

**NEWS FROM
NACHMAN NORWOOD & PARROTT
WEALTH MANAGEMENT CONSULTANCY**

We are hard at work continuing the integration of our new team members into the organization. The goal of this endeavor was to make 2+2=5 by maximizing the skill sets we now have under one roof. Lots of time and energy is being spent on this and we will be rolling out changes as the year progresses.

In an effort to take our Wealth Management Services to a higher level, we have recently developed a new Client Service Model. As we begin to put the new model in place, we are convinced that our clients will recognize greater service and advice. Expect improvements during 2010.

In order to help us with many of the changes and improvements, we will be selecting and launching a new internal software system to help us become a more efficient team. Benefits from this upgrade should include more effective client communication, improved workflow management as well as more effective team work. Stay tuned.



Partner Ben Norwood recently obtained the Chartered Private Wealth AdvisorSM (CPWASM) designation.

Nachman Norwood & Parrott is committed to furthering the education of our team members. We are regularly looking for appropriate continuing education opportunities.



The new building continues to progress. Much has been completed but we still have more to do. This year's focus will be on landscaping, signage as well as more interior decorating. The project never ends!



**BEST OF
GREENVILLE**

The popularity and prestige of the festival are on the rise. Thousands from around the Upstate and across America gathered for the 2009 event,

and this spring's showcase should set new marks for attendance, sales and enjoyment.

Applications from visual artists for the 2010 festival jumped nearly 20% compared with last year.



Photos by Scott Holloway

From toddlers to the most discriminating art enthusiasts, Artisphere engages mind, body and spirit with exceptional creativity, interaction and cuisine.

For information on exhibits, performances and festival hours, visit www.artisphere.us

Artisphere

May 7 - 9, 2010

Pound for pound, few cities of our size do festivals like Greenville. Our favorite is Artisphere, which returns for its sixth year May 7-9. Recently named in the Art Fair Sourcebook as a Top Ten arts festival in the U.S., Artisphere



brings a unique blend of visual and performing arts to Downtown Greenville.

UPCOMING EVENTS:

Project Host Bar-B-Q Festival and Cookoff (April 23 - 24)
Downtown Greenville on Broad Street – (864) 235-3403

BMW Charity Pro-Am (May 13 - 16)
Bright's Creek, Carolina CC and Thornblade CC – (864) 297-1660

Freedom Weekend Aloft (May 28 - 31)
Heritage Park and Ampitheater, Simpsonville, SC – (864) 399-9481

10th Anniversary Cazbah International Wine Festival (June 12)
Downtown Greer on Trade Street – (864) 250-0702



NACHMAN NORWOOD & PARROTT
WEALTH MANAGEMENT CONSULTANCY

**WITH MEASURED OPTIMISM,
WE EMBARK ON A NEW DECADE.**

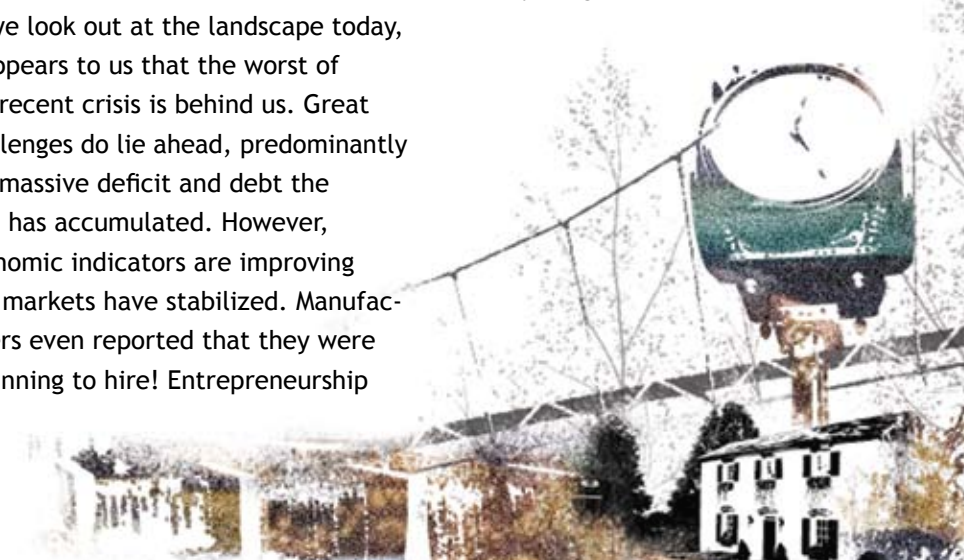
Here we are at the start of a new decade, trying to focus on the future while we struggle to shake off the effects of the last ten years. The last decade contained two of the worst bear markets in the history of our country, resulting in one of the rare 10-year periods when little money was made in the equity market. With this dismal recent past, it's hard to address the future with optimism.

So what are you to do? Put on body armor and operate in a state of fear? No, we at Nachman Norwood & Parrott Wealth Management Consultancy would rather address the future head-on, confident in the outcome and focused on guiding our clients through whatever comes our way.

As we look out at the landscape today, it appears to us that the worst of the recent crisis is behind us. Great challenges do lie ahead, predominantly the massive deficit and debt the U.S. has accumulated. However, economic indicators are improving and markets have stabilized. Manufacturers even reported that they were beginning to hire! Entrepreneurship

and creativity are alive and well; there are still more Steve Jobs and Bill Gates to come. We haven't even scratched the surface in innovation! Slice it and dice it as you like, the Federal Reserve's hike of the Discount Rate in February clearly signals that economists believe the economy is improving.

At the risk of sounding like an *optimist*, Nachman Norwood & Parrott Wealth Management Consultancy is eagerly planning for the future. It won't always be smooth sailing, but we believe there will be plenty of opportunities. We appreciate you. We're honored to have earned your trust. We look forward to the days ahead, using our experience and insights to help you reach your goals and dreams.



Some of the articles in this newsletter were written by Harrison Kohn.
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Investment products and services are offered through Wells Fargo Advisors Financial Network, LLC (WFAFN), Member SIPC, Nachman Norwood & Parrott Wealth Management Consultancy is a separate entity from WFAFN.

**THESE THREE THINGS ALLEN FREEMAN
ON LIFE'S MOST IMPORTANT LESSONS.**



Allen Freeman
Freeman-Major Architects

Focus on Allen Freeman: A long time Client of Nachman Norwood & Parrott Wealth Management Consultancy.

His father founded his architectural business back in 1940, and according to Allen Freeman, the core philosophy of Freeman & Major Architects has changed very little in 70 years. "Over all this time, we've tried to be big enough to do 'big work.' But not so large that I have to spend all my time managing people and processes. I still love 'doing' architecture."

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Among the firm's most treasured creations is the Governor's School for the Arts. A long shot to win the job, Freeman & Major was matched up against architects from across the U.S. in the final round of the selection process. "We had this idea ... this vision of Italy as the cradle of creative thought and art," says Freeman. "We could see a Tuscan-styled village sloping down the hillside, and pedestrian walkways connecting Italian-inspired buildings. That concept, and a lot of hard work, earned us the project. In many ways it's come to define us."

What three things have helped you succeed in business and in life?

"First, learn to listen. To your clients, to your associates, to anyone you care about. In architecture, there's such a temptation to try to design a solution before you even know what the problem is. It's human nature, really. But to create an enduring relationship you simply have to listen and be patient. Second, take your ego out of the process. Design to your client's needs, not your own. Third, care deeply about what you do, like it's your own."

What does retirement look like?

"The closer I get to what I used to think was 'retirement age,' the more I realize I just don't have the desire to play golf four times a week. I really can't think of anything I'd rather do than what I'm doing right now. So I'm trying not to just quit. I'd rather begin to slow down at some point, as long as I continue to bring value to our firm."

Allen joined Freeman-Major Architects in 1971, and serves as senior partner and head of design. His expertise and talent have resulted in national, state and regional awards for Freeman-Major. Among his many civic involvements, Allen serves on the boards of A Child's Haven and the South Carolina Children's Theatre. He is an Elder at Westminster Presbyterian Church.

**MEET
KELLY CARROLL**



We at Nachman Norwood & Parrott Wealth Management Consultancy are fortunate to have a dedicated group of long-term teammates. Kelly Carroll has exemplified this type individual. Kelly began her career with our Group in 1995 as a Client Service Associate and, other than a brief period away (due to relocating for her husband's job), she has been with us ever since.

Kelly currently serves as our Office Manager. In this role she oversees many aspects of our day to day operation including administrative, human resources, marketing, technology, payroll, financial and operational functions.

Over the year, it is safe to say that Kelly has had her hand in most administrative and operational areas of the business and, as an integral part of our Group, she can step up as needed to fill any gap in these areas.

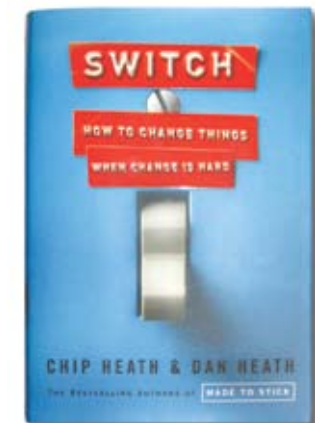
Originally from Michigan, Kelly and her husband, Dan, have a son, Jake. She is involved in the children's, women's and music ministries at her church and enjoys spending time with her family.

**FROM THE BOOKSHELF:
SWITCH**

"Big problems are rarely solved with commensurately big solutions. Instead, they are most often solved by a sequence of small solutions, sometimes over weeks, sometimes over decades."

The issue is CHANGE. Personal change, corporate change and cultural change ... at the core of Chip and Dan Heath's recommended new book *Switch: How To Change Things When Change Is Hard* (Broadway Books, ©2010).

Throughout *Switch*, the Heath's use eye-opening behavioral science studies to show not just how difficult sustainable change is, but how it can be achieved. The main premise is that people don't have one single decision-making unit. Instead, we have two systems: emotional and rational. Throughout *Switch*, these are characterized by an Elephant (the emotional side) and its Rider (the rational mind). "The Rider holds the reins



Broadway Books, ©2010

and seems to be the leader. But the Rider's control is precarious because the Rider is so small relative to the Elephant."

Our failure to affect real change is usually due to the Elephant.

"It's lazy and skittish, often looking for the quick payoff over the long-term payoff. Changes often

fail because the Rider simply can't keep the Elephant on the road long enough to reach the destination."

From this platform, the book provides story after story of significant change in the face of improbable odds. The key is

aligning mind, heart and process. "When change works, it tends to follow a pattern. The people who change have clear direction, ample motivation, and supportive environment. In other words, when change works, it's because the Rider, the Elephant, and the Path are aligned in support of the switch."

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