

FERGUSON WELLMAN CAPITAL MANAGEMENT  
2016 ANNUAL REPORT

BY THE  
NUMBERS

## 2016 MILESTONES

**Welcomed 54 new clients** who hired Ferguson Wellman and West Bearing

**New assets:** \$139 million

**Served more clients** and managed more assets than previous years

**New hires:** Michael Garcia, chief technology officer; Bre Jaspersen, client relationship associate

**Promotions:** Scott Christianson, CFP®, senior vice president; Josh Frankel, CFP®, executive vice president; Peter Jones, vice president of research

**Anniversaries:** George Hosfield, CFA, principal and chief investment officer (25 years)

*The summaries of five clients on pages six through 14 are not intended to be an endorsement, testimonial or advertisement for Ferguson Wellman or West Bearing.*

## To Our Clients

The roller coaster ride that the financial markets gave us in 2016 provided a concrete example for our investment philosophy: Implement consistent asset allocation to keep clients invested through good times and bad. We witnessed a 10-percent drop in stocks in January and a decline in interest rates to levels that few had expected. Fits and starts with the economy throughout 2016 pushed stock prices up, only to retreat and then rally again. During the summer, “Brexit” prevailed, which was the first shock of the year. The price of oil caught a bid as OPEC promised supply controls. Meanwhile, interest rates on the bellwether 10-year U.S. Treasury remained at historic lows.

No one, including us, expected what followed next. The November election was a surprise ... period. Bond prices dropped dramatically as the 10-year U.S. Treasury rate shot up to finish the year near 2.5 percent. The stock market clutched at the hope for growth and rallied to new records. The dollar strengthened against all currencies, but most notably to the pound, euro and yen. These rapid and surprising changes reinforced the need for investors to remain committed to their long-term goals. Without this philosophy, it would have been easy to be left on the sidelines, watching and wishing.

During this astonishing year, we made careful but important changes at our company. We added 54 new clients between Ferguson Wellman and our division, West Bearing Investments. Our assets under management grew to a record level of \$4.56 billion, driven by the addition and retention of clients as well as the stock market growth. As always, we are appreciative of the growth we have experienced this year.

West Bearing celebrated its third year and achieved \$150 million in assets under management in 2016. The success of our division has proven our original thesis that there is substantial demand for quality investment management, reporting and service in the wealth management space starting at \$750,000.

We created a new strategic position, chief technology officer, as our reliance on digital data and technology only grows in importance. We expanded our service team with the hiring of our seventh client relationship associate. Both additions are consistent with our commitment to exceed expectations and act with uncompromising ethics and reliability for our clients.

Lastly, we want to recognize two people; an existing shareholder and a retired icon. George Hosfield, our chief investment officer, was our 11th current-or-former employee to celebrate a 25th anniversary at our company. It is a significant milestone that we celebrate

proudly because of the loyalty and continuity it represents. We said goodbye to our good friend and former colleague, Roger “Rip” Van Winkle, who died in August of 2016. Rip joined Ferguson Wellman shortly after its founding in 1975, and was an important leader of the company from 1977 to 1997. His character and investment expertise helped build the foundation of our company today. We think of him often around the firm and are grateful that many current employees knew him due to his frequent office visits after he retired.

We hope you find value in this year’s annual report and have an opportunity to learn something new about our company. As always, we are grateful for the clients we serve and the referrals we received in 2016. In everything we do, we seek to uphold our mission, *Investment Excellence; Lifelong Relationships*, in an ongoing effort to earn your trust and confidence.

Best regards,



**JIM RUDD**  
Principal and CEO

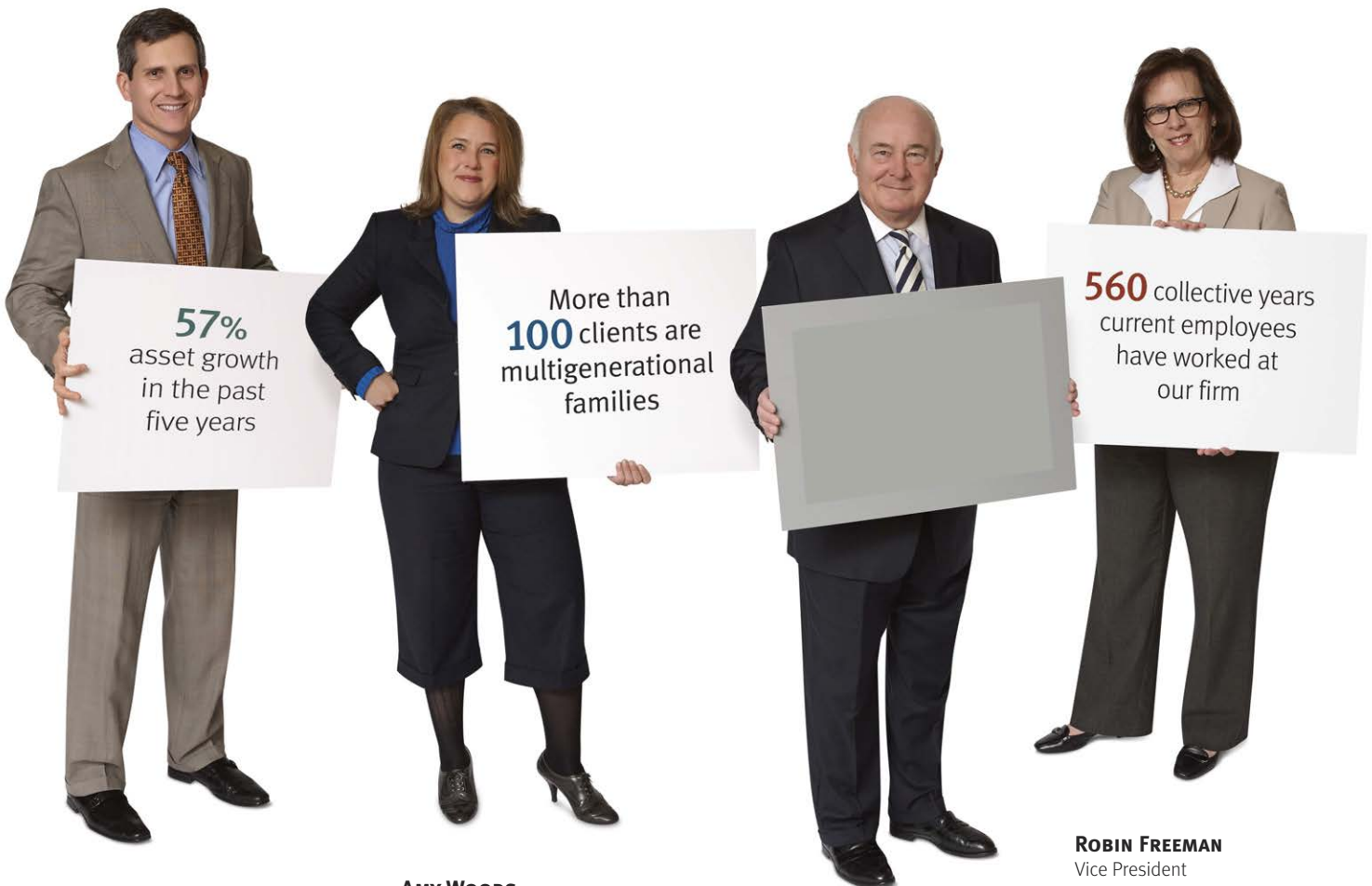


**STEVE HOLWERDA, CFA**  
Principal and COO

# BY THE NUMBERS

For some, reading books is a passionate pastime. For others, analyzing research and reviewing reports is a critical component of work. Pew Research Center released a report indicating that Americans are reading less than before, with a 7 percent drop from 2011 to 2015. The survey also found that 72 percent of Americans had read only one book over the course of a year.

When the first “tweets” were sent 10 years ago, many were challenged to make a statement in 140 characters. As Jayanta Jenkins, global group creative director for Twitter said, “The less you say, the more you convey.” Although this approach may make authors and journalists shudder, today’s communication practices reflect a society that is continually bombarded with more information and has less time to process it.



**SHAWN NARANCICH, CFA**  
Executive Vice President  
Equity Research  
INDUSTRY EXPERIENCE: 21  
SHAREHOLDER SINCE: 2010

**AMY WOODS**  
Client Relationship Associate  
INDUSTRY EXPERIENCE: 19  
SHAREHOLDER SINCE: 2002

**JIM RUDD**  
Principal  
Chief Executive Officer  
INDUSTRY EXPERIENCE: 34  
SHAREHOLDER SINCE: 1985

**ROBIN FREEMAN**  
Vice President  
Administrative Services  
INDUSTRY EXPERIENCE: 38  
SHAREHOLDER SINCE: 1985

For this year's annual report, we have streamlined our communication to place more emphasis on the numbers that represent how we manage our company and serve our clients. Behind every data point is one of our employees, supporting the critical connection between our people and the growth of our firm and our client relationships.

We often tell prospective clients that when you select Ferguson Wellman or West Bearing Investments, you hire a team, not an individual. Through this year's report format, we hope you get to know our company and team as efficiently as one would scan through their Twitter feed.



**HEIDI GOERTZEN, IACCP®**  
Chief Compliance Officer  
INDUSTRY EXPERIENCE: 13

**MARC FOVINCI, CFA**  
Principal  
Fixed Income Strategy,  
Portfolio Management  
INDUSTRY EXPERIENCE: 33  
SHAREHOLDER SINCE: 1993

**LUZ GARCIA**  
Client Relationship Associate  
INDUSTRY EXPERIENCE: 16  
SHAREHOLDER SINCE: 2005

**NATHAN AYOTTE, CFP®**  
Executive Vice President  
Portfolio and Wealth Management  
INDUSTRY EXPERIENCE: 16  
SHAREHOLDER SINCE: 2010

Cultivating multigenerational,  
lifelong relationships

We have proudly served a client representing **four** generations that include **17** households spanning across **41** years. During this

timeframe, we worked compassionately to settle estates, advised on **529** college savings plans and managed more than **40** separate portfolios customized to fit the lifestyle goals of each family member. The work we have completed and the trust we have established over the years have helped us earn lifelong relationships — starting in **1975**, building through **2016** and looking to **2041** and beyond.



Collaborate with **303** accountants and attorneys for our clients

**47%** of our clients have been with us for over **10** years

**1,966** cookies and **4,792** cups of coffee served to clients last year

Attended **23** industry conferences in 2016

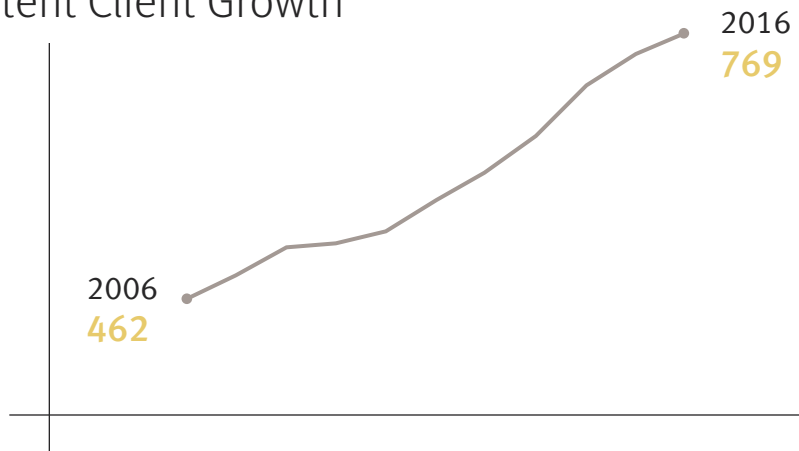
**MARY LAGO, CTFA**  
Executive Vice President  
Portfolio and Wealth Management  
INDUSTRY EXPERIENCE: **19**

**JASON NORRIS, CFA**  
Executive Vice President  
Equity Research  
INDUSTRY EXPERIENCE: **19**  
SHAREHOLDER SINCE: **2004**

**KATHI KIMES**  
Front Office Coordinator  
INDUSTRY EXPERIENCE: **36**  
SHAREHOLDER SINCE: **1985**

**PATRICK YAZHARI**  
Trading Associate  
INDUSTRY EXPERIENCE: **5**

## Consistent Client Growth



**DANIELLE WHITE**  
Sales and Marketing Associate  
INDUSTRY EXPERIENCE: 1



**GEORGE HOSFIELD, CFA**  
Principal  
Chief Investment Officer  
INDUSTRY EXPERIENCE: 34  
SHAREHOLDER SINCE: 1991



**JULIE MARK**  
Client Relationship Associate  
INDUSTRY EXPERIENCE: 8  
SHAREHOLDER SINCE: 2013



**DON RAINER**  
Executive Vice President  
Relationship Management  
INDUSTRY EXPERIENCE: 26  
SHAREHOLDER SINCE: 2001

Benefitting from starting early and staying the course

The journey began in **1962** after a college professor taught him the Rule of **72**: Money doubles every **eight** years at **9** percent. Stay in your lane, hold the course with a **50/50** portfolio of bonds

and stocks. This client began saving at **22** and maximized what he could afford to invest each year through retirement in **2005**. Diversified in **11** economic sectors and **50** stocks, we helped him let the winners grow because the **20+** percent capital gains slows the growth. Reaching his “number” resulted in him confidently withdrawing **4** percent per year to live his life comfortably, letting his portfolio work for him **24** hours a day, **365** days a year.



**BETH HARDING**  
Client Relationship Associate  
INDUSTRY EXPERIENCE: **16**



**RALPH COLE, CFA**  
Executive Vice President  
Equity Research  
INDUSTRY EXPERIENCE: **24**  
SHAREHOLDER SINCE: **2001**



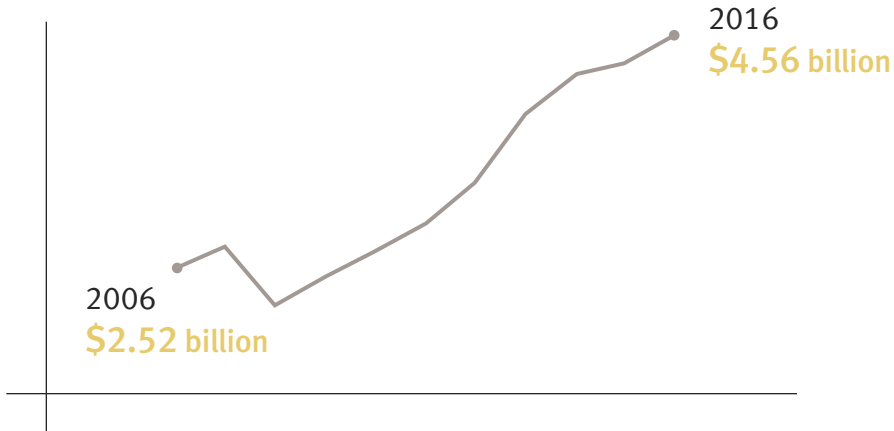
**JEANENE WINE**  
Operations Associate  
INDUSTRY EXPERIENCE: **17**  
SHAREHOLDER SINCE: **2004**



**MARK KRALJ**  
Principal  
INDUSTRY EXPERIENCE: **38**  
SHAREHOLDER SINCE: **1991**



## Asset Growth Over 10 Years



**LYNDSI FINK**  
Investment Associate  
INDUSTRY EXPERIENCE: 3

**BRAD HOULE, CFA**  
Executive Vice President  
Fixed Income Research  
Portfolio Management  
INDUSTRY EXPERIENCE: 26  
SHAREHOLDER SINCE: 2015

**BRE JASPERSEN**  
Client Relationship Associate  
INDUSTRY EXPERIENCE: 2

**CHAD LONG**  
Vice President  
Information Systems  
INDUSTRY EXPERIENCE: 8  
SHAREHOLDER SINCE: 2013

Fostering innovation  
and improving outcomes  
through endowed funds

A hospital foundation allocates dollars to a new kind of medical investment: the creation of a teaching kitchen and food pharmacy. With a **\$450,000** investment over **18** months, the kitchen reached **239** adults and **85** children from July to September of **2016** alone through cooking classes and personalized counseling. With the food pharmacy, doctors write a “prescription” for food, enabling patients to access healthy produce and supplements to address specific medical issues through diet. To date, **5,428** pounds of food have been distributed to patients, resulting in better outcomes. With **30** board trustees, and **seven** members of their investment committee, they endow money for **18** projects connected to the hospital each year.



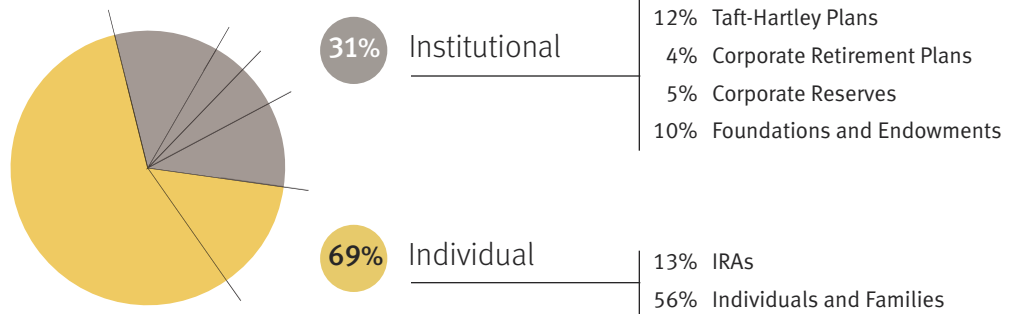
**TIM CARVIN, CAIA, CMT**  
Senior Vice President  
Equity Trading  
Alternative Assets  
INDUSTRY EXPERIENCE: **18**  
SHAREHOLDER SINCE: **2008**

**SANDY FENDALL**  
Client Relationship Associate  
INDUSTRY EXPERIENCE: **9**  
SHAREHOLDER SINCE: **2012**

**JOE BROOKS**  
Vice President  
Fixed Income Trading  
INDUSTRY EXPERIENCE: **11**  
SHAREHOLDER SINCE: **2011**

**DEIDRA KRYS-RUSOFF**  
Senior Vice President  
Tax-Exempt Trading  
Portfolio Management  
INDUSTRY EXPERIENCE: **26**  
SHAREHOLDER SINCE: **2009**

# Our Broad Client Base



**24%** increase in assets invested in alternative investments

**DEAN DORDEVIC**  
Principal  
INDUSTRY EXPERIENCE: 35  
SHAREHOLDER SINCE: 1995



**28** graduate degrees and designations held by employees

**BECKY HORVAT, CPA**  
Vice President  
Controller  
INDUSTRY EXPERIENCE: 8  
SHAREHOLDER SINCE: 2013



**\$150 million** managed by West Bearing

**JOSH FRANKEL, CFP®**  
Executive Vice President  
Portfolio and Wealth Management  
INDUSTRY EXPERIENCE: 7  
SHAREHOLDER SINCE: 2015



**19%** of our clients want to increase their knowledge of investments

**LAUREN KRYGIER**  
Client Relationship Associate  
INDUSTRY EXPERIENCE: 10

Taking risks early and preserving wealth through diversification

Embracing risk to create a new business not **one**, not **two** but **three** times. Each new endeavor was built on the success and knowledge of the others. Employed **hundreds** of

workers in **12** locations. These entrepreneurs sought opportunity in places that would cause others fear and anxiety. In the end, they sold a business that took over **20** years to build, resulting in an offer that was **1,000** times the original capital it took to start. They believed that wealth is created through concentration and is preserved through diversification. Entrepreneurs often retire with an investment portfolio that is more stable than managing a single business.



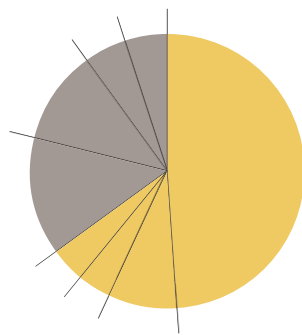
**ERIN ROSENBLADT**  
Vice President  
Client Solutions and  
Information Systems  
INDUSTRY EXPERIENCE: 3

**STEVE HOLWERDA, CFA**  
Principal  
Chief Operating Officer  
INDUSTRY EXPERIENCE: 27  
SHAREHOLDER SINCE: 1991

**LORI FERRARO**  
Administrative Associate  
INDUSTRY EXPERIENCE: 12  
SHAREHOLDER SINCE: 2009

**MICHAEL GARCIA**  
Chief Technology Officer  
INDUSTRY EXPERIENCE: 29

# Our Diversified Assets Under Management



**65%** Equities

- 49% Domestic Large Cap
- 8% International
- 4% Domestic Small Cap
- 4% Alternative Assets

**35%** Fixed Income

- 14% Municipal Bonds
- 11% Corporate Bonds
- 5% Cash
- 5% Mortgage-Backed Securities, Treasury and Agency Bonds



**47**  
nonprofit  
board chair  
positions held  
by employees  
over the  
years

**MARY FAULKNER**  
Senior Vice President  
Branding and Communications  
INDUSTRY EXPERIENCE: 10  
SHAREHOLDER SINCE: 2011



Average age  
of clients:  
**63**

**BETH BROWN**  
Client Relationship Associate  
INDUSTRY EXPERIENCE: 24



**97%**  
client  
relationship  
retention  
rate

**JIM COATS**  
Executive Vice President  
Relationship Management  
INDUSTRY EXPERIENCE: 16  
SHAREHOLDER SINCE: 2008



**47,482,211**  
proxy votes for  
**806** companies

**PATTY VAN DYKE**  
Operations Associate  
INDUSTRY EXPERIENCE: 24  
SHAREHOLDER SINCE: 1997

One woman's generosity impacting future generations

At the funder's passing at age **93**, a private foundation was established. Today, **five** trustees make decisions on how to spend the over **\$200,000** of philanthropic money they have

designated each year. Over **40** scholarships have been given over the **six-year** history as well as nearly **200** grants to agencies helping people in need and bettering the community. **Twenty-five** communities across the state have been positively impacted by the generosity of the funder and the dedication of the trustees.



**LORI FLEXER, CFA**  
Executive Vice President  
Portfolio and Wealth Management  
INDUSTRY EXPERIENCE: **21**  
SHAREHOLDER SINCE: **2001**

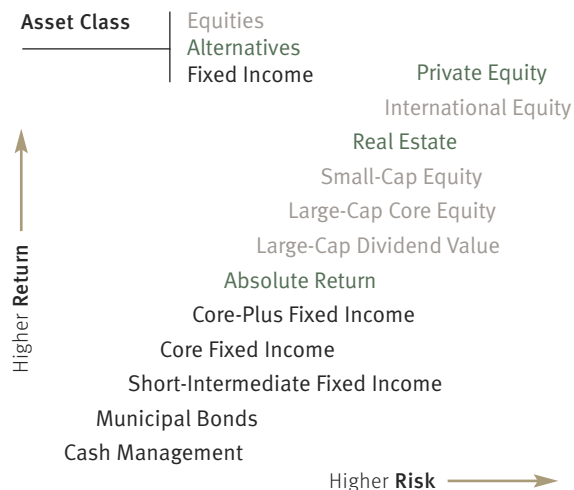


**PETER JONES**  
Vice President  
Research  
INDUSTRY EXPERIENCE: **3**



**HELENA LANKTON**  
Executive Vice President  
Portfolio and Wealth Management  
INDUSTRY EXPERIENCE: **41**  
SHAREHOLDER SINCE: **2007**

# Relative Risk and Return



**SCOTT CHRISTIANSON, CFP®**  
Senior Vice President  
Portfolio and Wealth Management  
INDUSTRY EXPERIENCE: 8  
SHAREHOLDER SINCE: 2013



**LIZ OLSEN**  
Vice President  
Marketing and Communications  
INDUSTRY EXPERIENCE: 3

## Mission

Investment Excellence • Lifelong Relationships

## Core Values

- Exceed expectations
- Act with uncompromising ethics and reliability
- Advocate innovation and manage change
- Foster a collegial environment
- Enjoy the journey

## Investment Principles

- Know the environment
- Seek opportunities
- Manage risk
- Focus on the long term



**FERGUSON WELLMAN**  
CAPITAL MANAGEMENT

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