



Partner Andy Byrd has been named to the Board of The Family Effect. The Family Effect is a non-profit organization working to reduce addiction as a leading cause of family collapse and harm to children.

We are pleased to announce the addition of Virginia Crider to our practice. Virginia has been hired as a Client Service Associate within our Wealth Management team. She will be supporting the partners on this team with all client service-related requests.

Partner Gary Davis recently attended the Matrix Conference in Denver, Colorado. The Conference was held for advisors specializing in consulting to Qualified Plan Sponsors. It discussed legislative changes recently enacted pertaining to qualified plans, issues that can get plan sponsors in trouble and how to avoid them as well as new features and technologies being used to design and run these plans. After breaking both his leg and foot, Gary is back in training for an upcoming marathon.



BEST OF GREENVILLE

Take a quick walk through downtown Greenville, and it's clear to see that we are blessed with a vibrant, thriving art community. An annual event that highlights that community is Greenville Open Studios. On November 6 and 7, hundreds of artists throughout Greenville will open their studios to the public and showcase their work.

Now in its ninth year, Greenville Open Studios provides free and convenient access to the visual arts while educating the public and creating a dialogue between artists and the community. The weekend also gives the participating artists an opportunity to market their work to the local community while encouraging and enhancing the practice of art collecting.

Greenville Open Studios strives to develop a greater awareness of the diversity and quality of the local visual arts available in the Greenville area.

With more than 99 locations across Greenville and 142 artists participating, there will certainly be something for everyone.



Teri Peña, who works out of ArtBomb Studios, is just one of the artists who will be showcasing her work at Greenville Open Studios.

For more information about Greenville Open Studios, visit www.greenvillearts.com

UPCOMING EVENTS:

St. Francis Fall for Greenville (October 8-10)
Downtown Greenville on Main Street - (864) 467-5741

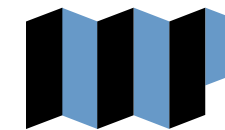
Oktoberfest (October 15-17)
The Gunter Theatre - (864) 232-0344

Boo in the Zoo (October 16-17, 22-23)
Greenville Zoo - (864) 467-4300

Spinx Run Fest (October 30)
Downtown Greenville - (864) 271-0092

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NACHMAN NORWOOD & PARROTT

WEALTH MANAGEMENT CONSULTANCY

UNUSUAL UNCERTAINTY

Our Federal Reserve Chairman recently hit the nail on the head when he used the phrase "unusual uncertainty" to frame the current environment. Is there anyone out there who is not unusually uncertain about what the future holds? It sure would be easier to make plans if we could see the future! The reality is, no one knows what lurks behind the next corner or what news tomorrow will bring. Accepting that this is a period of unusual uncertainty, it seems logical that all one can do is cover all the bases, have a prudent plan with a trusted advisor, and put one step in front of the other.

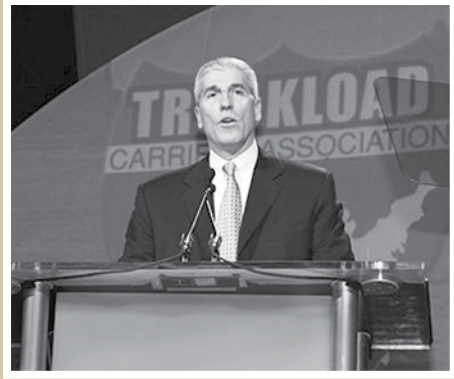
Each time our country has faced a challenging economic environment, the same question surfaces: Is this time different? Although each situation is somewhat different, many of the concerns today are the same as previous, difficult recessions. For example, the worries of double dipping, deflation, job creation, and the political climate are as relevant in our current situation as they were in years past. In times like these, it becomes increasingly difficult to look into the future with any sense of optimism. Once again, this is not new. How bright was the outlook in 1974 with Vietnam, Watergate, and price controls? Were things any less bleak in 1981-1982 with double-digit inflation, double digit interest rates, an oil crisis, hostages

in Iran, and a stock market that stood at the same place as ten years prior? Of course, 1990-1992 was no better, with a commercial real estate crisis, the S&L debacle, banks on the brink and double-digit unemployment. Even as recently as 2000-2002, we saw the tech bubble, 9/11 and the ensuing terrible bear market. Challenging times, tough recessions and weak, long-term stretches in the equity market are certainly not new; however, one thing is for sure: each time feels like the worst time.

As we face this adversity together, our focus is to help our clients weather the storm while not wavering from the ultimate, long-term objectives. We certainly see no reason to give up on life dreams in the face of "unusual uncertainty". We will continue to provide financial advice that helps support our clients' ability to achieve happiness and well-being. Our clients can face the challenges of today with "unusual certainty" that we are working every day with their best interests at heart.

The information in this newsletter was current as of Q3 2010 and is subject to change. Andy Byrd and Michael Helms are no longer affiliated with Nachman Norwood and Parrott or Wells Fargo Advisors Financial Network, LLC. Clifton Parker and G&P Trucking Company are not affiliated with Nachman Norwood and Parrott or Wells Fargo Advisors Financial Network, LLC.

THESE THREE THINGS CLIFTON PARKER ON STRIKING A SUCCESSFUL BALANCE



best truckload provider in the Sunbelt region, which encompasses both the southeast and southwest.

Here are some highlights of our conversation with Clifton:

What three things have helped you grow as a company over the past several years?

“First, we’re in the people business. By hiring good people who understand great customer service means being courteous and doing what you say you’re going to do, we’ve been able to create long-term relationships.

Second, we remember that our people are vital to our success. And people have issues and needs. By having corporate counselors or chaplains in each of our locations, we can make sure that our employees’ personal needs are being met.

Third, even though making money is important, we remember that business is about more than that. It’s about the people and culture of your company, too.”

What things have been important for your personal success?

“I grew up in the trucking business, so I got plenty of exposure to the industry at an early age. By the time I started in the business, I was used to the long hours and hard work. God has also blessed me with the demeanor of being calm and dealing with issues in a rational manner. Last, I’ve learned how important it is to maintain a healthy balance in your life. I’m blessed to work with wonderful people and for a wonderful family. When I get up in the morning, I look forward to going to work.”

Clifton Parker played tennis against Al Cannon 18 years ago. Although he lost the state title to Al, he was so impressed with his honesty and integrity that he gave Al his business, and it’s been there ever since.

MEET MICHAEL HELMS



At Nachman Norwood and Parrott Wealth Management Consultancy, we are fortunate to have a number of team members with extensive experience. One of those is Managing Director Michael Helms, who joined our group in 2009 to focus on serving the needs of our high net-worth clients.

A graduate of the University of South Carolina with an undergraduate degree in finance and an MBA, Michael went on to earn both the Certified Public Accountant (CPA)* and CERTIFIED FINANCIAL PLANNER™ (CFP®) designations, and his Series 7, 8 and 66 registrations. Michael has specialized in serving corporate and high net-worth clients throughout his career at employers that include KPMG, Ernst and Young, Raymond James and Smith Barney.

Michael also shares his talents and time with the community, serving as a member of the Finance Committee of the Greenville Chamber of Commerce, and focusing on church and prison ministry. Michael is an avid football and baseball fan and loves to spend time traveling with his wife, Mary.

*Not currently practicing.

FROM THE BOOKSHELF: LONG FUSE, BIG BANG

Reversing our instinct to choose quick, temporary fixes in problem solving is the core of *Long Fuse, Big Bang* (Hyperion, 2010), the just-released book from neuroscientist Eric Haseltine. Working as a senior executive at the National Security Agency, Disney and Hughes Aircraft, Haseltine observed that people (and therefore the organizations we make up) are so preoccupied with short-term problems that they have little time to create and nurture long-term solutions. More than just a personality quirk, this tendency is actually hard-wired in the human brain.

“The vast majority of our feelings, behaviors, and perceptions are... the result of many fast, but unconscious, processes operating covertly inside our brains. Understanding this is critical to overcoming the brain’s counterproductive tendency to choose small wins now over big wins later,” writes Haseltine. As a result, “the tyranny of the urgent stifles the pursuit of the important.”

The keys, according to Haseltine, are to change our perception of the problem and our approach to

solving it. In training our brains to see an immediate problem as a long-term opportunity, we can devise a sequence of deliberate steps to arrive at a fundamentally sound solution. Each step of the way produces a positive result on its own, building momentum toward the goal.

In pursuing the “distant win,” we learn that “to set off big bangs, you don’t have to change what you do every day, just the way that you do it.”

The lessons of Haseltine’s book are considerable for us as highly driven individuals. Particularly during times of economic volatility, the parallels for investors shouldn’t be overlooked. At Nachman Norwood & Parrott, we continue to take a strategic “long fuse” approach to wealth building. Certainly, the news of the day cannot be ignored. But the prudent investor understands the value of small corrections to a long-term strategy as opposed to sudden and often counterproductive event-driven reactions.

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