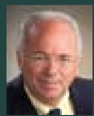
Mindpath

Creating New Paths To Learning

Up to **6.0** CE Credits Available

The Future of Independent Financial Advisory Practices

Preparing for the Challenges & Changes Which Are Fast Approaching



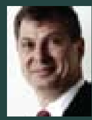
Conference Chair
Jim Rogers
President
Rogers Group Financial
Vancouver, B.C.

Dr. Roberta Wilton
President & CEO
CSI Global Education Inc.

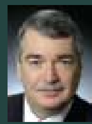
Larry Boyce
Senior Vice President
Sutton Boyce Regulatory Consulting Group

Michael Nairne
President
Tacita Capital

George Hartman
President & CEO
Market Logics Inc.



Randy Ambrosie
Founder & CEO
Accretive Advisor



Byren Innes
Senior Vice President & Director
NewLink Group Inc.

Steve Donald
President
Assante Wealth Management

Thursday, June 16, 2011 ~ Mississauga Convention Centre

Why This Conference is *Must-Attend* for Advisors

Financial advisors are seriously concerned about the future of their practices and the industry.

Are independent financial advisors an endangered species? Is it inevitable they will get swallowed up by bigger players?

Advisors know that the landscape for financial advice-giving is changing dramatically in other countries and that similar changes may be coming to Canada.

New professional accreditations are looming large on the horizon. Will you be on board or left behind?

This unique one day educational conference for senior financial advisors, planners and brokers brings top industry experts together who will address the biggest changes which are fast approaching for financial advisors today.

Topics Covered Will Include

- o keeping your practice profitable in the face of pressure on commissions and advisor pay-outs
- o major U.S. and overseas trends: are they coming to Canada and if so, when?
- o professionalization of financial advice-givers
- o upcoming changes in the MGA world and their impact on advisors who sell insurance
- o the changing face of compliance
- o the new fiduciary rules and their impact
- o which firms will survive and which ones will be left by the wayside

...and more

Gold Conference Partners

TACITA CAPITAL

EQUITY Associates Inc.

Silver Conference Partner

Accretive Advisor

Nature of the Financial Services Sector is Changing

The financial planning sector is increasingly characterized by:
~ mergers & acquisitions
~ buy-outs
~ new accreditations for advisors
~ higher professional standards
~ increased advisor / client fiduciary responsibilities
~ squeezed margins
~ greater client expectations
~ more sophisticated communications technology

The pace of these changes is accelerating. Find out where the industry is heading at this unique Mind*path* educational event.

***CE Credits**

Note that CE Credits offered at Mind*path* Conferences are Professional Development Credits issued by the Institute of Advanced Financial Education on behalf of Advocis. Most Mind*path* events also qualify for IIROC CE Credits. Mind*path* is available to help facilitate the IIROC CE Credit approval process with attending advisors through their professional development departments.

Mind*path* Conferences Emphasize Interaction and Education

Mind*path* conferences emphasize learning through participation and interaction.

Generous Q&A / discussion periods with leading industry professionals facilitate the learning process. A premium is placed on delegates having access to speakers at Mind*path* conferences and forums.

Industry experts are available to answer your questions & concerns directly.

This Mind*path* conference will appeal to Senior Investment Advisors and Securities Brokers.

Past Attendees Have Spoken Highly About Mind*path* Conferences

"Quality speakers who were willing to answer all questions with their insight in a candid and honest way." ~ **David West, Berkshire Securities**

"Excellent conference with great speakers. Excellent planning ... the whole day was just great. Thank you very much. I learned a lot." ~ **Lisa Chew, BMO Bank of Montreal**

"Excellent. One of the best conferences from a learning point of view I have attended. You could see the focus here was on education and presenting different points of view." ~ **Chris Edwards, Assante**

"Very good and I enjoyed the unique format of the conference. Have given positive feedback to colleagues who could not attend." ~ **Susan Yao, CIBC Imperial Service**

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Mind*path*'s Principals Are Financial Industry Veterans

Mind*path* financial conferences are content-driven by industry professionals.

Two of Mind*path*'s principals, Don Bridgman and Daniel Tutton, are financial industry veterans who bring a combined total of over 50 years experience in the financial services sector to the company.

Daniel Tutton, President, is a nineteen year veteran of the financial services industry. Previously, Dan served as Senior Vice President of one of Canada's leading financial services companies. He has been involved with educational conferences and special events throughout his business career.

Don Bridgman is also a principal of Mind*path* and brings over 28 years of experience in the financial services industry to the company. He has been an advisor, a senior marketing and sales executive, an industry consultant, a public speaker, a conference manager and workshop facilitator, as well as a trainer and performance coach with unique expertise in personal strategic planning.

He currently co-owns and manages two large branches of a leading Canadian wealth management firm.

As a result, Don remains close to the information and education needs of advisors on a daily basis resulting in topical, relevant and up-to-date programs for Mind*path* educational conferences.

As well, Don Bridgman is Chair of the McMaster University Pension Trust Committee.

Mind*path* CEO Dan Jerred has over 30 years business experience and brings a depth of expertise in the creation and execution of cutting-edge financial conferences. He has worked in senior capacities with several of Canada's leading conference companies before becoming CEO of Mind*path*.

Organizations Which Have Attended Past Mind*path* Conferences

~ Ajax Financial Planning
~ Arca Financial
~ Assante Capital Management
~ BMO Nesbitt Burns
~ Bick Financial
~ Braley Winton Financial Group
~ Brown Financial & Insurance
~ Burgeonvest Securities
~ Burns Financial
~ Canaccord
~ CIBC Imperial Service
~ CIBC Private Wealth Advisory Services
~ Credential Financial
~ Credential Securities
~ Croft Financial Group
~ Desjardins Financial Security
~ Dundee Private Investors / Securities
~ Equity Associates
~ First Capital Financial
~ Flagstone Financial
~ Freedom 55 Financial
~ FundEx Investments
~ Hampton Securities
~ Industrial Alliance
~ ING Wealth Management
~ Investment Planning Counsel
~ Keybase Financial
~ Laurentian Financial Services
~ Investia Money Concepts
~ Investors Group
~ Macquarie Private Wealth
~ Manulife Financial
~ Manulife Securities
~ MDK / Child Financial Advisors
~ Partners In Planning
~ Penmore Financial Group
~ Polson Bourbonniere
~ Power Financial
~ RBC Dominion Securities
~ Raymond James
~ Richardson GMP
~ Russell Investments
~ Scotia McLeod
~ Stonegate Private Counsel
~ Sun Life Financial
~ Talisman Investment Planning
~ TD Asset Management
~ TE Wealth
~ Tipper Financial
~ Turner Financial
~ Wellington West Capital / Financial

Program Agenda

8:45 AM Welcome remarks from Mind*path*

9:00 – 9:30 AM

Jim Rogers
President

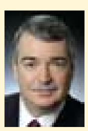
Conference Chair Jim Rogers will bring to bear his 40+ years experience as a leader in the financial services sector and set the tone for the day by offering his views on the future of independent financial advisory practices. Jim will also lend his insights throughout the day as well as on the end-of-day discussion panel.

9:30 – 10:15 AM

Michael Nairne
President
Topic: 'Change Before You Have To'
Including:
~ Learn the major U.S. trends and how they foretell Canada's future
~ Why open architecture and independence are both essential
~ Why wealth managers will replace investment advisors

10:15 – 10:30 AM ~ Networking Refreshment Break

10:30 – 11:15 AM



Byren Innes
Senior Vice President & Director

Topic: How global and local regulatory reform can impact your Insurance practice
Including:
~ Will the pending IFRS changes impact the products you offer?
~ Will products that you currently use today vanish?
~ How will you have to respond to CCIR Review of MGA Distribution (even if you are not with an MGA)?

11:15 – 12:00 Noon

Dr. Roberta Wilton
President & CEO
CSI Global Education Inc.

Topic: 'The Professionalization of the Financial Advisor Role'
Including:
~ What does the professionalization of financial advice mean to your business?
~ How can you align your practice with professional, ethical and regulatory standards?

12:00 Noon – 1:00 PM Luncheon

1:00 – 1:45 PM

Larry Boyce
Senior Vice President

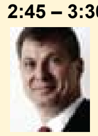
Topic: "Madly off in all directions: what the regulators are doing which will affect the advisor"
Including:
~ Upcoming regulatory structure changes and their impact on advisors
~ The changing client relationship model
~ International developments in financial advice-giving - are they coming to Canada and if so, when?

1:45 – 2:30 PM

George Hartman
President & CEO
Topic: "Practice Valuation ~ Are Advisor Books Increasing in Value, Decreasing in Value or Treading Water?"
Including:
~ The valuation of financial advisory practices now and in the future
~ How market developments are impacting book values
~ What makes the most sense to maximize market value: merge, purge or divest?

2:30 – 2:45 PM ~ Networking Refreshment Break

2:45 – 3:30 PM



Randy Ambrosie
Founder & CEO
Topic: "Building More Successful Financial Relationships"

Including:
~ The changing face of the investor / advisor relationship
~ What does great advice look like?
~ Steps to achieving a more successful relationship between clients and advisors

3:30 – 4:30 PM ~ Industry Discussion Panel

Moderator
Jim Rogers
President

Steve Donald
President

Michael Nairne
President

4:30 PM ~ Wrap Up from the Conference Chair and Business Card Draws
4:45 – 5:45 PM End-of-Day Networking Reception

CONFERENCE LOCATION

Mississauga Convention Centre
75 Derry Road West, Mississauga, ON L5W 1G3

Tel. 905.564.1920 Toll-Free: 1.877.766.4613

Registration Form

Conference Fee:

Special Early Bird Registration Fee

Register by May 20 and the Conference Fee is only $199.00 + HST = **$224.87**

Regular Conference Fee (after May 20)

$249.00 Per Delegate + HST = **$281.37**

Group Discount ~ Save 25%
Two or more advisors from the same branch can **save 25%** off the regular admission price ie. $186.75 + HST = **$211.03**

Yes I would like to register the following people from my firm:

Delegate Name (please print name in full) ____________ Title ____________

Delegate Name (please print name in full) ____________ Title ____________

Delegate Name (please print name in full) ____________ Title ____________

Delegate Name (please print name in full) ____________ Title ____________

Delegate Name (please print name in full) ____________ Title ____________

Total number of delegates:

____ @ ________ + HST = ________

Company Name ____________

Address ____________

City Province Postal Code ____________

Method of Payment
☐ Cheque ☐ VISA ☐ M/C ☐ AMEX

Card Holder's Name: ____________

Card Number: ____________

Expiry Date: ____________

Signature: ____________

Today's Date: ____________

How to Register

You may register in one of the following ways:

1. **Register Online**
   Register online by clicking **here**
2. **Register by Fax**
   By faxing the completed registration form toll-free to 1.866.244.9837
3. **Register by Mail**
   Send completed registration form along with cheque payable to Mind*path* corp. to the following address
   60 St. Clair Ave. East, Suite 908
   Toronto, ON M4T 1N5
4. **Register by Phone**
   Call our Conference Registration Line at 416-929-6463 or Toll Free at 1.877.929.6463

Phone ____________ eMail Address(es) ____________

Note: Delegate Confirmations will be sent via email notification.