is not to be construed as an offer or solicitation for the sale or purchase of securities. This newsletter is intended for distribution only in those jurisdictions where RJL and the author are registered.

Securities-related products and services are offered through Raymond James Ltd., Member-Canadian Investor Protection Fund. Insurance products and services are offered through Raymond James Financial Planning Ltd., which is not a Member-Canadian Investor Protection Fund. This email newsletter may provide links to other Internet sites for the convenience of users. Raymond James Ltd. is not responsible for the availability or content of these external sites, nor does Raymond James Ltd endorse, warrant or guarantee the products, services or information described or offered at these other Internet sites. Users cannot assume that the external sites will abide by the same Privacy Policy which Raymond James Ltd adheres to. Not intended to solicit clients currently working with a Raymond James Financial Advisor. If you would prefer not to be on our e-mailing list, please reply to this email with UNSUBSCRIBE in the subject line.

**Contego Wealth Management | Raymond James Ltd.** 750-45 O'Connor Street | Ottawa, ON | K1P 1A4



613.369.4600 | Toll Free: 1.866.552.0889 | Fax: 613.369.4699

[www.raymondjames.ca/contego](http://www.raymondjames.ca/contego)