

Advocis >

20  
20

**ANNUAL REPORT**  
LOOKING FORWARD



# TABLE OF CONTENTS |

<b>President &amp; CEO's Message</b>	<b>1</b>
<b>Chair's Message</b>	<b>2</b>
<b>Membership</b>	<b>3</b>
Membership Growth	4
Membership Fee Model	4
<b>Legal and Regulatory Affairs</b>	<b>5</b>
Advocis continues to shape the future of the financial advice profession	5
The voice of Canada's financial advisors and planners	5
Meeting with Key Regulators and Stakeholders	6
LRA Continues to Work for, and with, Our Members	6
Celebrating Our 12th Annual Regulatory Affairs Symposium	7
2020 LRA Submissions and Bulletins	8
<b>Government Relations</b>	<b>9</b>
Advocacy in unprecedented times	9
Strengthening grassroots advocacy: The Advocacy Network	10
Staying focused on our key issues	11
<b>Education</b>	<b>13</b>
Commitment to continuing education	13
<b>Continuing Education</b>	<b>14</b>
Update 2020	14
<b>Continuing Education</b>	<b>15</b>
<b>Communications and Marketing</b>	<b>16</b>
Coffee Talks	17
Member Resource Centre	17
Find an Advisor	18
PFA National Campaign	18
Advocis Connect	19
Small Business Support Campaign	19
FORUM	20
Media Coverage	20
<b>The Institute</b>	<b>21</b>
J. G. Taylor Award	21
Recognition of Longstanding CLUs	21

# TABLE OF CONTENTS II

deHaerne Trophy	21
Awards and Winners	22
2020 Winners	22
CE Accreditation Services	23
Five-Year Strategic Plan	23
PFA – Professional Financial Advisor	23
<b>Advocis Chapters</b>	<b>24</b>
Supporting Advisor Resilience in Unprecedented Times	25
Chapter Leadership Conference	25
Steps To Success In A Pandemic	25
Planning for Strategies for Success	26
<b>Advocis Chapters And Our Communities</b>	<b>26</b>
Advancing Financial Literacy	26
Supporting Social Health	28
<b>Advocis and Cystic Fibrosis Canada</b>	<b>29</b>
<b>Advocis Broker Services</b>	<b>30</b>
<b>Advocis Protective Association</b>	<b>30</b>
<b>GAMA International</b>	<b>31</b>
LAMP 2020	32
Awards	33
<b>Advocis Schools</b>	<b>35</b>
<b>Management Discussion &amp; Analysis</b>	<b>38</b>
<b>Century initiative</b>	<b>46</b>
<b>Century Initiative Members</b>	<b>47</b>
<b>2020/2021 Tfaac Board/Subsidiary Boards</b>	<b>50</b>
<b>Committee Chairs And Members</b>	
<b>Advocis Corporate Partnership Program</b>	<b>54</b>
<b>Advocis Corporate Partners and Sponsors</b>	<b>55</b>
<b>Contact Us</b>	<b>56</b>
Executive Management	56



# PRESIDENT & CEO'S MESSAGE

**Greg Pollock**, CFP, M.Ed., L.L.M., C.Dir.

President and CEO, Advocis, **The Financial Advisors Association of Canada**

2020 was a year of unprecedented challenges not only for our Association and our membership, but for organizations, families, and individuals across Canada. At Advocis, we chose to be defined by our response to COVID-19 rather than by the circumstances of it, and in doing so we have accomplished extraordinary things.

As soon as our rapid transition to a work-from-home environment was completed, we sprang into action to continue serving our membership. At a national level, we immediately launched a multitude of initiatives to ensure that members would be equipped with both the information they needed for themselves and their clients with regards to COVID-19, and that they could continue to pursue professional excellence in a virtual environment as well. Our Member Resource Centre, Coffee Talks, and adapted Continuing Education programs are only a few examples of the agility and dedication we have shown in this time, with programs such as Advocis Connect and our Financial Literacy Month efforts speaking to our continued and growing commitment to the greater public interest as well. Our new DigiCat project also speaks to how we are proceeding to envision the advisor of the future, and how our focus remains on where our industry is headed despite the significant barriers we face in the present.

Concurrent with this, our chapter leadership and volunteers were also doing exceptional work in preserving and moving forward with the chapter life that forms the core of Advocis for many members. Their work in ensuring that members continued to stay connected and were able to reach out to one another through a variety of online experiences was outstanding, and we could have not succeeded without them.

Regulatory wins, the launch of our grassroots advocacy networks and the continued support of our partners and sponsors were also highlights of the year, and I can say without reservation that the resiliency of our entire staff throughout this period has filled me with pride – resiliency which has certainly been matched and inspired by the dedication our members have shown to their own clients throughout the past year.

As we all know, the ancient saying “May you live in interesting times” is an ambiguous one. It speaks to moments in which great things become possible precisely because so much is suddenly and unexpectedly at stake. I am pleased to say that Advocis has risen to meet that challenge, and that we will continue to raise the bar of professionalism for financial advisors across Canada in the years to come.





## CHAIR'S MESSAGE

**Abe Toews**, CFP, CLU, CH.F.C., CHS, ICD.D  
TFAAC Chair

As a member of Advocis for several decades, I can say with confidence that no year has ever tested our motto of ***Non Solis Nobis*** – not for ourselves alone – with the sincerity and intensity as the one which is now behind us. And while this spirit of coming together to face remarkable challenges remains throughout the Association as I write this in 2021, the rate of vaccination across Canada continues to grow daily, and it seems that the most difficult period of this time may now be finally behind us.

Despite it all, however, Advocis continued to meet its obligations to its membership throughout 2020 in a way that upheld our role of advancing and raising the bar of the profession. Symposium, Taste of the Schools and many other signature Advocis events were moved online, and a host of new virtual experiences for members came to the forefront of chapter life across the country as well. We also continue to build for and secure our future through the Century Initiative, and enthusiasm remains high across the organization to continue our philanthropic work for organizations such as Cystic Fibrosis Canada and other charities.

I'm also pleased to report that we continue to prepare for the future at a Board level as well. It is with great pride that I look forward to concluding my term as Chair of the Association in 2021. Rob Eby, our incoming chair, is an exemplary leader and member of Advocis who I am confident will continue guiding our association towards fostering and ultimately representing the advisor of the future. Through further development of our strategic goals for 2022 and beyond, he will lead Advocis through a pivotal time in its history as technology, post-pandemic realities and more begin to shape where our industry is ultimately headed in the latter half of the decade.

While we had many highlights throughout the year, one of the disappointing things for me personally was that I could not travel and meet with you in person. Hopefully, with full vaccination, we can once again meet in person soon.

Finally, thank you to the TFAAC board and Advocis staff for your support during my term as Chair.

## MEMBERSHIP

The onset of the COVID-19 pandemic and the subsequent shift to working from home as well as pivoting to a virtual environment created a 'new normal' for Advocis Members. The economy, industry and consumer environment has been impacted in ways that we could not have imagined a year ago. Members looked to their Association, and Advocis responded to Members promptly with strong resources and tools. Highlights included:

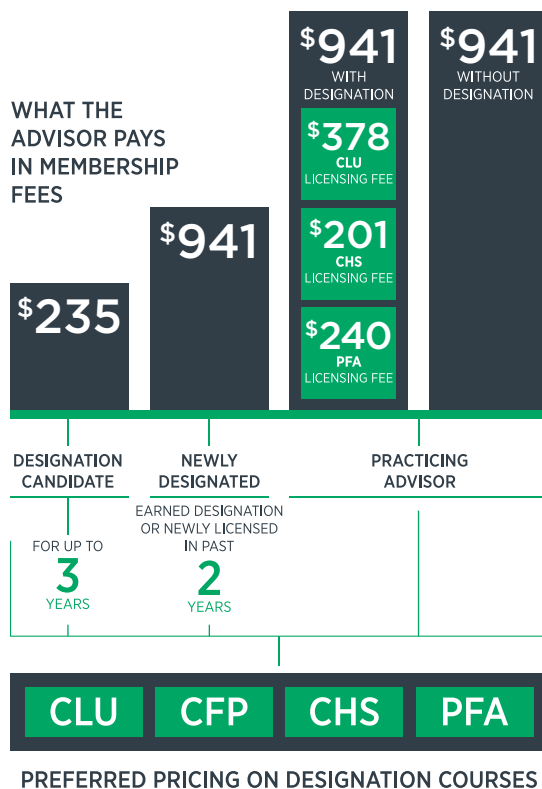
- The membership renewal timeline was extended with fees deferred up to six months (to June 30th), during which time Membership benefits remained in place without interruption
- Membership benefits were expanded to include complimentary continuing education modules and complimentary timeline extensions for courses and designation programs



## Membership Growth

Over the year, membership experienced a decline in growth as a direct result of COVID-19... For example, the student member category was affected by delays in provincial life licensing. This in turn resulted in fewer gains than anticipated in the designation candidate category for new members. Overall, there was a 20% decrease in membership for 2020. This decline is viewed as directly attributable to a year of unique challenges posed by the pandemic. Our main focus was on providing an unprecedented level of support to existing members through this difficult time. As the pandemic resolves, it is anticipated that membership growth will resume accordingly and in alignment with previous years.

## Membership Fee Model



Whether they are new to the business, seasoned advisors, or managers in the industry, Advocis supports its members by focusing on our core value areas. The area of Enhancing Your Knowledge and Credibility refers to raising professionalism in the best interest of consumers through our industry-leading professional designation and education platforms. As the voice of Canada's financial advisors, we are Promoting and Advancing the Profession with governments, regulators and the public through our highly effective advocacy initiatives. We continue to develop new ways of assisting advisors to be more effective in their practices and with their clients in an educational area we call Supporting Your Business in an Evolving Environment.

Our core values are embodied in a community of professionals [across 40 chapters](#), where there are ample opportunities to connect, learn and share ideas.

An Industry that  
Invests in Itself.

The **Advocis** Value  
Proposition.



## LEGAL AND REGULATORY AFFAIRS

The [Legal and Regulatory Affairs](#) department (LRA) works on the key issues affecting our members, including: advisor professionalism; titles, designations and proficiencies; compensation and conflicts of interest; emerging technological trends in the regulatory-advisory space; and standards of conduct in the advisor-client relationship. We advocate for our members' positions through written submissions to regulators and legislators across the country, as well as in-person meetings with bureaucrats, politicians and stakeholder groups.

Our goal is to promote a sensible and effective legal and regulatory framework that promotes the recognition of financial advice and planning as a true profession, protects the livelihood of our members, fosters consumer access to financial advice and planning services, and provides strong consumer protection safeguards.

### Advocis continues to shape the future of the financial advice profession

LRA is committed to elevating financial advice and financial planning into a true profession. Since the creation of the Professions Model in 2013 – which was developed as a proactive response to regulatory changes taking place in Canada and other foreign jurisdictions such as the United Kingdom and Australia – our message has been clear: consumers need higher professional standards, and advisors deserve to be meaningfully involved in their own professional regulation.

After some significant wins in 2019, 2020 brought more opportunities to shape what title protection will look like when implemented. In November 2020, Advocis responded to a proposed rule by the Financial Services Regulatory Authority (FSRA) of Ontario. We advocated strongly for the province to enhance professional standards by requiring qualifying

credentials to be product-agnostic and to include a focus on the advisor-client relationship. Advocis also offered our input on proposed standards for organizations that would seek FSRA's approval to become a credentialing body.

### The voice of Canada's financial advisors and planners

Advocis continues to be the voice of Canada's financial advisors. In 2020, our voice was heard by regulators and other stakeholders across the insurance, mutual fund and securities universes throughout the country. Our written submissions in 2020 included the following:

#### [CSA Proposed Amendments to Enhance Protection of Older and Vulnerable Clients \(July 20, 2020\)](#)

**The issue:** *Under the proposed amendments, registrants would be required to take reasonable steps to obtain the name and contact information of a Trusted Contact Person (TCP) from their clients. The proposed amendments also establish the process for a registered firm to place temporary holds on an account due to a reasonable belief that a vulnerable client is being financially exploited, or that a client lacks mental capacity.*

**Our view:** *In our submission, Advocis applauds the CSA for acting to protect vulnerable investors. We note that regulators are recognizing the importance of the advisor-client relationship and the role that advisors play in serving vulnerable clients. However, we express our concern that absent appropriate "safe harbour" legal protections, financial advisors and dealers will find it difficult to manage the risks associated with using these tools to their full purpose.*

### [CSA Consultation on the Self-Regulatory Organization Framework \(October 23, 2020\)](#)

**The issue:** The CSA asked stakeholders to provide their feedback on the current self-regulatory organization (SRO) framework, focusing on three broad categories of issues: structural inefficiencies, investor confidence, and market surveillance.

**Our view:** Reviewing the stakeholder comments and proposals from both IIROC and the MFDA, Advocis feels that the need for a consolidated SRO is evident. In our submission, we encourage the CSA to act with urgency, and implement a single SRO that can respond effectively to the changing needs of Canadian businesses and investors. We urge the CSA to recognize the centrality of advice in any consolidated SRO structure.

### [FSRA Proposed Rule \[2020-001\], Financial Professionals Title Protection \(November 12, 2020\)](#)

**The issue:** In the proposed rule, FSRA sets out the minimum standards for the use of financial planner (FP) and financial advisor (FA) titles. The proposed rule also sets out the requirements that organizations would be required to meet to obtain approval as a credentialing body.

**Our view:** In our response to the proposed framework for the protection of the titles of Financial Advisor and Financial Planner, we stress that the purpose must be the enhancement of consumer protection. We encourage FSRA to use this generational opportunity to enhance professional standards.

We argue that qualifying credentials should focus on the advisor-client relationship, be product-agnostic and cross-sectoral.

## Meetings with key regulators and stakeholders

Complementing our written submissions, LRA's advocacy work includes meetings with key decision makers across the country. These face-to-face interactions create another opportunity to deliver our message about the sensible regulation of financial advice and planning in a way that promotes consumer protection and allows the sector to thrive.

In 2020, LRA staff and volunteers met virtually with multiple securities commissions, the MFDA, IIROC, the CLHIA, CAILBA, CCIR, FP Canada, FSRA, insurance councils and government officials in both public forums and private settings.

## LRA continues to work for, and with, our members

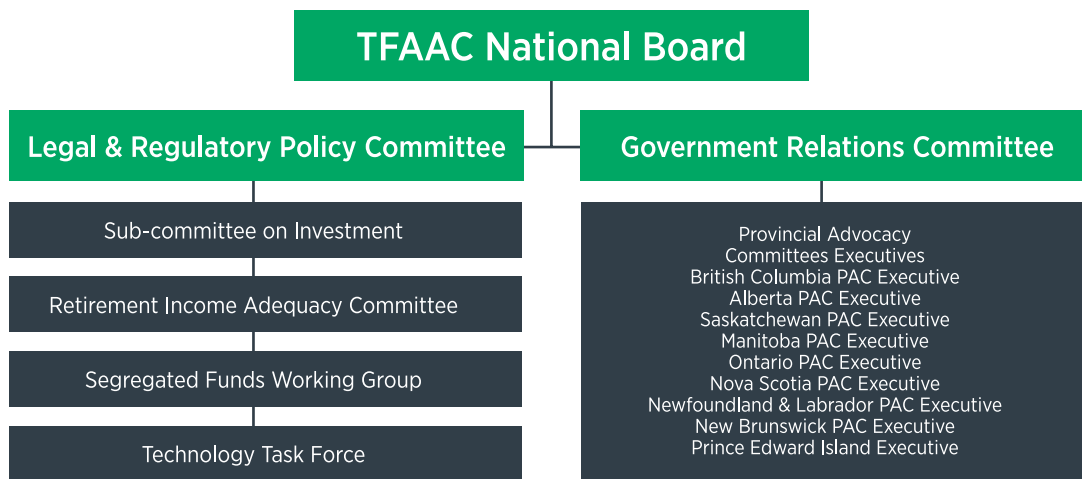
LRA reaches out to Advocis' membership and the wider financial services community through the public posting of our submissions and the publishing of Regulatory Affairs Bulletins and other explainer and background material. We also update our members on the latest regulatory trends at Chapter events across Canada, through individual presentations and participation on discussion panels. And each year, LRA hosts Symposium, an annual conference that provides a platform for financial advisors, industry experts, consumer advocates, regulators and politicians to debate and exchange perspectives on the key issues facing the sector.

We are fortunate to have the input of Advocis members to help us understand the impact of law and regulation on an advisor's practice. Knowledgeable and dedicated members volunteer on the Legal and Regulatory Policy Committee, the Investment Subcommittee and the Technology Task Force. LRA's work is stronger with their invaluable input.

**The chart on the following page illustrates how Advocis' advocacy efforts were organized in 2020.**



## Advocacy efforts organized in 2020



# Symposium

NOVEMBER 10, 2020

## The 12th annual Regulatory Affairs Symposium goes digital

For the first time in 12 years, Symposium was offered in a virtual format due to health and safety concerns around the COVID-19 pandemic. This year's event featured two panel sessions; the first panel discussed the challenges raised by FSRA's title protection framework and the second panel brought company leaders to discuss their responses to the COVID-19 crisis while still preparing for the regulatory road ahead.

Symposium 2020 was a tremendous success, selling over 400 tickets. The digital format allowed Symposium to reach a wider audience, with at least 9 of 10 provinces represented and about 40% of the audience from outside Ontario.

The What's in a Name? panel was moderated by Sara Gelgor, Public Director, Advocis National Board of Directors, and included Greg Pollock, President and CEO, Advocis; Huston Loke, Executive Vice President, FSRA; and Laura Tamblyn-Watts, President and CEO, CanAge. Panelists discussed FSRA's recent consultation and explored how title protection will work in Ontario.

The Regulation in the Time of COVID panel was moderated by Rob Eby, Vice Chair, Advocis National Board of Directors, and included Richard Hogeveen, Vice President and Chief Compliance Officer, Canada, Manulife Financial; Ali Ghiassi, Vice President, Industry Affairs and Government Relations, Canada Life; and Robyn Mendelson, Vice President, Legal and Procurement, Fidelity Investments. This panel explored how three leading companies have stepped up to the challenge of COVID-19 while still preparing for the regulatory road ahead.

# 2020 LRA SUBMISSIONS AND BULLETINS

## SUBMISSIONS

Ontario Securities Commission Statement of Priorities 2021-2022  
December 16, 2020

FSRA's Proposed Rule [2020-001],  
Financial Professionals Title Protection  
November 12, 2020

FSRA Proposed 2021-22 Statement of Priorities  
November 3, 2020

CSA's Consultation on the Self-Regulatory  
Organization Framework  
October 23, 2020

Advocis-CALU joint letter to the Ministry of Finance  
on Beneficiary Designations  
September 16, 2020

Ontario Capital Markets Modernization Taskforce  
Consultation Report  
September 4, 2020

Insurance Council of BC Consultation on Continuing  
Education Guidelines  
July 31, 2020

CSA's Proposed Amendments to Enhanced Protection  
of Older and Vulnerable Clients  
July 20, 2020

OSCs current Statement of Priorities for 2020-2021  
June 1, 2020

Advocis Urges Governments of Saskatchewan  
and Quebec to Ban Viatical and Life Settlements  
May 25, 2020

OSC Proposed Rule 81-502 Restrictions on the Use of  
the Deferred Sales Charge Option for Mutual Funds  
May 21, 2020

COVID-19 Disability Advisory Group - Recommendations  
Regarding RDSPs  
April 27, 2020

Department of Finance Canada Response to COVID-19  
Pandemic Minimum Withdrawal Rate for Registered  
Retirement Income Funds)  
March 20, 2020

2020 Ontario Budget Consultations  
February 11, 2020

## BULLETINS

Technology Bulletin: Technology Task Force  
Proudly Introduces DigiCat  
December 21, 2020

Bulletin: A Regulatory Retrospective on 2020  
December 14, 2020

Technology Bulletin: Introducing the Revamped  
Technology Task Force  
November 1, 2020

Bulletin: Beneficiary Designations at Risk  
September 10, 2020

Bulletin: Supreme Court Upholds Law Banning  
Genetic Discrimination  
August 5, 2020

Bulletin: IIROC Releases its Vision  
for Improving Self-Regulation  
June 10, 2020

Bulletin: Canada's securities regulators  
propose tools to protect vulnerable clients  
May 12, 2020

Bulletin: B.C.'s Financial Services Authority  
clarifies its position on the donation of life  
policies  
May 4, 2020

Technology Bulletin: Consumer-Directed Finance  
and the Future of Financial Advice  
April 15, 2020

Bulletin: The MFDA's Vision for a Modern SRO  
February 25, 2020

Bulletin: Looking Ahead Regulatory Change  
in 2020  
January 15, 2020

# GOVERNMENT RELATIONS

As a member-driven organization, the Advocis Government Relations (GR) team works with Provincial Advocacy Committee (PAC) Chairs to engage Advocis members on government advocacy initiatives. The Advocis GR team collaborates proactively with politicians, staffers, and non-elected officials across the country towards the goal of improving the competitiveness of financial advisors and ensuring the regulatory environment has the best interests of consumers at heart, while not hindering our members' growth and prosperity.

Our ongoing grassroots approach to developing lasting relationships between members and elected officials is accomplished through our PACs.

## Advocacy in unprecedented times

The COVID-19 pandemic shifted the focus of governments. In response, our advocacy focus transitioned from advocating on our key issues to ensuring government supports were adequate, and that the financial health of Canadians was protected.

In early 2020, the GR team took the difficult but necessary step of cancelling all Legislature Days that were scheduled to take place throughout the year. Furthermore, Advocis GR staff instructed all PACs to cease lobbying activities until further notice to respect governments across the country as they focused on the pandemic.

The GR team was hard at work ensuring that members' voices remained heard by government officials across the country.

In the Winter of 2020, GR staff communicated with officials from the federal Ministry of Finance to ensure federal COVID-19 supports for businesses would not exclude financial advisors.

To leverage the credo by which Advocis adheres – “Non solis nobis” – the GR team worked with the Communications and Marketing team to launch the Advocis Connect program in March 2020. By the end of 2020, nearly 400 financial advisors from across Canada answered our call to offer pro-bono financial advice to small businesses that needed it during the pandemic.

These efforts resulted in positive feedback from government officials across the country.



**Victor Fedeli** @VictorFedeli

Good to see financial advisors across Ontario and the country answering the call to help small businesses. #OntarioSpirit #OntarioTogether



**Advocis** @Advocis · Mar 30

Advocis is pleased to announce the launch of Advocis Connect – a free online service that will match Canadian small business owners with financial advisors to provide advice on business continuity in the wake of COVID-19. [bit.ly/2mmpVt](https://bit.ly/2mmpVt)

3:53 PM · Mar 30, 2020 from Toronto, Ontario · Twitter for iPhone

13 Retweets 25 Likes



**Tanya Fir** @tanya\_fir · 10m

Free financial advice and answers to questions on navigating government relief to small businesses during COVID-19 is being provided by @Advocis.

Get matched with a financial advisor at: [info.advocis.ca/advocis-connect](https://info.advocis.ca/advocis-connect)

Alberta businesses can also go to @BusinessLinkAB #COVID19AB





## Strengthening grassroots advocacy: The Advocacy Network

With in-person events cancelled for the foreseeable future, the GR team began working on a strategy to enhance our grassroots advocacy efforts.

In the lead up to our efforts, Advocis hosted a two-part series of Coffee Talks on why advocacy matters to our industry and why members should consider volunteering their time as an advocate for their clients and the profession.

In the Spring, the Government Relations Committee (GRC) had a productive meeting where a strategic advocacy plan was unanimously adopted. This plan includes: stronger synergy between PACs and Chapter Leadership, better equipping of advocacy volunteers with the tools they need to succeed, and ensuring more organization and a simple database for all advocacy volunteers across the country.

The plan was introduced to PACs and Chapter Leaders from across the country via regionally-based webinars in the fall. Hosted and moderated by Advocis GR, those in attendance heard from senior advocacy volunteers including the Chair of the GRC and the Chair of the TFAAC Board. The Advocacy Network was then launched.

Exclusive to Advocis members in good standing and free of charge, members of the network will enjoy several benefits, including:

- Being connected with members from their area who share their passion for advocacy
- Invitations to participate in Legislature Days (Legislature Day invitations will be exclusive to members of the Advocis Advocacy Network)
- Tips from experienced Advocis Government Relations (GR) staff to help maximize their advocacy potential
- Advocacy Updates from Advocis GR staff

Launched in November, the network had over 100 members by the end of 2020. All members of the network will be invited to an introductory webinar in the Spring of 2021.

## Staying focused on our key issues

### 1. Title Protection Moves Forward in Ontario

The Financial Services Regulatory Authority (FSRA) of Ontario's publication of the proposed Rule and Guidance regarding title protection was issued in August.

To formulate our response, Advocis established a working group consisting of members (including the National Board of Directors and the Chairs of the Legal/Regulatory Policy and Government Relations Committees) and staff from the Education, GR and Legal and Regulatory Affairs (LRA) departments.

To complement their work, the GR team was busy meeting on several occasions with senior staff from the office of Ontario's Minister of Finance. The feedback was both productive and positive, as Advocis remains a leading stakeholder on this important issue.

Our response to FSRA's consultation was submitted by the LRA team in November. Among several issues, our response stressed predominantly that a chosen credential should be product-agnostic, and detached from a sales license. Furthermore, we stated that while an advisor's work may not typically result in the production of a comprehensive financial plan that canvasses multiple areas, it usually involves a deeper dive into a client's immediate needs.

Through our PACs, the GR team will continue to educate MPPs on the important role financial advisors play in protecting the financial health of Ontarians.

### 2. Title Protection passes in Saskatchewan

The members of the Saskatchewan PAC, along with its Chapter membership, have been hard at work to ensure their MLAs understand the need to strengthen consumer protection in financial advice.

In December 2019, Attorney General Don Morgan introduced Bill 203, The Financial Planners and Financial Advisors Act. This Bill takes a similar approach to that of Ontario as it relates to the protection of the titles "financial advisor" and "financial planner".

With an impending provincial election in the fall, the Advocis GR team identified the need to see passage of Bill 203 as swiftly as possible to avoid it dying on the Order Paper. In collaboration with the Communications and Marketing team, Advocis GR reached out to FP Canada for their support to co-author a letter to all MLAs encouraging them to pass the Bill as soon as possible. We were pleased that they agreed to do so.

Those efforts paid off.

In July, Bill 203 passed the legislature unanimously and received Royal Assent.

**Saskatchewan's legislation is a major accomplishment, but much work lies ahead. Indeed, many details will be determined through regulation and with the expertise of, and implemented by, the Financial and Consumer Affairs Authority of Saskatchewan (FCAA).**

The Advocis GR team anticipates joining colleagues from the Advocis LRA team in working closely with the FCAA and key government officials over the coming months and years to work out the details and ensure we get the regulation right.

## Conclusion

This was a year to adapt to the “new normal”. Thanks to the hard work of our advocacy volunteers and our colleagues from across Advocis, our GR efforts were successfully adapted to this change.

Interest in advocacy is growing. Our PACs and Chapters are becoming more closely connected. Momentum is building towards setting a higher professional bar for financial advice.

Throughout it all, our GR team never lost sight of our key advocacy objective:

**To encourage governments and regulators across the country to #RaiseTheBar for Canadians by protecting the title of “financial advisor”. Doing so not only elevates the trust and stature of financial advisors as true professionals, but also ensures that families can be confident in their choice of financial advisor as not just anyone is permitted to use the title.**



# EDUCATION

## Commitment to continuing education

### Chapter-Facilitated Programs

Our network of chapter volunteers and our Association staff work on behalf of members and their clients, ensuring we remain the strongest voice for financial advisors in Canada. They actively promote your knowledge, skills and professional standards at every opportunity. Advocis has been the voice of our members with regulators and policymakers for more than 110 years, ensuring advisors have a say in how our industry evolves.

As we continue to grow and take on new challenges together, the success of Continuing Education will be reliant upon staying connected and involved with local community chapters and other Advocis members Canada-wide.





# CONTINUING EDUCATION

## Update 2020

With all eyes on the economy and how uncertainty will impact both investments and insurance, advisors must watch market indicators and take thoughtful steps to manage client behaviour in all their life stages. Update 2020 focused on what communication strategies need to be implemented for retired clients or those planning for retirement. It also focused on how to strengthen relationships with clients by having proactive conversations and by being an emotionally intelligent advisor. Finally, Update 2020 included technical estate planning strategies for small business owners.

Areas addressed included:

- Market Uncertainty and Client Behaviour
- Strategies for Clients who are Retired or Planning for Retirement
- Estate Planning for Small Business Owners
- The Emotionally Intelligent Advisor

### Financial Planning Fundamentals Program

This program was formally introduced by Advocis in 2020 with twelve modules that are available for continuing education purposes. They also underlie the pre-requisite for the Chartered Life Underwriter (CLU®), the Advocis Core Course Certification program for the Certified Financial Planner (CFP®) and the Qualified Associate Financial Planner (QAFP™) and, forms part of the Professional Financial Advisor (PFA™) and, the Certified Health Specialist (CHS™) designation programs.

### The Practice Development Series

A 12-module, Chapter-facilitated and mentored program targets newer advisors to support the development of a sustainable practice built on the value of financial advice.

### CFP and CLU Study Groups

CFP and CLU study groups are supported with facilitator resources that focus on preparation for the final exam.

### CLU Advanced Learning

CLU-designated advisors are supported through this facilitated advanced learning program that utilizes advanced insurance concepts and strategies through case-based studies.

### Making Choices

Three versions of the ethics seminar are available to chapters to run as facilitated events. The seminar combines theory and practical application based on case study discussions.

### Risk Management Series

In 2020, three courses were available to run as events: **The Value of Errors and Omissions Insurance**, **From Bad to Worse: Advisor Mistakes in the Claims Process** and **Cyber & Privacy Liability**. Once these three courses are completed, the financial advisor was eligible for a 5% discount on their E&O insurance through Advocis Broker Services.







# Online Programs

Several new modules were launched in 2020, expanding the online CE inventory with a mix of video, podcasts and webinars:

- Working with Senior Clients
- A 3-module Compliance Toolkit: Marketing and Communications, Know Your Client and Fact-Finding and Know Your Product and Suitability
- A series of 3 Risk Management modules: The Value of Errors and Omissions Insurance, From Bad to Worse: Advisor Mistakes in the Claims Process, and Cyber & Privacy Liability

**Partner Programs** recognize that when education providers work together, they can combine the best possible resources to enhance the education experience, opening doors to many new possibilities. These programs offer sound education programs that support the emerging need for refined specializations reflecting niche or different markets.

In 2020, Advocis was pleased to partner with The Canadian Securities Institute, offering investment modules and the Knowledge Bureau, offering the MFA-P™ Philanthropy Designation Program. Existing partner programs are the Certified Executor Advisor program offered through the Canadian Institute of Certified Executor Advisor (CICEA) and STEP Canada's CETA program.

# COMMUNICATIONS AND MARKETING





**Professionalism** and **Community** are the two Advocis pillars that our 2020 marketing and communication efforts were built around. All of our initiatives were created for the purpose of promoting the professionalism of our members and fostering community among them..

## PROFESSIONALISM

### Coffee Talks

Advocis Coffee Talks is a new webinar series launched in 2020 as “espresso-sized” 30-minute webinars for financial advisors in response to COVID-19 restrictions on in-person events. These webinars, accredited by The Institute for Advanced Financial Education for CE credits, are available exclusively to Advocis members.

All [Coffee Talks webinars](#) are recorded and posted on the Advocis website for the benefit of members who were unable to attend live, or for those who wish to revisit key learnings from earlier sessions.

Coffee Talks had a total of 8,114 registrations for the 20 sessions held in 2020 and continues to maintain steady brand presence, with 5,755 attendees in total.



### Member Resource Centre

In response to the large amount of information and resources around COVID-19, we launched the Advocis [COVID-19 Member Resource Centre](#) to make it easier for our members to get industry-related updates and access to relevant resources in one convenient location online.

Advocis  
Member Resource Centre

COVID19



Find an Advisor

SEARCH

The Advocis [Find an Advisor](#) search tool was launched in the first quarter of 2020 on the Advocis.ca website. This tool allows consumers to search directly by Advisor name, province, city, designation, or language. It provides potential new clients across Canada with an easy and convenient way to connect with a financial advisor.

Only Advocis members qualify to be listed in the Find an Advisor tool, and listing is provided on a complimentary basis.

## PFA National Campaign

The PFA national campaign was designed to promote and support the successful launch and competitive positioning of Advocis' new Professional Financial Advisor (PFA) designation in the marketplace and among relevant target audiences and influencers. The PFA campaign was paused in March due to COVID-19.

This campaign included:

### 1. Pre-Launch

- Omnibus research
- Earned media pitches
- A social media 'teaser' campaign
- Our "GO PRO" themed HubSpot landing page

### 2. Launch Activity

- Media release & backgrounder
- Tailored media pitches
- HubSpot landing page
- Targeted national emails (3)
- Testimonial videos
- Social media promotion
- Google ads
- Facebook ads
- LinkedIn ads

### 3. Post Launch Activity

- Media relations
- Social media posts



It starts here.



## COMMUNITY

### Advocis Connect

As a result of the COVID-19 crisis, small business owners were suffering financially due to continued restrictions being enforced across Canada. As a result, we launched Advocis Connect, a new program to help small business owners in need.

This program 'matches' financial advisors (i.e. Advocis members) with small business owners. In 2020, we had 400 members and 59 small business owners register for the program.



### Small Business Support Campaign

To assist small businesses and independent online retailers, we developed a social media campaign in the fourth quarter of 2020 where we asked Advocis employees and members to share a small business or independent online retailer that they support. We shared these responses across all Advocis networks and tagged the small business or linked out to their website. This campaign continued into 2021.



### FAFA

A wide variety of materials were produced for Financial Literacy Month (FLM) in 2020, hosted on our dedicated consumer-facing site <http://www.financialadviceforall.com>. During the Financial Literacy Month period of November 2020, the site received a 52% increase in visitors and a 45% increase in pageviews versus the same period from November 2019.

While still small, we believe this initiative is a strong foothold for us to continue developing our thought leadership with a broader public audience.

Promotional activity for Financial Literacy Month included:

- Member & Guest Expert Articles: Released twice a week during each week of November, these articles offered insights to consumers on a variety of topics related to financial literacy
- Instagram Live Shows: A weekly show during FLM on Wednesday afternoons, members of Advocis and special guests joined us live to talk about one of our weekly subthemes of Money Basics, Buying Basics, Planning Basics and Life Event Basics
- Podcasts: The Advocis Podcast returned with a two-part series on financial literacy, addressing the topic of what financial literacy was like in 2020 - especially as advisors assisted their clients through the challenges of COVID-19
- JFA Video Series: We commissioned a new video series starring the people who represent the future of financial literacy across Canada: The kids of Advocis members! Four videos were compiled and released, each tackling a different set of questions on how kids see the world of financial advice





## FORUM

FORUM is one of the oldest continuously published magazines in Canada. The magazine's mandate is to help financial advisors serve their clients more effectively. In that vein, FORUM provides articles on retirement issues affecting clients, tax and estate planning, insurance and investment solutions, superior communications advice and overall business management strategies. Deanne Gage, an award-winning journalist specializing in financial services, has been editor of FORUM since 2014.

## Media Coverage

Advocis continued to increase its media presence in 2020, with both Greg Pollock (Advocis President & CEO) and Abe Toews (Chair, TFAAC) speaking to top publications about industry and consumer-facing issues. In total there were 869 mentions of Advocis in industry and consumer media, both online and in print. Outlets that covered Advocis news included: Globe & Mail, Investment Executive, Wealth Professional, Advisor's Edge, Morning Post Exchange, and Canadian Business Journal.

### 2020 Media releases

[Advocis launches new benchmark credential for Canadian financial advisors](#)

**February 18, 2020**

[Advocis launches free online service to connect financial advisors with small business owners in wake of COVID -19](#)

**March 30, 2020**

[Advocis Spotlights the Next Generation for how to get Back to Basics during Financial Literacy Month](#)

**October 29, 2020**

## J. G. Taylor Award

Introduced in 2013, the J. G. Taylor award was created in an effort to build a stronger sense of community among The Institute's designation holders. Named in honour of the Education Chair who spearheaded the introduction of the CLU designation on behalf of the Association in 1924-25, the J. G. Taylor Award is awarded to Institute designation-holders in recognition of their outstanding work in the industry as well as in the community at large. Chris Hudson, CFP, CLU, CHS and Patrick Murphy, CFP, CLU, received the 2020 J. G. Taylor Award.

Full details regarding the J. G. Taylor Award and its recipients can be found at [iafe.ca](http://iafe.ca).

## Recognition of Longstanding CLUs

Since 1924, the CLU designation has been the premier wealth-transfer and estate-planning designation in Canada, and has played an important part in the history of the financial advisor profession in this country. In 2018, The Institute recognized over 185 individuals who have held the CLU designation for 25 years or more, nine individuals had held the designation for 50 years or more. These individuals are a part of the living history of the CLU and a testament to the value of the designation.

Longstanding CLUs are honoured on The Institute website at [iafe.ca](http://iafe.ca).

## deHaerne Trophy

Fernand deHaerne, CLU, first joined LUAC (the Life Underwriters Association of Canada, now Advocis) in 1942 and was a member of the Association for 38 years, remaining active as an agent until his death at age 83. In 1973, he was elected as an Honorary Director of LUAC, the highest honour that the Association bestowed. Having attained his CLU designation in 1944, his interest in education continued throughout his lifetime.

In 1947 during his year as National President, Mr. deHaerne presented a trophy to LUAC – known as the deHaerne Trophy – symbolizing “integrity and knowledge.” The deHaerne Trophy was awarded annually to the local association that made the most outstanding contribution to the furtherance of LUAC and CLU studies.

The Institute reintroduced the deHaerne Trophy in 2014 as part of its efforts to establish a sense of community amongst Institute designees. Chapters, alongside local Institute Reps and Institute designees, are encouraged to compete for the deHaerne Trophy on an annual basis. Each year, points are awarded to Chapters based on an increase of new CLU and CHS course enrollments and graduates as well as Institute Rep participation at the local Chapter level. The Trophy is awarded at the Annual General Meeting in June of each year.

In 2019 the deHaerne Trophy was put on hiatus due to the restructuring of Advocis' chapter recognition program.

The Institute Board of Trustees is reviewing options for revitalizing the deHaerne Trophy to compliment the dynamics of The Institute's strategic direction and expanding family of financial designations, the CLU, CHS, CH.F.C. and PFA.



## Awards and Winners



John A. Tory  
Award

### The John A. Tory Gold Medal for CLU Studies

The Tory Award was originally donated by James M. Tory, CLU, in memory of his father, the late John. A. Tory, CLU. The medal, first presented in 1952, is awarded annually to the CLU graduate who achieves the highest average for all course subjects without failing any of the CLU examinations.



Leslie W. Dunstall  
Award

### The Leslie W. Dunstall Silver Medal for CLU Studies

The Dunstall Award is awarded to the candidate in each province who achieves the highest examination marks for all CLU course subjects. Leslie W. Dunstall, a past executive vice-president, was a member of the Advocis staff from 1919 to 1960.



The Institute CHS  
Award

### The CHS Program Award

The Certified Health Insurance Specialist (CHS) Program Award is awarded annually to the CHS graduate who achieves the highest average for all course subjects without failing any of the CHS examinations.

# 2020 WINNERS

**Tory Award** – Laura A. Money, CFP, CLU, CHS (Toronto Chapter)

**Dunstall Award** in Saskatchewan – Alex Topolnitsky, CFP, CLU (North Central Saskatchewan Chapter)

**Dunstall Award** in Manitoba – Andrew David Shigeharu Omura, CLU, CHS, QAFP™ (Winnipeg Chapter)

**Dunstall Award** in Manitoba – Denise M. Weretyk, CFP, CLU (Winnipeg Chapter)

**Dunstall Award** in New Brunswick – Devansh K. Bavishi, CFP, CLU (New Brunswick Chapter)

**Dunstall Award** in New Brunswick – Robert M. Manning, QAFP™, CLU (New Brunswick Chapter)

**Dunstall Award** in British Columbia – Felicia Cheau-Hann Lee, CLU (Greater Vancouver Chapter)

**Dunstall Award** in Newfoundland – Grant William Maddigan, CFP, CLU (Newfoundland Chapter)

**Dunstall Award** in Alberta – Michael A. Lawton, CFP, CLU (Edmonton Chapter)

**Dunstall Award** in Alberta – Navdeep Brar, CLU, CPA, TEP (Calgary Chapter)

**Dunstall Award** in Quebec – Qiong Hui Luo, CFP, CLU, CGA

**Dunstall Award** in Nova Scotia – Scott Frederick Lutz, CFP, CLU (Nova Scotia Chapter)

**CHS Award** – Matthew Brayden Young, CHS (New Brunswick Chapter)

**PFA Award** – Biao Jiang, PFA (Edmonton Chapter)



## CE Accreditation Services

**In 2020, The Institute processed 2,155 applications and awarded 3,116.25 CE credits.**

The Institute had an increase in paid CE requests from non-corporate partners; this is positive, given the submissions came primarily from new providers. The Institute had an increase in individual applications of 13.59% relative to 2019 (these are for paid CE, excluding any requests from Advocis, renewals, or special arrangements). Given the circumstances surrounding COVID-19, paid CE for 2020 was higher than expected, particularly since many large conferences were cancelled (which account for a fair number of requested credit hours). Many education providers had to pivot to online formats by adopting new technologies, and we are now seeing a large increase in courses submitted for 2021 (i.e., education providers are “catching up”). The Institute foresees growth to continue for demand in CE credits moving forward. Turnaround is well within guidelines, and education providers continue to express satisfaction with overall service.

## Five-Year Strategic Plan

The Institute continues to focus on its strategic plan (2017-2022). The plan places emphasis on increasing the number of Institute designation holders and positioning our designations as pathways to success, and will showcase the value of the CLU, CHS and PFA designations. Over the five years, The Institute will take special care to build a community amongst designation holders, bringing further value to Institute designation holders.

## PFA – Professional Financial Advisor

2020 saw our first group of PFA graduates. To date we have 136 PFA designations holders with another 480 students enrolled in the program at the present time. This new benchmark credential for Canadian financial advisors will ensure the quality of advice available and help close the credentials gap in our profession.



**Join the deeper  
conversation.**



**Health. Covered.**

# ADVOCIS CHAPTERS

Across the country, [40 Advocis chapters](#) led by member volunteers work throughout the year to support the professionalism and education of advisors and planners, lead advocacy, financial literacy and mentorship initiatives, and foster chapter community.

Chapter Presidents oversee the well-being and sustainability of each individual chapter and consult with the national Chapter Leadership Council of Advocis to align to strategic and operational requirements.

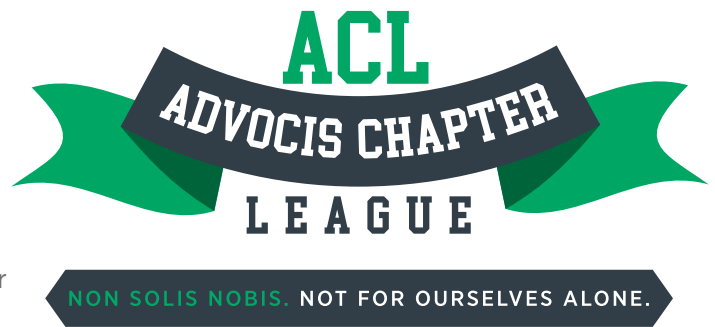
Chapter boards – consisting of volunteer leaders with years of professional practice – guide chapter operations through coordinated activities that support local member needs for development, connection and success.

This includes:

- Education initiatives that advance professionalism, designation achievement and business development
- Advocacy awareness and engagement, strengthening the voice of advisors within the industry and in provincial and federal advocacy activities
- Community building through initiatives that promote fellowship, collaboration and mentorship, as well as community leadership, particularly as ambassadors for financial literacy

In 2020, Advocis chapters hosted over 225 events for members, including:

- Advanced learning case study group discussions
- Learning modules and mentored activities to support the practice development of new advisors
- Chapter study groups to support members working towards designations
- Webinars on a wide range of topics relevant to today's practitioner, and to the advisor of the future
- Ethics and risk management sessions





# ADVOCIS CHAPTERS

## NON SOLIS NOBIS - Supporting Advisor Resilience in Unprecedented Times

In March 2020, chapter plans for member events from coast-to-coast were forced to suddenly pause with the declaration of the COVID-19 pandemic. Within weeks, with dedicated chapter leadership asking the questions “how can we help?” and “what do our members need right now?”, chapter boards across Canada sprang into action, developing a range of virtual webinar events to support members and help them cope and adapt to an instantly changed world.

Among these supportive events were sessions on:

- How to setup your home office and technology
- Tips for virtual marketing
- Mentor sharing sessions with newer advisors
- Helping your clients navigate and cope
- How to manage your own stress
- Navigating COVID benefits and relief programs
- Examining the economic impacts of COVID

Virtual fellowship opportunities were also created. With everything from happy hours to comedian performances, these were held to both help connect chapter members with each other virtually and to provide levity during tough times.

Living the network’s shared motto of Non Solis Nobis (Not for Ourselves Alone) for the first time, members across Canada were also welcomed to register and attend any virtual chapter event, and to join in where any topic could support their learning and connection needs at this time. This spirit also led chapters across regions to form collaborative partnerships around programming in general - collaborations which have since continued into 2021.

## Chapter Leadership Conference

The Chapter Leadership Conference is an opportunity for chapters to come together to collaborate on goals and share strategies for excellence in supporting member success and community. An essential foundation for volunteer executives assuming leadership roles, the conference is a great opportunity to discuss key priorities for the future, discover new ways to remain relevant and effective to members in today’s industry, and develop strategies to forge forward together.

## STEPS TO SUCCESS IN A PANDEMIC

Plans for a two-day in-person event in Toronto for June 2020 were shifted to a two-day mini virtual conference. With this change, chapters seized on the opportunity to participate virtually, with more than double the normal number of delegates attending from chapters across Canada and across board roles.

With the question of what opportunities are available in the “Age of Engage”, delegates of the 2020 Chapter Leadership Conference discussed emerging trends, innovative ideas and “Steps to Success” to advance a vibrant, effective and sustainable “Advocis Chapter League” which would enhance value for members. Through interactive sessions over two days, chapter leaders strengthened relationships and shared best practices in membership, programs and advocacy, and discussed how these critical pillars contribute to the value of membership.

shared best practices in membership, programs and advocacy, and discussed how these critical pillars contribute to the value of membership.

Among the conference highlights for chapter leaders was:

- A video presentation entitled “How We Rise” showcasing how Advocis chapters and volunteers rose to support their member and local communities throughout the pandemic
- A presentation from keynote speaker Roger Haskett of Engagement Unlimited, with tips on engaging, communicating and connecting powerfully with people in times of change
- A panel discussion with Advocis board and committee leaders about our path to professionalism, with updates on regulatory and advocacy activities and how chapters can keep members engaged as we move forward
- Celebration of the inaugural Chapter Awards of Excellence, including recognition of Volunteers of the Year and recognitions for chapter excellence in advocacy, professionalism, program and community
- Team-focused workshops with leadership coaching and chapters sharing ideas on opportunities for regional collaborations to enhance member engagement and program innovation

### Planning for Strategies for Success

Typically, every two years the Chapter Leadership Conference is held outside Toronto alongside a Strategies for Success conference hosted by an Advocis chapter. This cycle was interrupted due to the ongoing pandemic, but planning remains underway for an event in St. John’s, Newfoundland & Labrador, for summer 2022.

## ADVOCIS CHAPTERS AND OUR COMMUNITIES

**Advocis Chapters** Chapters are active participants in their local communities. Whether rallying advisor members to deliver financial literacy programs in schools, collaborating with local food banks and family service organizations as part of chapter events, or advocating with local officials on matters impacting everyday families and small businesses, these activities reflect a longstanding core value of Advocis Chapters and their member advisors of giving back and contributing to their community’s health and well-being.

With the pandemic affecting the ability of chapters to engage in-person in their communities, new and creative ways were explored with community partners.

### Advancing Financial Literacy

Advocis is committed to advancing financial advice for all across Canada, and encourages chapter-driven financial literacy initiatives and relationships to match. Advocis chapters are uniquely positioned to mobilize and engage financial leaders to help advance financial literacy and financial health across communities. In a normal year, Advocis chapters regularly rally members to volunteer in local schools, often with Junior Achievement, but due to COVID-19 and school interruptions, chapters primarily looked to social and virtual opportunities.

In 2020, these activities included:

- Advocis Kingston, which facilitated the formation of a financial literacy network with local schools, business leaders and government officials, participated in

a virtual financial literacy initiative in November 2020. The Kingston Youth Financial Literacy Symposium was held virtually for students in grades 7-12, teachers, administrators /staff and parents in Kingston, and featured some of the top speakers in financial literacy, including the former Executive Vice President and Chief Marketing Officer from NASDAQ. As part of this initiative, Advocis Kingston helped to judge a contest for youth invited to express “What does financial literacy mean to me”

- Advocis members were able to help deliver Junior Achievement programming in local schools in early 2020, with Advocis Toronto members invited to sign up for “Dollars with Sense” (for grade 7 students), and with Advocis Edmonton members able to sign up for programs entitled “Our Business World”, “More than Money” and “Diversity in Action” (for grades 5, 6 and 7)

- Advocis chapters engaged with financial literacy partners to help kickoff Financial Literacy Month
- Advocis Winnipeg partnered with the Manitoba Financial Literacy Forum to host its second virtual round table discussion. Moderated by the chapter’s Financial Literacy Chair, participants actively engaged in discussion of the question: “What financial literacy topic do you think most people (or specifically your clients) seem to be struggling with most these days?”
- Advocis Ottawa hosted a panel discussion for financial advisors featuring Junior Achievement and the Ottawa Network for Education (ONFE), with a special guest presentation by an Ottawa university student sharing their thoughts and experiences on the need for financial literacy during COVID



Chapters also supported local member awareness of the national Advocis Financial Literacy Month social campaign throughout November, promoting the Financial Advice for All website and podcast series, and the Advocis Junior Financial Advisor (JFA) kids contest. Chapter leaders also participated as guests in Advocis Instagram Live weekly sessions, sharing their tips on key financial themes of budgeting and saving.



## Supporting Social Health

Reflecting a spirit of giving back, many Advocis Chapters will work with local social services to help raise awareness of and support for community needs. Although virtual in 2020, many chapters found ways to support important local initiatives, including:

### *Regional Collaboration for Food Bank BC*

Four Advocis chapters in British Columbia partnered together to create an initiative in support of Food Banks BC. As the chapters rolled out free webinar programs to help their advisor members navigate and transition at the start of COVID, these chapters also encouraged registrants who attended their events to donate to Food Banks BC in lieu of a ticket price. With the continued partnership of the chapters through the year, the initiative helped raise \$8,900 for Food Banks BC.

### *Supporting Christmas Gifts and Hampers*

Advocis North Central Saskatchewan and Saskatoon radio station CJWW team up annually to host a Secret Santa fundraiser to provide toys and food hampers to families in need at Christmas. With that support being more needed than ever, the chapter decided to go virtual to keep the tradition going, and hosted it via Facebook in December 2020. The chapter rallied support of local companies to sponsor draws over three weeks and held them live on Facebook where they could interact with members and the community, with all proceeds raised benefiting the Denny Carr Secret Santa Foundation.

And in Alberta, Advocis Edmonton worked with long-term community partners Christmas Bureau and Adopt-a-Teen to transition the chapter's 8th annual Christmas member event into a virtual party experience, which included the sale of charcuterie boxes to be enjoyed at home while watching guest presenter Mark Connolly from CBC Edmonton and participating in online bidding for a silent auction. Adopt-A-Teen is a program of the Christmas Bureau of Edmonton which provides gifts to less fortunate teens aged 13 to 17 years. Event attendees helped raise almost \$8,000 during this first attempt at an online Christmas Event, bringing the chapter's 8-year donation total to \$102,833. Pictured: Chapter Event Chair, Amanda McCloy (left), and Darlene Kowalchuk (right), Campaign Director, Christmas Bureau of Edmonton.

### *Supporting Local PPE Drive in Northern Ontario*

"In the face of COVID and its impacts in our communities – our board discussed how it could assist our local community during this time. One way was for our chapter to help promote the Advocis Connect program that National launched to help connect small business owners with local advisors for assistance navigating COVID relief programs. But we also considered our financials this year and what we could do donation-wise. Ultimately, we decided to donate \$1,000 to Timmins and District Hospital Foundation. Our donation supported the PPE drive and was very timely as a local contractor was matching donations so our \$1,000 contribution benefited the hospital doubly. Knowing that this hospital supports services to us regionally, and for all of the Northern Ontario communities, we hope this donation on behalf of Advocis Timmins & District can help make a difference in some way for our greater community during this time."

**Debbie Browne**

**Chapter President, Advocis Timmins & District**

Excerpted from remarks at the chapter's Annual Chapter Meeting in November 2020



## Cystic Fibrosis Canada



*Breathing life into the future*

Advocis has been a longstanding supporter of Cystic Fibrosis Canada with 2020 marking the 35th year of our national relationship. Advocis' involvement with Cystic Fibrosis began with a Santa Sock campaign by Nova Scotia members in 1985, who partnered with Zellers to raffle tickets for a chance to win gift certificates donated by stores and malls with all proceeds going to Cystic Fibrosis. The chapter shared their idea with the then-LUAC board of directors and the campaign blossomed nationally alongside the support of several other chapters. Since that time, Advocis chapters across Canada have continued to bring members together for a range of events in support of Cystic Fibrosis. In 2020, many chapters had planned member events – everything from Poor Boy Lunches to golf tournaments – which had to be postponed due to the pandemic. Chapters across Canada are looking forward eagerly to the day these events can be held in person again.





# ADVOCIS BROKER SERVICES



[Advocis Broker Services](#) was nationally classified as an essential service in 2020 and remained open for business throughout the pandemic. As a result, we had to quickly convert to becoming a virtual operation. We commend the brokers and staff at ABS in transforming our business towards a virtual service model and serving our clients without delay. Our high level of service was not interrupted.

To ensure this level of connectivity and service could be maintained throughout the year, we continued to upgrade our systems, including hardware. Our IT team worked tirelessly to keep overall operations and our staff both connected and available.

The final phase of our technological foundations – development of our operating system and portal – have now reached their second phase. While final integration and launch is still slated for 2021, major aspects of the project were completed in 2020.

Even with the major headwinds of COVID-19 and a hard insurance market, ABS continued to achieve good organic net growth at similar levels to the past few years – and with solid retention rates as well.

Other key achievements in 2020 included:

1. The negotiation of another year of flat individual premium pricing despite a hard market cycle
2. Solid growth of individual professional E&O certificates
3. Continued growth of our corporate clients
4. Corporate clients continuing to seek additional protection in non-core insurance products
5. Success in adding additional insurance company suppliers
6. Delivering virtual risk management sessions across the country, which served our clients with valuable risk management training and CE credits
7. ABS was honoured once again to partner with several corporate sponsored programs
8. We developed a common landing page for our corporate sponsored programs, providing ease of access to our portal
9. Completed the conversion of all risk management seminars to virtual recordings, with an agreement that Advocis Education will curate and make them available to members and corporate partners of the association
10. Embarking on the first phase of our social networking initiative with LinkedIn. We look forward to introducing ABS on more social media platforms in 2021

## ADVOCIS PROTECTIVE ASSOCIATION

The board of the Advocis Protective Association continues to oversee the further advancement and transformation of its main individual advisor & planner E&O insurance program. This program is quietly evolving to properly serve its certificate holders with the best available protection. With oversight, the program's scope of coverage is properly enhanced to match the needs of the profession. The loss control/risk management seminars that are sponsored by APA and delivered by Advocis Broker Services are positioning the financial results of the program to be successful.

The success of this program has been a testament to the regular monitoring of the program, which continue to be administered by a very dedicated leadership team.

# GAMA INTERNATIONAL CANADA

GAMA International Canada is the only Canadian association dedicated to promoting the professional development needs and leadership skills for management in the financial services industry and promoting their professional development needs.

GAMA International's mission is to:

- Offer world-class education and training **RESOURCES** to members
- Provide opportunities for members to build **RELATIONSHIPS** with peer professionals
- **RECOGNIZE** members for achieving standards of excellence in distribution management, and
- **PROMOTE** growth through industry **LEADERSHIP** opportunities

Who are our members?

- Those in a leadership role within the financial services industry and
- Those roles who include
  - Coaching & Leadership
  - Business Development (including sales, marketing, practice management, compliance and technology)
  - Training and education
  - Recruitment and selection



## LAMP 2020

After careful and thorough consideration of the implications, **GAMA postponed the LAMP '20 conference.** While we were disappointed to not be able to gather in Orlando, we are confident this was the right and responsible decision given the COVID-19 pandemic.



However, to fulfill our mission of shared learning and experience, **GAMA was pleased to offer its membership LAMP LIVE, which was held virtually during the week of LAMP, from March 23-27, 2020.** Our speakers offered their presentations in an online format so that we could still provide as invaluable a learning experience as possible. This virtual experience was provided to those registered for LAMP '20 at no additional charge.



## Awards

In 2020, 166 GAMA members received one or multiple GAMA Canada International management awards. These are awarded annually in three categories: the National Builder Award (NBA), the National Achievement Award (NAA), and the National Management Award (NMA).

## GAMA INTERNATIONAL CANADA'S

### 2020 Management Awards

recognize the achievements of leaders in the financial services industry

## 2020 GAMA INTERNATIONAL CANADA MANAGEMENT AWARDS

The 2020 GAMA International Canada Management Awards recognize the highest leadership achievements in Canada's financial services distribution industry.

**National Builder Award (NBA) WINNERS** The National Builder Award (NBA) recognizes outstanding achievement in agency-building, production and field development. ● *NBA Gold Award Winners*

Taha Al-Dabagh  
CFP, CLU, CHS, RRC ●  
Perry Badham CLU, CHS, RPR ●  
Jessica Buley  
Perminder Chohan ●  
Daniel Chuang ●  
John P. Cleminson CLU ●  
Stephane Cyr ●  
Sarah Decker  
Donald Der CFP, CLU, CHS, CH.F.C.  
Clarke O. Duncanson ●  
David E. Feldberg CFP, CLU ●  
Gerard Feliciano ●  
Angela Fu CFP, CLU ●  
Adrian K. Fung  
CFP, CLU, CHS, CH.F.C. ●  
Peter B. Gillespie ●

Ronald James Gilson  
Ted D. Girard CFP, CLU, CHS ●  
Stephen M. Kennedy CHS ●  
Brian R. Kilback CFP, CLU, CH.F.C.  
Karl J. Krokosinski ●  
Marco Levesque ●  
Mark J. Lewans CFP, CLU ●  
Sam Luong CHS ●  
Craig A. MacTavish CHS ●  
Alvin Matthew ●  
Dennis Mavrin ●  
Minetta McDonald CFP ●  
Jason P. McMahon CFP, CHS ●  
Gemma Mendoza ●  
Katina Michelis CHS  
Steven Ollson CFP, CLU, CHS ●  
Ioannis (John) Panago CHS, CFP ●

Norberto T. Pepito  
Jason D. Poulton CFP  
Jerome B. Pusung CLU, CHS ●  
Jarrett Robertson CHS  
Darren A. Rosenberger CFP ●  
Sonny M. Sangemino CHS ●  
Wes J. Scott  
Rajesh Sharma ●  
Joshua M. W. Simpson CFP ●  
Kimberly D. Skermer ●  
Shawn Smith ●  
Jennifer A. Tweddle  
CFP, CLU, CHS, TEP ●  
Bradley D. Unraw CFP, CHS ●  
Jesse Van Daltsen  
Scott S. Woodman CFP, CLU ●  
Jing Wu ●

Sonia Wu CHS ●  
Bhagwant Sidhu, CFP ●  
Joshua Simpson, CFP ●  
Kimberly Skermer ●  
Eddy Tong, CFP, CLU, CHS ●  
Alfred Tran, CFP  
Blanche Tse, CFP, CLU, CHS, EPC ●  
Jennifer Tweddle, CFP, CLU, CHS,  
TEP ●  
Glen Ungar, CFP, CLU, CH.F.C. ●  
Bradley Unraw, CFP, CHS ●  
Jesse Van Daltsen  
Kevin Wong ●  
Scott Woodman, CFP, CLU ●  
Jeff Wu  
Shanshan Wu, CLU, CHS  
Nicolas Zabaneh ●  
Runlin Zhan

**NATIONAL ACHIEVEMENT AWARD (NAA) WINNERS** The National Achievement Award (NAA) represents the very pinnacle of management excellence among GAMA International Canada members. ● *NAA Gold Award Winners*

Taha Al-Dabagh CFP, CLU, CHS, RRC ●	Peter B. Gillespie ●	Minetta McDonald CFP ●	Mark W. Roberts CFP
Ziad Azzi CFP, CLU, RRC, EPC	Ronald James Gilson ●	Jason P. McMahon CFP, CHS ●	Jarrett Robertson CHS ●
Perry Badham CLU, CHS, RPR ●	Ted D. Girard CFP, CLU, CHS	David E. McPhee CHS ●	Darren A. Rosenberger CFP ●
Jessica Buley	Nubia C. Gomez CLU, CHS ●	Gemma Mendoza ●	Wes J. Scott ●
Darin D. Calderwood CFP ●	Ernesto Gonzalvo ●	Maria Cristina Mendoza CLU, CHS ●	Rajesh Sharma
Herman Chan CFP, CHS	Jordan Ingraham CHS ●	Katrina Michelis CHS ●	Joshua M. W. Simpson CFP ●
Perminder Chohan ●	Stephen M. Kennedy CHS ●	Izumi Miki McGruer	Shawn Smith ●
Daniel Chuang ●	Brian R. Kilback CFP, CLU, CH.F.C. ●	CFP, CLU, CH.F.C., CHS ●	Greg N. Taylor CFP ●
John P. Cleminson ●	Colin D. Kirby	Branden L. Mosher CFP ●	Eddy Tong CFP, CLU, CHS ●
Stephane Cyr ●	Karl J. Krokosinski ●	Harjot Nijjar ●	Bradley D. Unraw CFP, CHS ●
Sarah Decker ●	Kris B. Kubin CHS ●	Steven Ollson CFP, CLU, CHS ●	Jesse Van Dalfsen
Donald Der CFP, CLU, CHS, CH.F.C.	Matthew J. Lane CFP ●	Ioannis (John) Panago CHS, CFP ●	Keith R. Vincent CHS ●
David E. Feldberg CFP, CLU ●	Dean E. Lariviere CFP ●	Murray J. Parks CFP, CLU, CH.F.C. ●	Ling Wang
Gerard Feliciano ●	Nina Lau-Choy CHS, QAFF ●	Norberto T. Pepito ●	Scott S. Woodman CFP, CLU ●
Angela Fu CFP, CLU	Xu Liu	James A. Phillips FIC	Jing Wu ●
Adrian K. Fung	Craig A. MacTavish CHS ●	Jason D. Poulton CFP ●	Sonia Wu CHS ●
CLU, CH.F.C., CHS, CFP ●	Jayson Mallari QAFF ●	Adam J. Powell CHS ●	Ray J. Zadrey CFP
Brian N. Gebbie CFP ●	Dennis Mavrin ●	Jerome B. Pusung CLU, CHS ●	
	John B. McCallum CFP, CHS ●	Joseph Raine ●	

**NATIONAL MANAGEMENT AWARD (NMA) WINNERS** The National Management Award (NMA) honours achievement in agency management, particularly increases in production.

Taha Al-Dabagh CFP, CLU, CHS, RRC	David E. Feldberg CFP, CLU	Jayson Mallari QAFF	Wes J. Scott
Perry Badham CLU, CHS, RPR	Adrian K. Fung	Dennis Mavrin	Rajesh Sharma
Jessica Buley	CLU, CH.F.C., CHS, CFP	Minetta McDonald CFP	Joshua M. W. Simpson CFP
Herman Chan CFP, CHS	Peter B. Gillespie	Jason P. McMahon CFP, CHS	Shawn Smith
Zhong Chen CLU, CHS	Ted D. Girard CFP, CLU, CHS	Harjot Nijjar	Jesse Van Dalfsen
Perminder Chohan	Stephen M. Kennedy CHS	Steven Ollson CFP, CLU, CHS	Ling Wang
Daniel Chuang	Brian R. Kilback CFP, CLU, CH.F.C.	Ioannis (John) Panago CHS, CFP	Scott S. Woodman CFP, CLU
John P. Cleminson	Colin D. Kirby	Murray J. Parks CFP, CLU, CH.F.C.	Jing Wu
Stephane Cyr	Karl J. Krokosinski	Norberto T. Pepito	Sonia Wu CHS
Sarah Decker	Matthew J. Lane CFP	James A. Phillips FIC	Ray J. Zadrey CFP
Donald Der CFP, CLU, CHS, CH.F.C.	Nina Lau-Choy CHS, QAFF	Jason D. Poulton CFP	Meng Zhao CFA
Gerard Feliciano	Xu Liu	Jerome B. Pusung CLU, CHS	
	Craig A. MacTavish CHS	Jarrett Robertson CHS	





# ADVOCIS SCHOOLS

For over 50 years, Advocis Schools have provided financial services professionals with premier learning and networking opportunities in some of the most beautiful locations in Canada. Each Advocis School is unique from their line up of outstanding, industry-leading guest speakers and the valuable networking opportunities with old and new peers alike, to the exciting evening social events capitalizing on what the picturesque surroundings have to offer.

Although health guidelines related to COVID-19 restricted physical gatherings, the Advocis Schools pivoted their scheduled schools to a virtual “Taste of the Schools” format which launched in 2020, with its inaugural session held on August 18th, 2020 and a subsequent session on November 25th, 2020. The August 18th session was moderated by Corry Collins and featured Jamie Golombek (Managing Director, Tax & Estate Planning, CIBC) and Christine Perry (Partner, Gowling WLG). The November 25th session was also moderated by Corry Collins and featured Alex Lucas (SVP, Manulife), Jeff Macoun (COO, Canada Life) and Dean Connor (CEO, SunLife).

The attendance for both sessions was above 720 and prompted the extension of Taste of the Schools into 2021. It is anticipated that the Advocis Schools will resume in 2022 on the following dates:

- Okanagan School: July 10 -13, 2022
- Banff School: August 20 – 24, 2022
- Atlantic School: August 21-23, 2022



Common to all of the Advocis Schools is that they are highly engaging events where professional financial advisors across the country gather to:

- Gain new business insights
- Engage in a community of like-minded professionals
- Share critical thoughts on the industry
- Strengthen individual practices
- Earn up to 15 CE credits

The knowledge acquired through the sessions and the ability to share ideas with peers makes these annual schools an invaluable experience that financial advisors don't want to miss.



The background image is a green-tinted photograph of a whiteboard in a classroom or office setting. The whiteboard contains a hand-drawn diagram of a circle with a horizontal diameter. A vertical line segment is drawn from the center of the circle down to a point on the horizontal axis, labeled 'MAX'. To the left of the circle, there is a label 'C = \sqrt{a^2 + b^2}'. To the right of the circle, there is a label 'C^2 = a^2 + b^2'. A person's hand is visible on the right side of the frame, holding a spiral-bound notebook. The overall scene suggests a mathematical or scientific presentation.

# virtual “Taste

---





of the Schools”



# MANAGEMENT DISCUSSION & ANALYSIS

*The following is the management discussion and analysis of the financial condition and results for The Financial Advisors Association of Canada (TFAAC).*

The audited consolidated financial statements of TFAAC show current year expenses exceeding revenues by \$224K that includes \$174K net unrealized gain on investments, \$89K income from Advocis Broker Services Inc. and total assets of \$19M.

Advocis Broker Services Inc. (ABS), the wholly-owned insurance brokerage arm of TFAAC, reported a profit from operations of \$89K. ABS revenue grew by 14% in 2020, with revenues exceeding \$1M.

The pandemic forced the postponement of many events and programs including in person local chapter events and all three of the Advocis Schools. Virtual events and programs were created. With the receipt of a \$37K Ontario government grant, TFAAC launched a new program, Advocis Connect. Further, the 40 local chapters across Canada were able to successfully deliver many of their high quality educational programs and community events in a virtual environment at a lower cost.

Membership revenue declined in 2020 as a result of advisors exiting the industry and the ongoing financial impact of the pandemic. Growing membership remains a top priority as the Association seeks new and innovative ways to engage advisors and planners.

While education programs experienced high demand in the first half of the year, demand in the latter half of the year plateaued. Already committed to providing quality professional education for advisors and planners, TFAAC launched the Professional Financial Advisor (PFA) designation along with new CFP curriculum program in the Q1 2020. While costs year over year increased, TFAAC anticipates that the capital investment in both of these and other programs will provide future dividends to the Associations bottom line.

Operating expenses remained flat in comparison to 2019. As the association pivoted throughout the pandemic, TFAAC continued to support various ongoing advocacy initiatives, immediately migrated staff to a secure work environment and took advantage of the 10% wage subsidy to help retain staff. When technology and security was more important than ever, TFAAC continued its investment plans for new and updated technology infrastructure.

2020 brought many challenges throughout the pandemic. TFAAC was able to successfully pivot operations while continuing to provide education, community and support to members and the industry during difficult times.





Summary Consolidated Financial Statements

The Financial Advisors Association of Canada

December 31, 2020



# Contents

	<b>Page</b>
Independent Auditor's Report	1
Summary Consolidated Statement of Financial Position	2
Summary Consolidated Statement of Revenue and Expenses	3
Summary Consolidated Statement of Changes in Fund Balances	4
Notes to Summary Consolidated Financial Statements	5

# Independent Auditor's Report

---

**Grant Thornton LLP**  
11th Floor  
200 King Street West, Box 11  
Toronto, ON  
M5H 3T4  
  
T +1 416 366 0100  
F +1 416 360 4949

To the Members of  
**The Financial Advisors Association of Canada**

## Opinion

The summary consolidated financial statements, which comprise the summary consolidated statement of financial position as at December 31, 2020, the summary consolidated statements of revenue and expenses and changes in fund balances for the year then ended, and related notes, are derived from the audited consolidated financial statements of The Financial Advisors Association of Canada for the year ended December 31, 2020.

In our opinion, the accompanying summary consolidated financial statements are a fair summary of the consolidated financial statements, in accordance with the basis described in Note 1 to the summary audited financial statements.

## Summary Consolidated Financial Statements

The summary consolidated financial statements do not contain all the disclosure required by Canadian accounting standards for not-for-profit organizations. Reading the summary consolidated financial statements and the auditor's report thereon, therefore, is not a substitute for reading The Financial Advisors Association of Canada's audited consolidated financial statements and the auditor's report thereon.

## The Audited Consolidated Financial Statements and Our Report Thereon

We expressed an unmodified audit opinion on the consolidated financial statement of The Financial Advisors Association of Canada in our report dated June 2, 2021.

## Management's Responsibility for the Summary Consolidated Financial Statements

Management is responsible for the preparation of the summary consolidated financial statements in accordance with the basis described in Note 1 to the summary consolidated financial statements.

## Auditor's responsibility

Our responsibility is to express an opinion on whether the summary consolidated financial statements are a fair summary of the audited consolidated financial statements based on our procedures, which were conducted in accordance with Canadian Auditing Standard (CAS) 810, "Engagements to Report on Summary Financial Statements".



Toronto, Canada  
May 28, 2021

Chartered Professional Accountants  
Licensed Public Accountants

# The Financial Advisors Association of Canada

## Summary Consolidated Statement of Financial Position

(in thousands of dollars)

As at December 31

	2020	2019
	\$	\$
<b>Assets</b>		
Current		
Cash	998	-
Accounts receivable	1,970	2,972
Prepaid expenses	342	568
	<u>3,310</u>	<u>3,540</u>
Loan to Advocis Broker Services Inc.	403	403
Investments	5,386	4,847
Cash surrender value of life insurance	622	594
Pooled funds held in trust	7,942	7,658
Course development costs	770	700
Property and equipment	931	993
Intangible Asset	46	53
	<u>19,410</u>	<u>18,788</u>
<b>Liabilities</b>		
Current		
Bank indebtedness	-	89
Accounts payable and accrued liabilities	1,869	2,184
Deferred revenue	3,122	1,810
Obligations under capital lease	19	42
Lease inducements	41	41
	<u>5,051</u>	<u>4,166</u>
Obligations under capital lease	71	29
Lease inducements	319	335
Investment in Advocis Broker Services Inc.	346	435
Pooled funds payable	8,020	7,831
Deferred benefit liabilities	2,496	2,507
	<u>16,303</u>	<u>15,303</u>
<b>Fund balances</b>		
Unrestricted	(1,632)	(623)
Internally Restricted	8,316	7,532
Deferred benefit measurement	(4,117)	(3,963)
Invested in		
Advocis Broker Services Inc.	(346)	(435)
Property and equipment	886	974
	<u>3,107</u>	<u>3,485</u>
	<u>19,410</u>	<u>18,788</u>

# The Financial Advisors Association of Canada

## Summary Consolidated Statement of Revenue and Expenses

(in thousands of dollars)  
Year ended December 31

	2020	2019
	\$	\$
<b>Revenue</b>		
Membership fees	6,254	7,180
Programs	2,922	4,284
Errors and omissions-		
Administration and deductible fund residual fee release	1,379	441
Other income	<u>591</u>	<u>605</u>
	<u>11,146</u>	<u>12,510</u>
<b>Expenses</b>		
Membership	35	35
Programs	1,624	2,577
Administration and governance	<u>9,974</u>	<u>10,006</u>
	<u>11,633</u>	<u>12,618</u>
<b>Deficiency of revenue over expenses before other items</b>	<b>(487)</b>	<b>(108)</b>
<b>Other items</b>		
Loss on sale of investments	(68)	(5)
Unrealized gain on investments	242	296
Income on Investment in Advocis Broker Services Inc.	<u>89</u>	<u>132</u>
<b>(Deficiency) excess of revenue over expenses</b>	<b><u>(224)</u></b>	<b><u>315</u></b>

See accompanying notes to the summary consolidated financial statements.

## The Financial Advisors Association of Canada

### Summary Consolidated Statement of Changes in Fund Balances

(in thousands of dollars)  
Year ended December 31

	Unrestricted	Internally restricted	Deferred benefit re- measurement	Invested in Advocis Broker Services Inc.	Invested in property and equipment	2020 Total	2019 Total
	\$	\$	\$	\$	\$	\$	\$
Fund balances, beginning of year	(623)	7,532	(3,963)	(435)	974	3,485	3,466
(Deficiency) excess of revenue over expenses	(908)	784	-	89	(189)	(224)	315
Net additions to property and equipment	(144)	-	-	-	144	-	-
Payment of obligations under capital lease	(45)	-	-	-	45	-	-
Additions of obligations under capital lease	88	-	-	-	(88)	-	-
Pension remeasurement and other items	-	-	(154)	-	-	(154)	(296)
<b>Fund balances, end of year</b>	<b>(1,632)</b>	<b>8,316</b>	<b>(4,117)</b>	<b>(346)</b>	<b>886</b>	<b>3,107</b>	<b>3,485</b>



---

# **The Financial Advisors Association of Canada**

## **Notes to Summary Consolidated Financial Statements**

(in thousands of dollars)

December 31, 2020

---

### **1. Criteria for presentation of summary consolidated financial statements**

The information selected by management for presentation in the Summary Consolidated Financial Statements has been identified as being the most pertinent and useful financial data for circulation to the members of The Financial Advisors Association of Canada (TFAAC).

---

### **2. Basis of presentation**

These consolidated financial statements include the accounts of TFAAC and its 100% owned subsidiaries: Advocis Protective Association, The Institute (also known as The Institute of Chartered Life Underwriters of Canada) and GAMA International Canada. Advocis Broker Services Inc. (ABS), a wholly-owned for-profit subsidiary, is accounted for using the equity method whereby the initial investment is recorded at cost and subsequently adjusted to reflect TFAAC's pro-rata share of post-acquisition earnings and capital transactions of ABS.

# CENTURY INITIATIVE

Introduced in 2006, the Century Initiative (CI) program ensures Advocis has a strong financial foundation and adequate resources to effectively represent the interests of financial advisors and planners in the face of real threats to the industry.

To participate, CI members commit to an additional five-year membership, over and above their Advocis membership fees. Fees from this premium membership are used to ensure the Association is well-capitalized now and in the future. The fund is governed by a board of stewards.

The CI Board of Stewards is very happy with the investment results achieved by our investment advisor, Connor Clark & Lunn. Balance as of December 31st, 2020 was \$5 million. Their performance has been at established benchmarks with a 3 year compound return of 8%.

The CI Fund has committed \$1.5 million to critical Advocis initiatives over the past 5+ years, including support of future efforts that will ensure our regulatory regime serves the best interest of Canadians and our members and the outcomes were extremely positive. The TFAAC Board and leadership team at Advocis value the significant support provided by the CI Fund.



# CENTURY INITIATIVE MEMBERS

## EFFECTIVE DECEMBER 31, 2020

### Gold Members

Fred C. Ryall, CHS  
 Paul K. R. Marchand  
 Jack B. Brown  
 Gary A. Rusu, CLU  
 Mary E. Murphy, CFP  
 Howard G Young, CFP  
 Stephen Healy  
 Glenn Ayrton, CFP, CLU, CH.F.C.  
 Deneen A. Cunningham, CFP, CLU, CH.F.C., CHS  
 Betty-Anne M. Howard, CFP, CLU, CHS, CEA  
 Rick L. Green, CFP, CLU, CH.F.C.  
 Brian L. Leipert, CFP, CLU, CH.F.C.  
 Joseph J. Ruddell, CLU, CH.F.C.  
 Neil Feigelsohn, CLU, CH.F.C.  
 Jennifer A. Tweddle, CFP, CLU, CHS, TEP  
 Peter E. Liden, CFP, CLU, CH.F.C.  
 Meiz M. Majdoub, CLU, CH.F.C.  
 Stephen J. Pustai  
 Donald C S Rea, CFP, CLU, CH.F.C.  
 Gregory P. J. Cameron  
 Brent A. Johnson, CFP, EPC, CHS  
 John A. Bowden, CFP, CLU, CH.F.C.  
 Peter Brown, CFP, CLU, CA  
 Leonard W Colman, CFP, CLU  
 Robert G. Houle, CFP, CLU, CH.F.C.  
 Ronald J White, CFP  
 Allan H. Minaker, CFP, CLU, CH.F.C.  
 David McGruer, CFP®, PFA  
 Ray A. Calver, CFP  
 Roger E. Sinclair, CFP  
 Jeffrey M. Kechnie  
 Denis P. Bugeja  
 Paul E. Brown, CLU, CH.F.C.  
 Clifford A. Wieggers, CFP, CLU, CH.F.C.  
 Bradford D. Cox, CLU, CH.F.C.  
 Ward A Hodsmen, CFP  
 Paul M Mulvihill, CFP  
 Grant C. Karst, CFP, CLU, CH.F.C.  
 Wayne Townsend, CFP, CLU, CH.F.C.  
 Tom I. Sorge, CFP, CLU, CH.F.C., TEP  
 John J. Dean, CFP, CLU, CH.F.C.  
 David Stewart, TEP  
 Kevin R. Williams, CFP, CLU, RHU  
 Edmund H. Warburton, CLU, TEP

W. Brian Callery, CFP, CLU, CH.F.C.  
 Rejean M. Laverdiere, CLU  
 Russell M Bracken  
 Murray Robins  
 Dean E. Owen, CLU, CH.F.C.  
 John A. Gleeson, CLU  
 Leslie J. Canavan, CLU, CHS, RFC, CSA  
 Robert J. A. Wildman, CFP, CLU, CH.F.C.  
 W. Bo Chew, CFP, CLU, CH.F.C.  
 Kerry T. Knudsen, CFP  
 John S. Hedden  
 Robert C. McNary, CFP, CLU, CH.F.C., CHS  
 Harland C Lockhart  
 Ross M. Durant, CLU, CH.F.C.  
 Robert M. Dempster, CLU, CFP  
 Scott D. C. Harris, CFP, CLU, CPCA  
 Bert Schertzing  
 Caron Czorny, CLU, CH.F.C, CHS  
 Mark A. Zlotnik  
 Ken D. Crosson, CFP  
 Jacquelynne E. McFarlane, CFP, CLU, CH.F.C., CEA  
 Kenneth P. Aberg, CFP, CLU, CH.F.C.  
 Robert W. Franklin, CFP, CLU, CH.F.C.  
 William M Poole, CFP, CLU, CH.F.C.  
 Robert J. Neil, CLU  
 Mimi (Micheline) A. Rogers, CFP, CLU, CH.F.C., C  
 Lawrence I. Geller, CLU  
 Gordon P. Kroeker, CFP, CLU, CH.F.C.  
 Edward T. McQuillan, CFP, CLU, CHS  
 Tim M. Haunn, PFA  
 Jack A. F. McAuley, CFP, CLU, CH.F.C.  
 Paul J. Edmond, CFP  
 Patrick B. Murphy, CFP, CLU  
 Derrick J. Peterson  
 David T. Fredrickson, CFP, CLU, CHS  
 Catherine Stovel, CHS, EPC, CEA  
 Michael P. McClenahan, REBC, GBA  
 Scott L. Segger, CLU, CH.F.C.  
 Rene Robert Pereux, CFP, CLU, CH.F.C.  
 Lynn B. Wintraub, CFP  
 Derrick W. Gleed, CHS  
 Robert J. Taylor, CFP, CLU, CH.F.C.  
 Gwen M. Harvey, CFP, CLU, CH.F.C.  
 Roger N. Belton  
 Peter D. Jobe, CFP, CLU, CH.F.C.

Robert J. Crowder, CLU  
 Kirk R. Wrinn, CFP  
 Alan K. Ryall, CFP  
 Jaymie A. Bongard  
 Laura L. Doria  
 Jonathan K. Luesby, CFP, CIM, FCSI  
 Gordon E. Hayward, CHS, EPC, CEA  
 Paul Metcalfe, CLU  
 W. Tod Alstad, CHS  
 Arthur A. Schooley, CFP, CLU, CH.F.C.  
 Judy M. Byle-Jones, CFP, CLU, CH.F.C.  
 Philip J. Belec  
 Kent D. Smith, CLU  
 Alison A. Jenner, CFP, CLU, CH.F.C.  
 Pierre Baliki, CFP, CLU, CH.F.C.  
 Eric Barclay  
 Michael F. Noc, CFP, CIM, CH.F.C, CLU  
 Bruce D. Peckover, CLU, CH.F.C.  
 Jerome L. Gedir, CLU  
 Marc W. B. Arthrell, CFP, CLU, CH.F.C., CHS  
 Paul B Shaw  
 David N. Chalmers, CFP, CLU, CH.F.C.  
 John P. Orviss, CFP  
 Keith J. Muchan, CLU  
 Brent C. Peacock, CHS  
 Greg Pallone  
 John Kok, CFP, CLU, CH.F.C.  
 Edward L. Postrozny, CFP, CLU, CH.F.C.  
 Allain R Labelle, CFP, CLU, CHS, TEP  
 Paul Goldstein, CLU, CH.F.C.  
 Roland J Clark  
 Dennis F. Caponi, CFP, CLU, CH.F.C.  
 Roger J. Thorpe, CFP, RHU, REBC  
 John C. Guderyan, CFP, CLU  
 William F. Moroney  
 Hugh N. MacDonald, CA, CFP  
 Sandra S. Pollack, CFP, CLU, CH.F.C., TEP  
 Kelly R. Smith, CFP, CLU, CH.F.C.  
 Al A. Jones, CFP, CLU  
 Walter Simone, CFP  
 Ian M. Johnson, CFP, CLU  
 Wade A. Baldwin, CFP  
 Gregory F. Glista  
 Bruce Jeffery Hancocmk, CFP, CLU, CH.F.C., CHS  
 Brian P. Etherington, CLU  
 Robert E. Bauml, CFP, CLU

Susan M. Creasy, CLU  
 Kelvin A. McGillivray, CFP, CLU, CH.F.C.  
 Danielle J. Genier, CFP, CLU  
 Jeffrey L. Appotive, CFP, CLU, CH.F.C.  
 Brian A. McMillan, CFP, CLU, CH.F.C.,  
 EPC  
 Gerard E. Matte, CFP, CLU, CH.F.C.  
 Allan M. Bulloch  
 Murray D. Neilson, CLU, CH.F.C.  
 Lee Mosley, CLU  
 Timothy C. Mitchell, CFP, CLU, CH.F.C.  
 David C. Somerville, CFP  
 Pierre Desjardins, AVA  
 Jeffrey A MacBurnie, CFP  
 Leon P. Lewis  
 Paul R. Bourbonniere, CFP, CLU,  
 CH.F.C., CHS  
 Daryl J. Smith, CFP, CLU, CH.F.C.  
 Michael R. Matthew  
 Robert Craig, CFP, CLU, CH.F.C.  
 James A. Millar  
 Alexander Campbell  
 Mari-Jayne Woodyatt, CLU, CH.F.C.  
 Richard J. Potvin  
 Lorraine S. Lavery, CLU, CH.F.C., CEB,  
 TEP  
 Michael J. Couture, CLU, CH.F.C., TEP  
 Angela M. Houle, CFP, CLU, CHS  
 Philip H. Tippetts-Aylmer, CFP  
 William D. Hawley, CLU, CHS  
 Gary H. Mandel  
 David C. Juvet, CFP, CLU, CH.F.C., CHS  
 Aurora L. Tancock, CFP  
 Peter J. Buckley, CFP, CLU, CH.F.C.,  
 RHU  
 Rodney P. Kurylo, CFP, CLU  
 David R. Temple, CLU  
 Raymond Bourgeois, CFP, CLU,  
 CH.F.C., CHS  
 Cynthia L. Bowden, CLU, CH.F.C.  
 Craig R. Noren, CFP, CLU, CH.F.C.  
 Gerry H. Myers, CLU, CH.F.C.  
 Bruce Lindsay, CFP, CLU, CH.F.C.  
 Ted G. Ecclestone  
 Philip Howe, CLU, CH.F.C.  
 Timothy A. Jones, CHS, EPC  
 Timothy B. Potter, CLU, CHS  
 Sharon I Noble, CFP  
 Ronald C. Sylvester, CLU, CH.F.C., EPC, CHS

Peter M. Seligman  
 Vikram Jindal  
 Jane L. Trentini, CFP, CLU  
 Patrick S. O'Connor, CFP, CLU, CH.F.C.,  
 FEA  
 Michael F. Cecutti, CFP, EPC  
 Pam C. Lavers, CFP  
 Gerard A. Arsenault, CFP, CLU, CH.F.C.  
 Keith N. Brown, CFP, CLU, CH.F.C.,  
 FEA, CExP  
 David M. Stinton, CFP, CLU, CH.F.C.  
 Sterling Rempel, CFP, CLU, CH.F.C.  
 Diane A. Gagne  
 Mike W. Palynchuk, CFP, R.F.P.  
 Michael Edward Carey, CFP, CLU  
 Advocis Golden Triangle Chapter  
 Michael A. Davis, CFP, CLU, CHS  
 Jonathan W. Lewis  
 Robert G Keeffe  
 Paul J. Hauk, CHS  
 Jocelyne Blais, CLU  
 Peter R. Bennett, CLU, CFP, CH.F.C.  
 David J. Reckin, CFP, CLU, CH.F.C.  
 Darin A. Speight  
 Edward W. Polci, CLU  
 Abe E. Toews, CFP, CLU, CH.F.C., CHS  
 Robert J. Cowan, CFP, CLU, CH.F.C.  
 Richard C. Evans  
 Kirk Polson, CFP  
 Robert L. Rizzuto, CFP, CLU, CH.F.C.  
 Frank R. A. Ciccolini  
 Vincent S. Wieggers, CFP, CLU, CH.F.C.  
 Michele Wilson, CFP, CLU, CH.F.C.  
 Richard R. Dobel, CLU  
 Michael A. Gaian  
 Russell Gillman, CFP, CLU, CH.F.C.  
 Mark A. Woofter, CFP, CLU, CH.F.C.  
 Robert D. Healy, CHS  
 Douglas G. Lochhead, CFP  
 Mark J. Levine MMPA, CA  
 Mark R. Landers, CFP, CHS  
 Warren Campbell, CFP, CLU  
 Philippe Desjardins  
 Advocis Thompson Okanagan Chapter  
 Advocis Vancouver Island Chapter  
 Advocis London Chapter  
 Advocis Banff School  
 Advocis Northwestern Ontario Chapter  
 Advocis Bay of Quinte Chapter

Advocis Nova Scotia Chapter  
 Advocis Durham Chapter  
 Advocis Greater Hamilton Chapter  
 Advocis Greater Niagara Chapter  
 Advocis Kingston Chapter  
 Advocis Kootenay Chapter  
 Advocis Medicine Hat Chapter  
 Advocis North Central Saskatchewan  
 Advocis Peterborough Chapter  
 Advocis Saugeen Chapter  
 Advocis Sault Ste Marie Chapter  
 Advocis Simcoe Muskoka Chapter  
 Advocis South Saskatchewan Chapter  
 Advocis Sudbury Chapter  
 Advocis Newfoundland & Labrador  
 Advocis Ontario School  
 Valerie Menard  
 Advocis Atlantic School  
 Greg Pollock, CFP

## Double Gold Members

William J. Dyer, CFP, CLU, CH.F.C.  
 Darrell R Wilson, CLU  
 Robert M. McEachern, CLU, CH.F.C.  
 Lorna J. Heiberg, CLU, CH.F.C.  
 Edward A. K. Kurtz  
 Robert G. Kearns  
 Rick J. W. Lubbers  
 David R. Dickinson, CFP  
 Jay S. Wintraub, CLU, CH.F.C.  
 Noah G. Jones, CFP, CLU

## Platinum Members

Rich T. Groom, RHU  
 Floyd M. Murphy, CFP, CLU, CH.F.C.  
 Teresa R. Black Hughes, CFP, R.F.P.,  
 CLU, CIM, FCSI  
 Charles A. Pielsticker  
 Roderick W. Abbott, CFP, CLU, CH.F.C.  
 Wayne H Levine  
 Robert W. Adams, CLU  
 Richard S. McCaw, CFP, CLU, CH.F.C.  
 Dennis J. Hop, CFP, CLU, CH.F.C.  
 Paul H Williamson  
 Randolph B. McGlynn, CLU  
 James A. Brownrigg, CFP, CLU, CH.F.C.  
 Mary Lambros, EPC, CDFA

Duane D. Gibb, CFP  
 David N. Beavis  
 Julian N. Wise, TEP  
 John R. L. Garrett  
 John M. Nicola, CFP, CLU, CH.F.C.  
 Clay E. Gillespie, CFP, CIM  
 George B. Sigurdson, CLU  
 Richard E. McKenster, CFP, CLU,  
 CH.F.C., CHS,  
 Zoltan Barzso  
 Brian A. Henley, CFP, CLU, CH.F.C.  
 Robert W. Owens, CFP, CLU, CH.F.C.  
 Joel H. Rose, CLU, CFP  
 John C. Goode  
 Michael P. Dibrina  
 Jon S. Hanser, CLU  
 Garry M. Zlotnik, CFP, CLU, CH.F.C.  
 Hal D. Couillard, CFP, CLU, CH.F.C.  
 Paul H. Craft, CLU  
 Richard M. Cremasco, CLU, CH.F.C.,  
 CFP  
 Gregory D. Abbott, CFP, CLU, CH.F.C.  
 Patrick J. Barry, CFP, CLU, CH.F.C.  
 Brian N. Mallard, CLU, CH.F.C., R.F.P.  
 Kristan K. Birchard, CLU, CH.F.C., TEP  
 Andrew K. Gellatly, CMP  
 Susan St. Amand, CFP, CLU, CH.F.C.,  
 TEP  
 Howard James Fergusson, CFP  
 T. Geoffrey Hull  
 Gary H. Clark, CLU  
 Eric D. Lidemark, CFP, CLU, CH.F.C.,  
 CHS  
 Brian B. McArthur, CFP, CLU, CH.F.C.  
 T. Alec Crossgrove, CFP, CLU, CH.F.C.,  
 CHS  
 Edward J. Topolniski, CLU  
 Candace F. Kwinter, CFP  
 Dale A. Ens, CFP, CLU, CH.F.C., CHS,  
 TEP  
 Randall B. Reynolds, CFP, CLU, CH.F.C.  
 Bill R. W. Andrew, CLU  
 David A. Holm, CFP, CLU, CH.F.C.  
 Advocis Edmonton Chapter  
 Bruce D. Cumming  
 Theresa J. Zavitz, CFP, CLU, CHS, GBA,  
 EPC, TEP  
 Richard D. Propp, CFP  
 Richard K. Giuliani, CFP, CLU, CH.F.C.  
 Peter G. Lamb, CLU, TEP, EPC, CSA  
 Barry Pascal  
 Jack J. Shaffer, CLU, CH.F.C.  
 Karl J. Krokosinski

Peter Anthony Wouters, CFP, CLU,  
 CH.F.C., CHS, RHU  
 Albert Rempel, CFP  
 David I. Hull, CLU, CH.F.C.  
 Bradley W. Bergh, CFP  
 James H. Dehoney  
 Diane L. McCurdy, CFP  
 Salvatore N. Corea, CFP  
 Robert A. McCullagh, CFP, CLU,  
 CH.F.C., CHS  
 Roger McMillan, BA, CLU, CH.F.C.  
 Murray A. Greenberg  
 Jeffrey J. Kraemer, CFP, CLU, CH.F.C.  
 Joseph M. Pal, CFP, CLU, CH.F.C.  
 Libby A. Wildman, CLU  
 Robert A. Mariani, CLU  
 Vern R. Fauth, CFP  
 Dennis M. Erker  
 Roger J. Latta, CFP, TEP  
 Graham M. Carter, CLU  
 Gregory A. Smyth, CLU, CH.F.C.  
 Frank A. Creaghan, CLU  
 Raymond Di Rinaldo, CFP, CLU, CH.F.C.  
 John T. Firstbrook  
 Gordon D. Wusyk, CFP, CLU, CH.F.C.  
 Advocis Calgary Chapter  
 Raymond Bourgeois, CFP, CLU,  
 CH.F.C., CHS  
 Thomas I. Hull, CLU  
 Thomas P. McQuillan, CFP, CLU, CHS  
 Simon Hiebert, CLU  
 Donald L. Smith, CLU, FEA, TEP  
 David N. Udy, CFP  
 Robert W. Clark, CFP, CLU, CH.F.C.  
 Darrell G. Ert B. Comm, CLU, FEA  
 Jeffrey Shaddick  
 Terry G. Windrem  
 David W. MacFadyen, CFP, CLU,  
 CH.F.C.  
 Paul Tompkins, CLU  
 Izumi Miki, CFP, CLU, CH.F.C., CHS  
 Kevin J. Dunphy, CFP, CLU  
 Advocis Peel Halton Chapter  
 Robert P. MacKenzie, CFP  
 Curtis M. McCone  
 David J. Forest  
 Peter F. Creaghan, CLU  
 Joseph Sheehan, CLU, CH.F.C.  
 Michael G. Sheffar, CFP, CLU, CH.F.C.  
 Keith D. Newhook  
 Bernhard W. Geiss, CFP, CLU, CHS,  
 TEP, FEA  
 Robert S. Fleischacker, CFP, CLU,  
 CH.F.C., CHS

Robert R. J. Gould  
 Christopher H. W. Facey, CFP, CLU,  
 CH.F.C.  
 Robert J. Taylor, CFP, CLU, CH.F.C.  
 Martin J. McConnell, CFP, CLU, CH.F.C.  
 Monette S. Malewski  
 James E. Rogers, CFP, CLU, CH.F.C.  
 Warren A. Smith, CFP  
 Wayne E. Lasher  
 Kevin D. Algar J.D., CIMA, CFP, CLU,  
 TEP  
 Adam Shapiro, CFP, CLU  
 Joel Attis, CFP  
 Advocis Ottawa Chapter  
 Mark J. Sampson, CFP  
 Advocis Greater Vancouver Chapter  
 Advocis New Brunswick Chapter  
 Garry M. Stratychuk  
 Advocis Winnipeg Chapter  
 Hal D. Couillard CFP, CLU, CH.F.C.  
 Julian N. Wise TEP  
 Teresa R. Black Hughes CFP, R.F.P.,  
 CLU, CI  
 Brian A. Henley CFP, CLU, CH.F.C.  
 Peter A. Wouters CFP, CLU, CH.F.C., CHS,  
 Albert Rempel CFP  
 Advocis Edmonton Chapter

## Double Platinum Members

David R. Sagan, CFP, CLU, CH.F.C.  
 Michael Vukets  
 John J. Talerico, CFP, CLU, CH.F.C.  
 Bruce W. Etherington, CFP, CLU,  
 CH.F.C.  
 James A. Burton  
 Rod M. Tyler, CFP, CLU, R.F.P.  
 Terry G. Zive, CLU, CH.F.C., CHS  
 Brian J. Dickinson  
 Gregory F. Hilderman, CFP  
 Peter J. Sorrell, CFP, CLU, CH.F.C.  
 Lee Raine, CFP, CLU, CH.F.C.  
 Elliott B. Levine, CFP  
 Joseph Dickstein, CLU  
 John E. McKay  
 Dan L. Schindle  
 James Virtue, CFP, CLU, CA  
 W. Grant Fairley



# 2020/2021 TFAAC BOARD/SUBSIDIARY BOARDS

## COMMITTEE CHAIRS AND MEMBERS

### EFFECTIVE JUNE 24, 2020

Past Chair	Al Jones, CFP, CLU, ACCUD	Barrie, ON
Chair	Abe Toews CFP, CLU, CH.F.C., CHS	Regina, SK
Vice Chair	Rob Eby, CFP, RRC	Winnipeg, MB
Secretary	Catherine Wood, CFP, CLU, CHS	Toronto, ON
Treasurer	Eric Lidemark, CFP, CLU, CH.F.C., CHS	Vancouver, BC
Chair, Institute	John W. Hamilton, CLU, FEA, CPCA	Toronto, ON
Chair, CLC	John McCallum, CFP, CHS	Vancouver, BC
Director at Large	Stephen MacEachern, CFP, CLU, CH.F.C., CHS,	Halifax, NS
Director at Large	Wendy Playfair, CFP, CLU, CHS	Ancaster, ON
Public Director	Geoffrey Creighton	Oakville, ON
Public Director	Sara Gelgor	Toronto, ON

### The Institute Board of Trustees

Past Chair	Stephen MacEachern, CFP, CLU, CH.F.C., CHS,	Halifax, NS
Chair	John W. Hamilton, CLU, FEA, CPCA	Toronto, ON
Vice Chair	Ejaz Nadeem, CFP, CLU,	Hamilton, ON
Secretary	Izumi Miki McGruer, CFP, CLU, CH.F.C.	Vancouver, BC
Treasurer	Sara La Gamba, CFP, CLU, CHS, TEP, EPC	Toronto, ON
	Maria Carrick CLU, CHS	Vancouver, BC
	Chris George, CFP, CLU, CHS, TEP	Surrey, BC
	Sharon Portelli, CAE	Burlington, ON

### APA Board

Chair	Roger McMillan, CFP, CLU, CH.F.C.	Halton Hills
	Brian Mallard, CFP, CLU, CH.F.C.	Saskatoon
	Vince McKay	Surrey
	Edward McQuillan, CFP, CLU	Toronto
	Geoffrey Hull	Toronto
TFAAC Board Liaison	Al Jones, CFP, CLU, ACCUD	Barrie, ON

### Chapter Leadership Council

Chair	John McCallum, CFP	Vancouver
Past Chair, and Chair, Governance	David McGruer, CFP	Ottawa
Chair, Program	Vince McKay, QAFF, EPC, CPCA	Surrey
Chair, Membership	Chris Hudson CLU, CFP, CHS	Hamilton
Chair, Financial Stewardship	Ali Pahlavani, CLU, CFP, CHS	Ottawa
Regional Leader, Central Ontario, and Chair, Financial Literacy	Will Britton, CFP	Kingston
Regional Leader, North-East Ontario	Eric Barton, CFP, EPC	Sault Ste. Marie
Regional Leader, Prairies	Walter Klassen	Saskatoon
Regional Leader, Atlantic	Richard Russell	Charlottetown
Regional Leader, BC	Leslie Carpenter, CFP, CLU	Vancouver
Regional Leader, South-West Ontario	Aaron Keogh	Windsor
Regional Leader, Alberta	OPEN POSITION	

## GAMA

President	Ted Girard, CFP, CHS, CLU	North York
Past President	Peter Gillespie	Toronto
First Vice President	Jonathan Schjott, CFP, CLU, CHS	Toronto
Secretary/Treasurer	Jason McMahon, CFP, CHS	Ottawa
Special Projects (Independent Channel)	Chris Paterson	Toronto
Membership	James Wingrove, CLU, CH.F.C.	Guelph
Professional Development	Donna Starr, FCIP, CRM	Guelph
Marketing & Communications	Randy Little, CFP	Ottawa
Member at Large	Abbie MacMillan, CLU	London
Member at Large	Cathy Hiscott, CFP, CHS	London
Member at Large	Philippe Soulo dre	Toronto
TFAAC Board Liaison	Stephen MacEachern, CFP, CLU, CH.F.C., CHS,	Halifax, NS

## Government Relations Committee

Chair	Kris Birchard CLU, CH.F.C. TEP (Chair)	Ottawa, ON
	Mike Skube (Vice Chair)	Thunder Bay, ON
	David Webb CFP	Victoria, BC
	Rob McCullagh CFP, CLU, CH.F.C., CHS	Calgary, AB
	Kelly Smith CFP, CLU, CH.F.C.	Edmonton, AB
	Curtis Kimpton CFP	Saskatoon, SK
	Jonathan Dixon	Winnipeg, MB
	Linda Gratton CLU, CHS	Peterborough, ON
	Kevin Williams CFP, CLU, RHU	Moncton, NB
	Robert Caissie CFP, CLU	Bedford, NS
	Justin Richard CHS	Charlottetown, PE
	Michael Kidney CFP, CLU, FMA, CHS, CIM, TEP	St. John's, NL
	Robert Bauml, CFP	Vernon, BC
	TBD (CLC Liaison)	
	Abe Toews CFP, CLU, CH.F.C (TFAAC Chair)	Regina, SK
TFAAC Board Liaison	Catherine Wood, CFP, CLU, CHS	Toronto, ON

## Legal, Regulatory & Policy Committee

Chair	Robert McCullagh, CFP, CLU, CH.F.C. CHS	Calgary, AB
	John Dean, CFP, CLU, CH.F.C.	Regina, SK
	Curtis Findlay, CFP, FLMI	Calgary, AB
	Joseph Ruddell, CLU, CH.F.C.	Edmonton, AB
	Kris Birchard, CFP, CLU, CH.F.C.	Ottawa, ON
	Mildred Davis, CFP, CLU, CHS, TEP	Toronto, ON
	Sara La Gamba, CFP, CLU, CHS, TEP, EPC	London, ON
	Wade Baldwin, CFP	Calgary, AB
	Benjamin Doyle	Calgary, AB
TFAAC Board Liaison	Rob Eby, CFP, RRC	Winnipeg, MB

## Century Initiative – Board of Stewards

Chair	Bob Owens CFP, CLU, CH.F.C. Kris Birchard CLU, CH.F.C., TEP Susan St. Amand, CFP, CLU Ted Polci CFP, CLU, CH.F.C. Terry Zive, CLU, CH.F.C., CHS	St. John, NB Ottawa, ON Ottawa, ON Toronto, ON Toronto, ON
TFAAC Board Liaison	Abe Toews CFP, CLU, CH.F.C., CHS	Regina, SK

## FORUM Editorial Advisory Board

Chair	Nicholas Landry CHS, RHIS Izumi Miki McGruer CFP, CLU, CH.F.C. Leony deGraaf Hastings CFP, EPC Michael Berton CFP, RFP, CLU, CHS Robert McEachern CFP, CLU	Toronto, ON Vancouver, BC Burlington, ON Vancouver, BC Barrie, ON
-------	--	---

## Schools Committee

Chair	Robert Caissie, CFP	Dartmouth, NS
Atlantic Chair	Shayne Connolly, CHS	Charlottetown, PE
Banff Chair	James Savage	Calgary, AB
Okanagan Chair	Tod Alstad, CHS	Kelowna, BC
TFAAC Board Liaison	Wendy Playfair, CFP, CLU, CHS	Ancaster, ON

## Best Practices Committee

Chair	Davidd Lawley Brian McArthur Caroline Radics Dave Foley Devin Murphy Kathryn Bennett	Vancouver, BC Winnipeg, MB Vernon, BC Bedford, NS Calgary, AB Toronto, ON
-------	---	--

## Advocis Broker Services (ABS)

Chair	Jay Wintraub CLU, CH.F.C. Roger McMillan BA, CLU, CH.F.C. Greg Pollock CFP Randolph McGlynn BBA, CLU, IC.D	Toronto, ON Toronto, ON Toronto, ON Waterloo, ON
TFAAC Board Liaison	Al Jones, CFP, CLU, ACCUD	Barrie, ON

## TFAAC Board –National Committees – Chairs and Members

### Executive Committee

Chair/Chair	Abe Toews CFP, CLU, CHF.C., CHS	Regina
Past Chair	Al Jones CFP, CLU, CH.F.C, CHS	Barrie
Vice Chair	Rob Eby RRC, CFP	Winnipeg
Secretary	Catherine Wood CFP, CLU, CHS	Toronto
Treasurer	Eric Lidemark CFP, CLU, CH.F.C, CHS	Vancouver

### Compensation Committee

Chair/Chair	Abe Toews CFP, CLU, CHF.C., CHS	Regina
Past Chair	Al Jones CFP, CLU, CH.F.C, CHS	Barrie
Vice Chair	Rob Eby RRC, CFP	Winnipeg
Treasurer	Eric Lidemark CFP, CLU, CH.F.C, CHS	Vancouver

### Nominations Committee

*Under review by Governance Task Force (current structure)*

Past Chair	Al Jones CFP, CLU, CH.F.C., CHS	Barrie
TFAAC Chair	Abe Toews CFP, CLU, CHF.C., CHS	Regina
TFAAC Vice Chair	Rob Eby RRC, CFP	Winnipeg
Director at Large	Geoff Creighton	Oakville

### Governance Committee

Chair/Secretary	Catherine Wood, CFP, CLU, CHS	Toronto
Past Chairs	Caron Czorny CFP, CLU, CH.F.C. CHS, FLMI, ICD.D	Toronto
	Wade Baldwin, CFP	Calgary
	Al Jones CFP, CLU, CH.F.C., CHS	Barrie
Institute Chair	John Hamilton, CFP, FEA, CPCA	Toronto
CLC Chair	John McCallum, CFP, CHS	Vancouver

### Finance & Audit Committee

Chair/Treasurer	Eric Lidemark, CFP, CLU, CH.F.C., CHS	Vancouver
Chair	Abe Toews, CFP, CLU, CHF.C., CHS	Regina
Past Treasurer	Catherine Wood, CFP, CLU, CHS	Toronto, ON
CLC Chair	John McCallum, CFP, CHS	Vancouver
Institute Chair	John Hamilton, CFP, FEA, CPCA	Toronto
Members at Large	Harris Jones, CFP, CLU, CH.F.C.	Mississauga
	Brent van Ryzewyk, CFP, CLU, CH.F.C., CHS	Mississauga

# ADVOCIS CORPORATE PARTNERSHIP PROGRAM



Advocis values our relationships with the organizations that participated in our corporate partnership program in 2020. Financial support from our partners helps us offer our members certification, designation and continuing education programs, as well as other products and services. At the same time, the program helps partners and sponsors support and develop more of their advisors on the path to professionalism.

Through your partnership, we are constantly promoting and advancing the value and professionalism of financial advisors and planners. This builds stronger, more trusted relationships with consumers and positively impacts the financial advice industry.

The Advocis corporate partnership program is available to companies in the financial services sector, as well as those that support and supply the sector.

Advocis partners with companies who share our belief in:

- The importance of advisor professionalism
- Competency-based education, and
- The need to advocate on behalf of financial advisors and their clients

Our program provides opportunities to foster long-term relationships with companies. This offers greater value to partner organizations by leveraging existing connections. Our corporate partnership program is flexible. It can be individually tailored to address a company's specific business needs and priorities.

There are three levels to choose from:

1. National corporate partners
2. National corporate sponsors
3. Corporate affiliates

While Advocis recognizes its partners and sponsors, the program is not intended to endorse one organization over another.





Advocis

Together, we're making a difference.  
We're **proud** to have you in our corner.

## CORPORATE PARTNERS



## CORPORATE SPONSORS



We couldn't do all we do for financial advisors in the best interests of their clients without you. Your investment in Advocis helps us build a strong community of professional financial advisors across Canada ... helps us make sure advisors get the continuing education they need to succeed ... helps us make sure Canadians have trusted-expert advice to help them make the best decisions for their financial interests ... helps shape the future of our industry. **A big "thank-you" to all our 2020 corporate partners and sponsors.**

For information on the Corporate Partnership Program or to become a corporate partner or sponsor, please contact **Celia Ciotola** at [cciotola@advocis.ca](mailto:cciotola@advocis.ca)

# CONTACT US

## Executive Management

Greg Pollock, M.Ed., LL.M., C.Dir., CFP  
President and Chief Executive Officer, Advocis  
Chief Operating Officer, The CLU Institute  
x 9811

Linda Illidge, CPA, CMA  
Vice President, Finance and Administration  
x 9834

Barbara Riddell,  
Vice-President of Education and Membership  
x 9831

Julie Martini,  
Vice-President, Public Affairs and Marketing  
x 9864

James Ryu,  
Vice-President, Legal and Regulatory Affairs  
x 9849

Jack Mazakian,  
Vice-President, Advocis Broker Services Inc.  
x 9833

---

10 Lower Spadina Ave, Suite 600  
Toronto, ON M5V 2Z2  
Telephone: 416-444-5251; 1-800-563-5822  
Fax: 416-444-8031

**advocis.ca**

To reach any Advocis staff member by email, use their first initial and last name with @advocis.ca. For example, “John Smith” would be jsmith@advocis.ca



LOOKING FORWARD