

**Membership dedicated  
to the future of our industry**

**Advocis®**



**Century Initiative**

Advocis Premium Membership



## Why you should have the premium membership of this century?


Advocis requires a strong financial foundation and adequate resources to effectively represent the interests of advisors. The challenges that lie before us are substantial and the threats to advisors' independence must be proactively challenged. To facilitate these efforts, Advocis has created the Century Initiative (CI). Included among our initiative are two premium membership categories, the fees of which will go towards building this financial foundation.

*"There has never been a better, more demanding and more exciting time to be a part of Advocis, its future and vision."*

Rob McCullagh, CFP, CLU, CH.F.C., RHU  
Calgary

## Reasons to bring your membership to Century Initiative ...

- Distinctive recognition at Advocis events, in the Annual Report and FORUM magazine
- The satisfaction of knowing that you have contributed in a substantial way to safeguarding the future of your industry and your own business
- Influence in the future development of Advocis
- And much more ...



Keeping quiet about the benefits of “The Premium Program of the Century” is not easy – members make it their “Initiative” to talk about their experience ...

*“No other organization has demonstrated a single-minded commitment to the well-being of advisors and their clients like Advocis has. To enable the organization to continue to be effective in the future, Century Membership will create a strong and stable capital base from which the challenges of the future can be met with confidence.”*

Dale Ens, CFP, CLU, CH.F.C., RHU  
Blaeberry Estate Planning Inc..

## The membership plan you choose is up to you

You have the flexibility to choose the type of premium membership that suits your needs:

1. **PLATINUM** membership or
2. **GOLD** membership

**Plus, several membership fee payment options.**

## Eligibility

Membership is by peer invitation and is open to all Advocis, CLU Institute and CALU members.

## Getting started is one easy step! You can ...

1. Apply online at [www.advocis.ca/centuryinitiative](http://www.advocis.ca/centuryinitiative) for your Century Initiative membership;
2. Call us for an application at 416.444.4449 or 1.877.773.6765; or
3. E-mail: [centuryinitiative@advocis.ca](mailto:centuryinitiative@advocis.ca).



**Century Initiative**

Advocis Premium Membership

**Advocis®**