BERKSHIRE DIVIDEND STRATEGY

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Casual Friday: "MDPS" + Eric Church Commencement

#TGICasualFriday!

We express gratitude for the men and women who gave everything in service to our country. The grilling, the long weekend, the lake house — exists because of them. And Berkshire is so thankful for you - the advisors - who make us strive to be better – every day.

"MDPS" — Memorial Day Policy Statement

An effective Investment Policy Statement (IPS) matches client objectives with the right strategies. Your "MDPS" should do the same. Whatever your Memorial Day Objectives — here's a diversified lineup to maximize the long weekend. Yes, ***active management*** of "MDW" (Memorial Day Weekend) works... Even your compliance department approves!

- **Core:** It all starts with the basics — getting the grill right. Like dividend strategies, burgers and dogs don't need to be boring: https://www.americastestkitchen.com/articles/3451-how-to-grill-burgers-top-10-tips
- **Go on Margin:** Looking to eat as much as humanly possible across three full days? Joey Chestnut's training tips: https://www.mensjournal.com/news/joey-chestnut-details-extreme-training-methods
- **Private Credit:** The illiquid, invite-only allocation — your buddy's family rib recipe, locked up in the smoker since 5 AM, available only to those inside the relationship: https://amazingribs.com/best-barbecue-ribs-recipe/
- **AI-Themed Dish:** Let the algorithm do the work. Wireless thermometers and the Traeger WiFire app. The robots can't replace the pitmaster — yet — but they can stop you from overcooking the tenderloin: https://www.traeger.com/meater
- **"Liquid" Alts:** Margaritas, Palomas, Ranch Waters, and a properly built Old Fashioned for the purists: https://bevinfogroup.com/2026/05/13/memorial-day-weekend-cocktails-for-2026/
- **Global Allocation:** Take your grill abroad. Argentine asado. Korean galbi. Japanese yakitori. Mexican carne asada. Diversify the protein, diversify the seasoning. https://grllr.com/bbq-traditions-across-the-globe/
- **Thematic ETFs:** Pick a theme and go all-in. Smashburger party. Birria taco bar. New England clambake. Tiki/luau. Build the whole menu around one big idea — high concentration, high conviction. https://ddrbbqsupply.com/blogs/news/party-ideas
- **Allocation "Pie" Bonus:** Strawberry rhubarb, blueberry, key lime, ice cream cake — diversify across the entire dessert spectrum. There is no such thing as overallocation here. https://www.tasteofhome.com/collection/memorial-day-desserts/

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May means commencement speeches which we hope motivate and inspire you!
As a country music fan and someone who plays his fair share of guitar, this one really hits home – on so many levels. Here's Eric Church's musical and heartfelt commencement address to the University of North Carolina -- https://www.unc.edu/posts/2026/05/11/watch-eric-churchs-spring-commencement-speech-and-song/

Finally, I was proud my daughter Margaret graduated from Fordham University this past weekend. Today show host Hoda Kotb also shared 10 great lessons worth living. Hoda Kotb's Fordham 2026 Commencement:

1. **You only need one yes** — she got rejected 27 times in 10 days before landing her first TV job
2. **Take the opportunity even when you're not ready** — she anchored the news unprepared and bombed, then did it again anyway
3. **Find what you love and get paid for it** — purpose beats stuff every time
4. **Work for something bigger than yourself**
5. **Don't use your phone as an alarm clock** — protect your mornings
6. **Run your own race** — don't compare timelines; her biggest blessings came after 50
7. **Fix your gaze wisely** — Sheryl Lee Ralph heard "magnificent actress" where others heard pity
8. **Happiness vs. joy** — happiness is an event, joy is inner peace
9. **Call the people who raised you** when you're out on your own
10. **Believe you belong everywhere** — closed with Sinatra's "New York, New York"

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