

# THE CAMPBELL CHRONICLES

A MONTHLY NEWSLETTER FROM  
THE CAMPBELL WEALTH MANAGEMENT GROUP



## THIS MONTH'S NEWS AND UPDATES:

- **Market Update**
- **Sharks Vs. Selfies**
- **Crypto Update**
- **Increasing your cars fuel efficiency**
- **Question of the Month**

## FROM THE HOME OFFICE

Last month I mentioned there is never a shortage of world topics to be discussing, and as we enter into the unofficial start of summer with the first long weekend of the season, that continues to hold true. The war between Russia and Ukraine wages on, and with it comes record high gas prices at the pumps. Those already driving electric vehicles are enjoying passing by the gas station, and not having to fuel up with prices now over \$2 per liter. For anyone that is thinking of making the switch to an electric or hybrid vehicle, you may be in for a bit of a wait. A quick search on some of the more popular sites for these vehicles, shows even if you order now, you may not take delivery for anywhere from 3 months, to almost a year from now. If you drive a lot, or plan on taking some summer road trips, I've put together a list of things you can do in an effort to improve your fuel efficiency in this month's newsletter. Also included this month is a look at the markets, and the volatility we are experiencing right now, an update from the popular question of the month on Crypto currencies and a fun story about sharks and selfies. I hope you are able to enjoy the first long weekend of the summer season.

## MARKET UPDATE

2022 is off to a rough start. After a significant pull back across all markets on May 18th, here are the returns so far this year in the major North American indexes:

S&P TSX -5.3%

Dow Jones -13.3%

S&P 500 -17.7%

NASDAQ -27%

Inflation, higher interest rates, fuel prices and continued supply chain issues all have a part to play in the poor performance of the markets so far this year. With inflation numbers still coming in at a 3 decade high amount, it is widely expected the Bank of Canada will continue their rate hikes again on June 1st, by raising the key lending rate by another 1/4 or even 1/2% again. After that, there starts to become varying opinions. Some think there will be a pause to see how the economy reacts to some of the most aggressive rate hikes we have seen in a generation, while others believe there will be continued hikes throughout the end of the year. Next month, our team is fortunate to be spending some time with Brian Belski, BMO's Chief Investment Officer, and a key contributor to the stocks that are used in many of our models. I look forward to being able to provide you with some of his insight in next month's edition on what to expect for the rest of 2022 and beyond.

## SHARKS VS. SELFIES

Recently, I came across an article stating that more people die from selfie-taking accidents than from shark attacks. In a study that was done between the years 2011-2017, it found 259 people world wide died in 137 selfie related accidents compared to just 50 people killed by sharks. Yet, if you ask people what they are more afraid of, a shark attack or taking a selfie, the vast majority would pick the shark attack. Why? People don't respond to statistics, they respond to stories. Investing can be the same. Stories of long term investing are too boring for people to pay attention to. They get swayed by scary narratives instead of evidence and probabilities. In 25 years of helping clients, I have never made anyone rich overnight, but I have helped hundreds of families reach their goals and dreams to become financially independent.



## CRYPTO CURRENCY UPDATE

In the last newsletter, the question of the month was about crypto currencies, and investing in them. This proved to be a very popular topic, as many people have been asking about crypto lately. Given the popularity of the subject I wanted to provide an update to the key participants in the crypto space. Over the past month, most of the popular crypto currencies have come under significant downward pressure, and have dropped by approximately 40% during that time, and are currently down about 60% from the highs reached last fall.



# INCREASING YOUR CARS FUEL EFFICIENCY

As gasoline and diesel prices surge beyond the \$2/L mark across Canada, and with no end in sight, it has many drivers looking for ways to improve the overall fuel efficiency of their vehicles. A quick Google search indicates there are also many companies looking to take advantage of this opportunity by offering after market chips, filters or additives to improve your overall efficiency. But if you are not looking to alter the make-up of your vehicle, there are still some things you can do in an effort to reduce your consumption. Here's a list of some of them:

- Avoid fast starts and fast stops.
- Avoid high speeds (this can save you in more ways than one).
- Anticipate traffic or stops, and coast to decelerate.
- Keep your tires properly inflated.
- Reduce drag. If you have external carrying kits, or roof boxes, remove them when they are not needed.
- Plan your routes ahead.
- Avoid high traffic times, if possible.
- Stay on top of regular maintenance.

The next few months tend to be the busiest on Canadian roads and highways. If you are heading out on an extended vacation, or just the typical commute, plan ahead and stay safe.

## QUESTION OF THE MONTH

***With all the talk about cyber hacking, and everyone doing more online, how can I protect myself from this?***

When COVID arrived more than 2 years ago, many were forced to change the way they went about their regular routines. This included shopping, banking and many other normal day to day items. With that came a barrage of online accounts, apps, logins and passwords. I know we have all been told over and over again, don't make your passwords easy (spouses or kids names, birthdays, etc.), don't make all of your passwords the same and don't write them down. But how do you then keep track of them while maintaining the safety precautions needed? There's actually apps for that. You can subscribe to a password protector app that allows you to store your login and password data in a protected environment. This means you only need to remember the password to access the app, and all of your information can be securely stored. The app will also generate complex passwords for you using combinations of letters, capitals, numbers and symbols.



Have a question you would like addressed in a future letter? Send me a note: [jamie.campbell@nbpcd.com](mailto:jamie.campbell@nbpcd.com)



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