

## Managing money for the family and helping others



Adelaide Daniels Key is a high-energy woman who is “sort of” retired. She keeps her hand in several businesses and is an active philanthropist. A cancer survivor herself, she’s helped thousands of people cope with cancer through her work and generosity.

Adelaide came into money later in life. She will tell you that with money comes responsibility. Since then, she has worked to get her financial house in order for herself, her family and her philanthropy. Adelaide praises husband-and-wife-team Don and Charlie Reed — he, a wealth management advisor, and she, a long-term care specialist — for helping her use her money wisely.

**Q** *As someone who is retirement age, how have the economic events of the last year affected you?*

**A** I didn’t grow up with money, so I never expected to have it. That happened when a company offered to buy our family newspaper. Suddenly, I had a great deal of money. Because it was so sudden, I found myself buying things I didn’t need. I’m very thankful that people I trusted advised

*“The first question we always ask is ‘what are your goals, your dreams?’ Once we know the answers, we can help.”*

Wealth Management Advisor Don Reed offers investment advisory services to Adelaide Daniels Key through Northwestern Mutual Wealth Management Company, a limited purpose federal savings bank.



**Charlie Reed**, Financial Representative; **Don Reed**, Wealth Management Advisor — Asheville, North Carolina

me well, helping me refocus, so that my efforts and resources would be used in ways that will make a difference.

So even before this financial upheaval, I didn't spend exorbitantly. My response has been to make some cutbacks and to rely on Don and Charlie. With their help, I have continued to feel secure. Don and I have met frequently to look at where I am financially, but I never questioned any of my decisions about financial products — those were good decisions. I believe this economic turbulence has helped people realize what they actually do have and perhaps better understand others who are not as fortunate. I'm watching people change their attitudes, and that's a good thing.

**Q** *What drives you to work on behalf of others, rather than slow down and take it easy?*

**A** My grandfather, who built that newspaper, also taught me it was important to give back. When I had friends who came into Asheville for medical treatment who couldn't afford

accommodations, I opened my home. It was then I saw a need and an opportunity — to build a hospital hospitality house and run it with volunteers. Everyone thought I was out of my mind, but it works. Over the years, Don has helped me figure out many things. I trust him. He's a good friend and a good advisor.

**Q** *What does financial security mean to you?*

**A** I have enough to eat, a house to live in, a car to travel with. I want to be independent as long as I can and not leave my children any debt. And I have financial representatives I trust. When Don and I first talked about financial security issues, he realized I didn't know much — so he started explaining, and I listened. I was teachable because I knew that I didn't know enough. He challenges me and doesn't always agree with me. He and Charlie make sure everything we talk about fits my life, not someone else's. All these things put together make up financial security for me.

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