

What is the History of Red Cedar Investment Management?

David Withrow:

Really, the core of the team has been together for about 20 years. We started at a previous firm back at around 2000, and we were actually two teams joined together from an acquisition, as we were both subsidiaries of a bank. And we were fortunate enough to launch a strategic income strategy which we manage today with North Square during that time period. In 2018, there were some changes made at our existing firm and we were able to hand pick a team we managed assets for—some clients desired to grow the firm with their own registered investment advisor. And, so, we were able to move a handpicked team over to that new RIA, which is Red Cedar Investment Management in December of 2018.

John Cassady:

Most of us have worked together through various market cycles, through ups and downs, for the better part of 20 years. So number one, keeping the team together that has created this investment process, that what we have demonstrated is repeatable and that we can manage the risks. So that's very important to have the team together to do that.

John Cassady:

I don't think we fall into the trap of "group think" a lot. I think being located in Grand Rapids, Michigan and Cincinnati, Ohio is an advantage. I think where there's a bunch of firms congregated in, say, New York City, they can fall prey to group think. We, we do encourage people to think independently. We have a unique mix of thought processes. We have people from all different political persuasions, if you will. But I always challenge people when we have strategy meetings to "check your political baggage at the door." I don't care who you want for president, who you want for Congress or what you think on any issue. Our job is to figure out how will any of those decisions impact the investment portfolio so that we can do the best for our clients.

John Cassady:

We all have a passion for this. I'd say don't get in this business if you think you're going to make a ton of money. That's the absolute wrong reason. You'd better have a passion for it. And it shows. Because you do go through ups and downs in this business. I'd love to say that we perform every single time. That we're doing great performance. By and

large we do produce performance. But there are times when it's not pleasant. And especially you go to late 2008, 2009, things were ugly and you had to have the courage of your convictions as an investor during that time frame. And it was no time to hide. You had to stand up for what you believed in, make your investment decisions.

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