

Quarterly Newsletter

May 2026

Our team



At Gateway Associates, you gain more than financial advice — you gain a team that listens, understands, and walks beside you.

We get to know your story, your goals, and what “financial done” looks like for you. Because our approach is relationship-first, your plan is built around your life, not just your finances.

thrivent.com/gatewayassociates

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Ste. 104
Germantown, WI 53022



Scan to visit
our website

Celebrating milestones

This year marks a series of meaningful milestones for our team, and we’re excited to share them with you.

While Bryan is rarely one to seek the spotlight, several recent honors reflect not just his career, but the collective effort, dedication and heart of the entire Gateway Associates team—and the incredible clients and partners who make our work possible.

These achievements are the result of strong relationships, shared values and a deep commitment to serving others.



Honors we’re proud to share

This year, Bryan was recognized for his long-term dedication and passion for giving back:

Thrivent Hall of Fame inductee

Inclusion in Thrivent’s Hall of Fame represents years of sustained performance, consistency and a deep commitment to serving others.

VIP – Hall of Honor inductee

This honor is awarded to advisors from Thrivent and its affiliates who have brought in \$5 million or more in charitable gifts through Thrivent Charitable throughout their careers. Through the work of all members of the Hall of Honor, including this year’s awardees, over \$747 million has been gifted to support communities.

A note from the team

It’s a busy—and incredibly rewarding—season here at Gateway Associates. We’re proud of the recognition Bryan has received! But we are also proud of the impact behind it, including the \$5 million in charitable giving that has helped support individuals, families and communities in meaningful ways.

Thank you for being part of this journey. Your partnership is the reason we do what we do, and we’re honored to continue making a difference—together.

Hall of Fame represents long-term commitment to our organization with consistent performance. Financial advisors and professionals qualify for Hall of Fame by achieving at least 20 years of service, a consistent level of production, and having a favorable compliance history. This recognition does not evaluate the quality of services/advice provided to clients and is not indicative of the financial advisor or professional’s future performance.

Thrivent Charitable Impact & Investing® (Thrivent Charitable) recognizes Thrivent financial advisors who devoted extra effort in facilitating charitable gifts to the foundation. Thrivent Charitable’s Voices in Philanthropy (VIP) recognizes the top ten FAs from each Advisor Group who facilitate at least \$100,000 in current or deferred gifts to Thrivent Charitable between January 1 through December 31, in a calendar year. This recognition does not evaluate the quality of services/advice provided to clients and is not indicative of the financial advisor’s future performance. Thrivent Charitable Impact & Investing® is a public charity that serves individuals, organizations and the community through charitable planning, donor-advised funds and endowments. Thrivent Charitable Impact & Investing works collaboratively with Thrivent and its financial advisors. It is a separate legal entity from Thrivent, the marketing name for Thrivent Financial for Lutherans.

Raising dough for a great cause



At Gateway Associates, strengthening the communities where we live and work is part of who we are. While our office is proudly rooted in Germantown, we believe being a good neighbor means showing up for families across the Greater Milwaukee area—especially when the need is urgent.

This Mother’s Day season, we’re partnering with Milwaukee Diaper Mission to support families facing diaper insecurity—an issue that impacts 1 in 2 families in Milwaukee. Because diapers aren’t covered by programs like SNAP or WIC, many parents are forced to make difficult choices between basic necessities. Through this drive, we’re helping bridge that gap for families just a few miles down the road.

Our goal

We’re aiming to raise \$1,500, which equals:

- 7,500 diapers
- Support for 300 babies in our local community

How you can make an impact

There are multiple ways to support the drive:

- **Donate online:** Thanks to Thrivent, every \$2 donated is matched with \$1, helping your gift go even further.
- Through bulk purchasing from MDM, a \$10 donation can help support two babies.
- Give in person: We also welcome unused, unopened boxes of diapers and/or wipes.

You do not need to be a Thrivent member to participate—all are welcome.



A sweet thank you

To thank everyone who participates, we’re hosting a build your own cookie box in the office during the week of May 4, just ahead of Mother’s Day weekend.

Whether you’re treating a mom in your life, gifting someone you appreciate, or indulging yourself, your cookies come with something even sweeter—real impact.

Cookie details

- Up to five cookies per box
- Flavors include: Chocolate Chip, Cosmic Brownie, Peanut Butter Cup, Fruity Pebbles, Turtle, Funfetti, Twix and M&Ms*
- Available in office during the week of May 4
- Quantities are limited, but donations are welcome even if cookies run out

Why this matters to us

This mission is deeply personal to our team. We are home to many moms, dads and a few soon-to-be parents. As we prepare to welcome new little ones, we’re more motivated than ever to help ensure every baby in our community is clean, dry and healthy.

We’re not just asking for support—we’re leading the charge. At the conclusion of the drive, our team will personally deliver donations to the Milwaukee Diaper Mission warehouse and spend the day sorting and packing diapers for distribution.

From Germantown to Milwaukee, we believe every child deserves a healthy start. Thank you for helping us support our neighbors.



Important dates

- April 20:** Mother’s Day drive begins
- May 25:** Memorial Day (office closed)
- June 19:** Juneteenth (office closed)
- July 4:** Independence Day (office closed)

Meet the team



Bryan Jansen,
MBA, CFP®, ChFC®,
CASL®, FIC, RICP®,
BFA™
Financial Advisor



Lexie Higgins
Director of
Operations



**Stephanie
Sauerland**
Administrative
Assistant



Megan Heinsma
Securities
Associate



Logan Demaa
Support Advisor



Priscilla Moore
Administrative
Assistant



Dayanne Vega
Marketing
Specialist



Easton Meckl
Paraplanner



Nolan Rux
Support Advisor



Alex Klaes
Client Service
Administrator



Stephen Williams
CFP®
Director of
Dedicated
Planning
Operations



Anne Kovales
Support Advisor



Jayne Hartin
Customer Service
Coordinator

Team spotlight: Welcoming Priscilla Moore

We are thrilled to officially introduce the newest face at our front desk, Priscilla Moore, who has joined us as our administrative assistant. Priscilla has already hit the ground running, and we wanted to share a little more about her.

When she isn't working, Priscilla finds joy in the simple things. She is a self-proclaimed Costco enthusiast (we'll be looking to her for the best bulk-buy tips) and loves spending her free time baking and making memories with her daughter.

If you hear some classic vibes coming from her workspace, it's likely a trip down memory lane. Priscilla stays fueled by 90s and early 2000s hits. As she puts it: "What a time to be alive!"

The year ahead is a big one for Priscilla. Not only is she excited to dive deeper into her role here at Gateway Associates—getting to know our wonderful clients and team—but she is also celebrating a major personal milestone.

Priscilla is marking 20 years as an active member of Sigma Gamma Rho Sorority, Inc. Through her chapter, Iota Psi Sigma, she stays busy serving the Brown Deer and Milwaukee communities. From community service projects to providing scholarships for high school graduates, Priscilla's passion for giving back is truly inspiring. "I enjoy giving back to my community alongside amazing women."

Please join us in giving Priscilla a warm Gateway welcome next time you're in the office.



Building warmth in the community



After years as a pediatrician, one local retiree realized that caring for children didn't have to end with retirement—it just had to look a little different.

Noticing that many people in the community lacked proper winter gear, they turned a personal passion into action by launching a local coat drive.



What started with simple flyers in 100 mailboxes and a collection box on a front porch quickly grew into something bigger. By partnering with Grace Lutheran School, a bold goal took shape: if 250 students each found just a few extra coats, the community could collect more than 1,000 items for neighbors in need.

The lesson? You don't need to reinvent the wheel. Sometimes all it takes is a small "nudge" in the right direction to spark meaningful change.

"I have always believed that one person can make a difference. What truly matters is what happens outside the church walls."

Stories like this are exactly what Thrivent Action Teams are all about—neighbors stepping up, ideas turning into impact, and communities coming together.

So, what about you?

Do you already have a Thrivent Action Team—or an idea that's been sitting in the back of your mind? Whether it's a fundraiser, service project or educational event, you don't have to do it alone.

If you're ready to get started (or just want help thinking through an idea), call our office at 262-293-9912. We're happy to walk you through the application process and help you turn your idea into action.

Already led a Thrivent Action Team?

We'd love to celebrate your impact! Send your story and a photo to dayanne.vega@thrivent.com and you may be featured in a future newsletter.

Save the date: Christmas in July is July 15
Wednesday, July 15
Falls Area Food Pantry
N85W15382 Menomonee River Pkwy.
Menomonee Falls, WI 53051



Our sixth annual Christmas in July celebration is officially on the calendar—so grab your sunglasses and save the date for Wednesday, July 15!

This year, we're switching things up in a big way. Instead of hosting the event at the Menomonee Falls Farmers Market, we'll be celebrating on-site at the Falls Area Food Pantry. The new location gives us more room for activities, more space to gather, and more ways to have fun while giving back.

As always, we'll be partnering with the Falls Area Food Pantry for our annual food drive and fundraiser, supporting local families during a critical summer season. And with the extra space, we're planning fun activities for both kids and adults—and yes, we're even exploring the idea of a dunk tank (which might mean a certain Bryan Jansen gets a little wet). What could be more fun under the sun on July 15?

More details coming soon—for now, please save the date and get ready for another year of impact, laughter and community cheer.

Reflecting on a purposeful legacy

We want to extend a heartfelt thank you to everyone who joined us at Hot House Tavern for our recent “purposeful legacy” event featuring guest speaker John Busacker.

It was a truly special evening. John challenged us to think deeply about passing down both our values and our valuables. He provided profound insight into the emotional and behavioral side of preparing the next generation for their inheritance.

One of the most memorable moments of the night was John’s story about his grandchildren. He shared how he gave each of them a \$20 bill with one rule: they couldn’t spend it on themselves—they had to give it away.

While the grandchildren hilariously ended up giving the bills to each other, the lesson remained clear: generosity is a practice. It starts with the intention to look outside ourselves, even if the execution doesn’t always go exactly as planned!

We were moved to hear that several of you felt an immediate urge to call your children and grandchildren to start these important conversations right away.

Our goal is to continue providing events that nourish your financial health and your family legacy. We hope those who attended felt inspired, and for those who couldn’t make it, we look forward to seeing you at our next gathering.



Stay connected

Website: thrivent.com/gatewayassociates

Email: gatewayassociates@thrivent.com

Facebook: facebook.com/GatewayAssociates.Thrivent

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