

FINANCE

with Stefan Wissenbach, Chairman of THE WISSENBACH GROUP



Rolling away the years

With the passing of the years the rock and roll generation of the '50s and '60s are now today's senior citizens

Those seemingly indestructible rockers *The Rolling Stones* have rolled back the years this summer by headlining the Isle of Wight Festival.

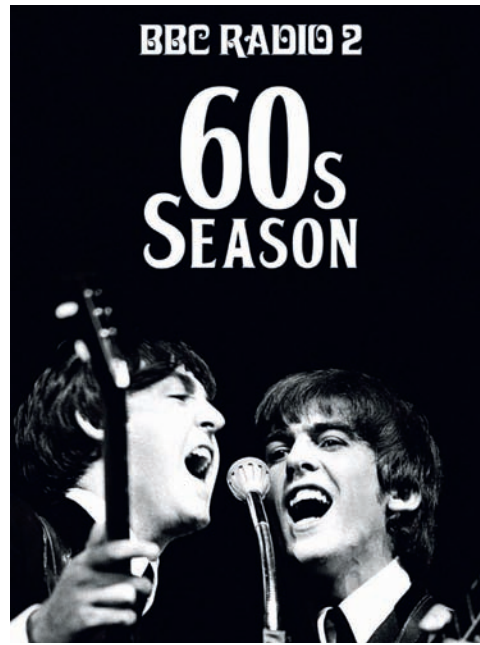
Meanwhile at Glastonbury, veteran rock band The Who and the evergreen Dame Shirley Bassey were among the headline acts at the popular festival.

And getting in on the act, Sir Paul McCartney – who this year reached the ripe old age of 65 – has released a new album 40 years after the *Beatles* landmark *Sgt. Pepper* first hit the record stores.

It's amazing how the years roll by. The rock and roll generation of the '50s and '60s are now becoming today's pensioners. And yet it seems like only yesterday that all their troubles seemed so far away, as Sir Paul so famously sang all those years ago.

This is why it is important that a savings culture is invested in today's young people. Before they know it, the *Arctic Monkeys*, *Keane* and the *Kaiser Chiefs* will be drawing their state pension, and with all of us living longer, the need to invest for the future is as critical now as it has ever been.

Without doubt, parents and grandparents have a key role to play in helping foster a savings culture among the young. In doing so, young people will see the benefit of regular saving and the provision of valuable nest eggs for the future. As Sir Winston Churchill once said: "Saving is a very fine thing –



You can hear 60s' icons the *Beatles* (above), on BBC Radio 2 60s' season from June to September.

especially when your parents have done it for you." The years are rolling by, but as the rock and roll generation might find out, greater longevity could

mean a greater risk of outliving cash, which underlines the importance of taking financial planning seriously as early as possible, using the expertise of a wealth expert.

It makes sense to get your money into funds that will be well-managed for your benefit and that of your offspring over the longer term – and then sit back, forget about them and watch the years roll by.

Stefan Wissenbach is Chairman of the Meriden-based Wissenbach Group, a wealth management and investment specialist consultancy which offers innovative financial strategies and advice to high net worth clients. For further information, contact tel: 01676 522333 or visit www.wissenbach.co.uk



New MD

Steven Wilshire has been appointed group managing director by Midlands-based wealth and investment specialists The Wissenbach Group.

Steven, who has been working with the Group on a consultancy basis since 2003, moves into the new role to spearhead the drive for growth in the business, which has offices in Meriden, Warwickshire and Berkeley Square, London.

