HONOURABLE PRESTON MANNING
Founder of the Reform Party of Canada

BIOGRAPHY

Preston Manning is one of Canada’s great political visionaries who has tirelessly championed the cause of democratic and political reform. He founded two political parties – the Reform Party and the Canadian Reform Conservative Alliance – both of which became the official Opposition in the Canadian Parliament. Mr. Manning served as the Leader of the Opposition from 1997 to 2000, and in 2007 he was made a Companion of the Order of Canada.

Since retirement from Parliament in 2002, Mr. Manning has released a book entitled Think Big, served as a Senior Fellow of the Canada West Foundation, and as a Distinguished Visitor at the University of Calgary and University of Toronto. He is a member of the Institute of Corporate Directors and is an Institute Certified Corporate Director. Mr. Manning is currently a Senior Fellow of the Fraser Institute.

Mr. Manning continues to write, speak, and teach on a variety of subjects including the revitalization of democracy and Canadian conservatism, strengthening relations between the scientific and political communities, the application of market mechanisms to environmental conservation, and the management of the interface between faith and politics.

As founder, President and CEO of the Manning Centre for Building Democracy, Mr. Manning continues his lifelong commitment to improving Canada’s democracy.

For more information, please visit: http://www.speakers.ca/manning_preston.aspx

ABSTRACT

“ETHICAL LIGHTHOUSES” - Mr. Manning will discuss the importance and relevance of ethics to Advanced Financial Planners and their customers. Attention to ethics is an important component of restoring investor confidence in markets, corporations, financial institutions, and financial advisors after the ethical lapses of the Enrons and Madoffs and the role of ethically-challenged traders and politicians in precipitating the recent financial meltdown.
Patricia L. Daunais, Q.C.

BIOGRAPHY

Patricia L. Daunais, Q.C. practices in the areas of Family Law and Estates. Pat is Past President of the Calgary Bar Association, Calgary Estate Planning Council, Enviros Group Homes and the Association of Women Lawyers. In 1999, Pat participated on the Executive Fund Raising Committee for the University of Calgary Law School. Pat has taught business law and property management courses at Mount Royal College and real estate law at the University of Calgary. She lectured at the Alberta Bar Admission course for more than 15 years in a variety of fields including ethics and practice management. Pat has been a speaker at many conferences and seminars. In 1975 Pat was called to the Alberta Bar and in 1996 received her Queen’s Counsel designation. Pat was peer nominated as one of the Best Lawyers in Canada for 2010.

ABSTRACT

Setting the Stage:

1. Joint assets: - matrimonial home
   - recreational properties
   - other assets and investments
2. Pensions and RRSP’s
3. Insurance
4. Small business

Executing the Plan:

1. Mutual Wills and Testamentary Contract (aka Distribution Agreements)
   Why? - 1. Ensuring all children are treated equally
   - 2. Remarriage by surviving spouse (or common law relationship in excess of 3 years)

2. Spousal trust
   Why? - 1. Above
   - 2. Credit proofing – Canada Revenue Agency
   3. Spend thrift or other reasons:
      a. inexperience handling money
      b. addictions
**Dealing with the Business:**

Unanimous Shareholders’ Agreement that dovetails with Will and estate plans.

Sale of business:  
- a. arm’s length  
- b. non-arm’s length  
- c. combination of a. and b.

- key employees  
- family dynamics  
- compensation  
  - when family members join  
  - when family members leave  
  - does not have to be all or nothing

**Problems:**

1. Executor  
   - friend  
   - family member  
   - business advisor  
   - corporate trustee

2. Conflicts of interest  
   - representing more than one party – husband – wife  
   - child – who will it be?
Craig Senyk – Biography & Abstract
Session: Sept. 23rd - 1:00 pm
Portfolio Construction – Asset Allocation now and in retirement.

Craig D. Senyk, CFA, B.Comm.

BIOGRAPHY

Craig Senyk is Director of Portfolio Management and responsible for the tax-effective overlay strategy at Mawer Investment Management Ltd. He is the manager for the Mawer Canadian Diversified Investment Fund (which won for 3 Years and 10 Years in the category of Global Equity Balanced Funds at the 2010 Lipper Awards and the Bronze Award in the category of Global Balanced Pooled Funds at the 2009 Canadian Investment Awards) and is also responsible for institutional client management. Mr. Senyk serves on the Firm’s Management Committee which is responsible for the development and execution of the Firm’s strategic plan.

Mawer Investment Management Ltd. was one of the pioneering firms in Canada to recognize and manage the impact of taxes for investors. As the Portfolio Manager for the tax-effective strategies for the Firm, Mr. Senyk works to ensure that the clients of the Firm retain as much of their pre-tax return on an after-tax basis as possible. He has researched, written and spoken on a number of after-tax strategies as they apply to the Canadian investor and taxpayer.

Mr. Senyk has been with Mawer since 1997. Previously, he was a Trader at Green Line Investor Services from 1996 to 1997. Prior to joining Green Line Investor Services in 1996, he was employed at the Royal Bank in Edmonton, which he joined in 1995.

Mr. Senyk is a Chartered Financial Analyst charterholder with a Bachelor of Commerce (with Distinction) degree from the University of Alberta. He has completed a number of industry and financial planning courses through the Canadian Securities Institute. He has 16 years of investment experience.

Mr. Senyk is currently a board member for Toastmasters International and a past board member for the Calgary CFA Society and the Calgary chapter of the U of A Business Alumni. He is a sports enthusiast and has been active in the community through minor hockey.

ABSTRACT

This presentation will look at constructing and managing tax effective portfolios for Canadian investors (and specifically Russell and Diane) encompassing the following:

- Framing the asset allocation decision taking into account investor psychology through the:
  - Total portfolio approach
  - Incorporation of human capital
  - Use of goals based investing
- Comparing and contrasting the following portfolio construction methodologies:
  - Core-satellite approach
  - Style diversification.
- Managing a portfolio tax effectively without sacrificing pre-tax returns through:
  - Asset location
  - Fixed income and equity turnover
  - Dealing with future tax liabilities
Kevin Cork, President
The Absolute Group

BIOGRAPHY

Kevin Cork, CFP is President of The Absolute Group with 19 years financial planning, investment and Branch Manager experience.


Kevin has lectured at the Universities of Mount Royal, Calgary & Alberta, Keyano College and has appeared on Vicki Gabereau, CBC/Newsworld, A-Channel, ROB TV, Global, CTV, QR77, TVOntario, CityTV in Toronto, Vancouver, Edmonton and Calgary, MOJO Radio, CJAD Montreal, Country 105, JACK FM and Canada Learning Television.

Registered Representative, the Investment Executive, Global Strategy’s Strategems have interviewed him on matters of technology for advisors and he wrote a four year column in the Advocis’ Forum on quick tech tips.

He has also done presentations and workshops on using technology for advisors for the Advocis Banff School, IFIC, Manulife, Yorkton Securities and Freedom55 Financial.

Kevin has eleven years improv experience and uses these talents to combine humour, irreverence and immediate audience feedback to present concise, precise, useable tips and clarify intricate concepts in an informal, easy to understand manner. His one line in ‘Superman III’ as the DJ was edited out.

ABSTRACT

Beyond your Website: Using the internet, email and technology to upgrade your practice Version 2.0

- Ten Quick Tech Tips
  Each of these take less than ten minutes to set up and implement. They will save your business time, money and hassle.

- Squeeze more juice from your Blackberry
  Here are five indispensable features and apps that will instantly enhance the way you use your phone.

This presentation is structured to provide time for questions, comments and general exclamations of wonder.
Barry LaValley, President
Right Brain Consulting

BIOGRAPHY

Barry LaValley is President, Right Brain Consulting and specializes in communications education for financial advisors. His firm has clients in Canada, the U.S., Europe, Hong Kong and Mainland China and works with advisors and their firms to help them understand the most effective way to communicate effectively.

Barry’s unique approach to client communications is based on the psychology and science of adult learning behavior and how that affects how they think and act. His company focuses on client discovery, communicating value and content for brochures and websites that reflects the “right brain approach”.

Barry LaValley has a degree in psychology and over thirty years experience in the North American financial services industry as an advisor, senior mutual funds executive, speaker, writer and educator.

He was a pioneer in the life planning approach to financial planning and has been a major contributor to the course content for the Canadian Securities Institute’s CH.P Strategic Wealth designation program. In addition, he helped write the textbook currently used by the Canadian Academy of Senior Advisors. His own book, “The rightbrain advisor—making your message stick” is available in July of 2010.

ABSTRACT

In this session….

Barry LaValley will focus on how advisors can be more effective in reaching their client and market with their communications message. His presentation will examine the important elements of “brain science” and how clients think, act and make decisions. Advisors can then apply this understanding to their client discovery process, their website and brochure content and their overall marketing message.

This presentation will be based on content from Barry’s new book, The Right Brain Advisor. It will focus on four key communications concepts:
• Right brain and left brain thinking
• Crystallized vs. fluid intelligence
• Implicit need vs. explicit needs
• What you can learn from an iceberg to help you answer your client’s toughest questions
Jim C. Otar, CFP, CMT, BASc, MEng

BIOGRAPHY

Jim completed his B.A.Sc. (Bachelor of Applied Sciences) degree in Mechanical Engineering at the University of Toronto in 1975. Subsequently, he received his M.Eng. (Master of Engineering) degree at the same university. After spending several years in engineering and investing for his own account, he started his financial planning career in 1995.

He is the author of several books; the most recent one is called “Unveiling the Retirement Myth – Advanced Retirement Planning based on Market History”. It is a non-Gaussian approach to retirement planning. Before that, he wrote “High Expectations & False Dreams – One Hundred Years of Stock Market History Applied to Retirement Planning”, where he first pointed out the devastating effects of the sequence of returns, market cycles, the luck factor and the time value of fluctuations. His first book was about Canadian dividend reinvestment plans. He contributed a chapter to "Retirement Income Redesigned - Master Plans for Distribution”, a book by Bloomberg Press, published in 2006. He also contributed content for Canadian Securities Institute courses on distribution planning. He has written over a hundred articles and numerous portfolio reviews for various magazines on retirement planning internationally since 1996. He is quoted in the news media on retirement and financial planning issues.

Jim’s expertise stems from applying his engineering and technical analysis background to retirement planning. His article series in Retirement Planning won him the prestigious CFP-Board Award for 2001. He won this award a second time in 2002 on the same subject – about market cycles and sequence of returns.

Jim is an independent financial advisor. He gives workshops on non-Gaussian advanced retirement planning across the country. He is the founder of retirementoptimizer.com and aftcast.com
Jim C. Otar, CFP, CMT, BASc, MEng

ABSTRACT

Designing Lifelong Income Strategies

Objective: To give tools for creating realistic retirement income solutions for lifelong income based on market history, “Don’t Sell Dreams, Prevent Nightmares”

Subtopics:

1. The Market History and Retirement Planning:
   - Pitfalls of current retirement planning practice
   - Examples of failed plans based on market history

2. Mathematics of Loss in Distribution Portfolios:
   - The Luck Factor- the largest factor of portfolio longevity in early years
   - Inflation – what to do about it
   - Reverse Dollar Cost Averaging – how to minimize its effects.

3. Early Warning Signals:
   - A simple method for forecasting potential demise of a retirement portfolio up to twenty years before it happens

4. Introduction to Zone Strategy:
   - A three-step process to determine whether a client has abundant (green zone), sufficient (gray zone) or insufficient (red zone) savings for lifelong income.
   - Strategies for each zone to make sure all your clients have lifelong income.

5. Case Study:
   - Retirement analysis of the symposium case study using the actual market history and the aftcasting technique.
BIOGRAPHY

Patti has worked in the field of financial services for 40 years. Her experiences in accounting, payroll benefits, as well as tax audit with CRA have provided a strong support to training and advising in the Insurance Industry since 1986. During her first three years as an insurance advisor she qualified for MDRT.

Patti resumed personal production in 2003 with Desjardins Financial Security. Her passion for training and support of the advisors development surfaced and she joined the Head Office Elite Case Team, providing field marketing support in complex insurance solutions and Living Benefits.

"Independent Living" was added to the Desjardins Financial Securities Insurance offering in 2005 and Patti has been instrumental in the support, education and sales process of LTC. Today, she remains the primary contact at Head Office in Toronto, for LTC inquiries from the field.

Her first hand personal and professional experiences of individuals with a Loss of Independence have contributed to her passion in the delivery of the need for the product in every Retirement Planning Strategy.
Norm Trainor
President and CEO

BIOGRAPHY

Norm Trainor is the founder and CEO of The Covenant Group. He is an international speaker, the author of the best-selling book, *The 8 Best Practices of High-Performing Salespeople*, and *The Entrepreneurial Journey: A Handbook For Building Your Business*, as well as a consultant to organizations around the world.

In 1975, Norm was selected by Wilson Learning Corporation to set up and organize Wilson Learning Canada. As Managing Director, he grew the new organization to 33 employees in just eight years before leaving Wilson to found Trainor Consulting Ltd. This new company specialized in the custom design of training programs, principally in the areas of sales, customer service, management, product/technical knowledge and interpersonal skills. After 1991, when Trainor Consulting was acquired by The Wyatt Company, Norm stayed to build their Organizational Effectiveness Group.

In 1995, Norm left Wyatt to form The Covenant Group, where he amassed and diagnosed research on top performing professionals, eventually distilling that research into The 8 Best Practices concept. He then went on to write *The 8 Best Practices of High-Performing Salespeople*, an inspiring story of his work with three high performers. The book became the National Post's 1999 #1 business book in Canada. He is also the author of *Best Practices: Training and Development*, Carswell Thomson’s international bible on Training and Development. His most recent book is *The Entrepreneurial Journey: A handbook for building your business*. In addition, Norm has written over 300 articles for various leading publications in North America and internationally.

Norm began his career in the life insurance business, qualifying for the National Quality Award (NQA) and the Chartered Life Underwriter (CLU) designation. His academic background includes a BA with Honours in Psychology from the University of Toronto, and postgraduate courses in Psychology and the Behavioural Sciences.

ABSTRACT

Norm Trainor’s presentation on Succession Planning starts by demonstrating that Succession Planning and Transition Planning are not the same. He distinguishes between advisors who are Players, Producers and those who are merely Pretenders. He goes on to describe the four major systems that need to be in place in any business to maximize the business potential. Norm then outlines the five performance drivers to a high-performing business. His presentation concludes by discussing the four dimensions of effectiveness for business owners and then asking a key question every successful business owner needs to answer.
Scott Newman, CFP
Vice President, Global Investment Strategies

BIOGRAPHY

Scott Newman is Vice President, Global Investment Strategies at Invesco Trimark. His primary responsibilities include supporting the sales efforts of advisors in Alberta and Saskatchewan.

Prior to joining the company in 2000, Scott was a Regional Marketing Manager at Manulife Financial. He began his career in the industry in 1989.

Scott earned his degree in Finance from the University of Alberta. He holds the Chartered Financial Planner designation.

ABSTRACT

Exchange Traded Funds (ETF’s)

Exchange Traded Funds have experienced rapid growth in the last decade as investors have embraced the benefit rich characteristics of the investment vehicle. With now over $1 Trillion in assets in ETF’s worldwide, the adoption of the ETF is widespread including Pension plans, Mutual Funds, individual investors, Endowments, and traders.

As a Financial Planner, understanding how ETF’s are structured is essential in order to advise on their inclusion within a portfolio. We will examine:

- ETF costs and how they are built
- ETF creation/redemption process
- Understanding limitations around liquidity and tradability
- We will also examine how ETF’s are used by a variety of asset allocators in both a Core and Satellite approach.

Exchange Traded Funds have allowed individual investors to emulate the best practices of institutional investors. Asset allocation strategies including more than stock and bond exposure, but also commodity, currency and private equity have led to the ability to institutionalize the retail portfolio.

ETF’s have evolved far beyond investing in traditional indexes. In fact, traditional indexing is being challenged by more intelligent and investable indexes, allowing for more favorable investor experiences. We will examine the evolution of indexing and where the next chapter in index development holds.

We will examine some of the techniques around including alternative strategies in a client portfolio and some of the characteristics.

Commodity exposure – what you need to know about investing in commodity ETF’s.
Larry calls himself a *professional generalist*. As a Certified Management Consultant with an MBA in the Management of Technology, he has provided facilitation, education and consulting services to clients across more than twenty sectors (including clients in the financial services sector such as the Canadian Securities Institute and Citizens Bank).

Starting in 1996, Larry facilitated a number of strategic planning sessions for the *Canadian Association of Financial Planners* and completed a consensus-based Governance Review for the CAFP in its final year. In January 2004, he became the first *Executive Director* for the *Institute of Advanced Financial Planners*.

Larry has been quoted in business media, such as *Investor’s Business Daily* and *CFO Magazine*. His *Corporate Integrity Checkup* was profiled in *Newsweek* shortly after Enron collapsed, and his article *Five Questions Corporate Directors Should Ask* has been republished in the U.S., China, Europe and throughout South America. Larry’s *Framework for Universal Principles of Ethics* has been used by UN-HABITAT, the Privacy Commissioner of Canada, Citizenship & Immigration Canada, and many schools, universities, hospitals, and professional associations across the United States and in Europe, Russia, China, Africa, and the Middle East.

Larry has also been published in Stephen Covey’s *Executive Excellence*, the World Business Academy’s *Perspectives on Business & Global Change*, and the American Forum for Global Education’s *Issues in Global Education*.

Larry continues to provide consulting services to boards, advisory groups and professional associations. He served for more than ten years as a director on various corporate and non-profit boards, including the board of a large venture capital fund where he initiated a social screening process and facilitated impact assessment for emerging biotechnologies.

Larry also offers *Project Partnering* facilitation and planning services to the engineering/construction sector, which he has done since 1993, including projects such as the Sea-to-Sky Highway, Seymour-Capilano Filtration Plant, and the last six expansions to Vancouver International Airport.

Larry has taught graduate and executive level courses in *Business Ethics* at both the University of British Columbia and Simon Fraser University. He also taught the *Ethics* component for the Institute of Corporate Directors’ *Corporate Directors College*, designed and led a series of seminars on *Strategic Alliances* for UBC, and was Moderator for the first two years of UBC’s *Summer Institute in Sustainability*. 

*IAFP Symposium 2010*