

63rd ANNUAL ADVOCIS BANFF SCHOOL
AUGUST 20 – 24, 2017

AGENDA

Sunday - August 20, 2017	
3:00 PM - 5:30 PM Max Bell Building	Registration Opens
6:00 PM Max Bell Auditorium	Doors Open
6:30 PM - 8:00 PM Max Bell Auditorium	Welcome and Opening Remarks Opening Speaker Cassie Hawrysh – Canadian Skeleton Racer “To the Edge” Through focus, unflinching determination and a bold attitude, Cassie will tell the story of her journey to-date and authentically explain how heartache, failure, and challenges need never define your ultimate path; that the ability to achieve your goals in life is truly boundless. Cassie Hawrysh’s appearance courtesy of RBC Insurance.
8:00 PM - 10:00 PM Max Bell Building	WELCOME RECEPTION sponsored by iA Financial Group

Monday - August 21, 2017	
7:30 AM – 8:00 AM Max Bell Building	Registration
7:45 AM Max Bell Auditorium	Doors open
8:00 AM Max Bell Auditorium	Opening Remarks Pete Cote, Advocis Banff School 2017 Chair EMCEE – Caron Czorny
8:30 AM – 9:30 AM Max Bell Auditorium	<p>Main Platform - All Groups</p> <p>Daryl Diamond</p> <p>“Challenges and Solutions in Retirement Income Planning”</p> <p>This session will examine issues and challenges unique to the retirement income space. This is in the context of the significant regulatory changes facing advisors and the industry. The solutions presented will also identify the many opportunities that exist and reinforce the work we are doing with our existing clients as well as attract new business. And, you will be introduced to the concept of “Outcome” which will further complement the existing wealth strategies you employ and affirm the value you bring to your clients.</p>
9:30 AM – 10:00 AM Max Bell Building	Health Break
10:00 AM – 11:00 AM Max Bell Auditorium	<p>Main Platform - All Groups</p> <p>Matt Hoesly</p> <p>“Risks Worth Taking”</p> <p>We can all have successful practices by simply continuing to do more of the things that work. But in order to increase productivity by a large multiple we need to think differently and take some risks. Matt will share some of the lessons he has learned to elevate his practice to MDRT and then to Top of the Table production by changing some of his systems and mindset.</p>
11:00 AM – 11:15 AM Max Bell Building	Health Break
11:15 AM – 12:00 PM Max Bell Building	<p>Breakout Session A: Scott Holden (Repeated Thursday, August 24 at 9:30 AM)</p> <p>“Group Benefits 101”</p> <p>This presentation will cover the benefits of Group Benefits Insurance, answering:</p> <ul style="list-style-type: none"> • Why Advisors should consider selling group benefit plans • Reasons that Employers offer benefits • Group Insurance Fundamentals – Principles, Parties, and Plans • Sales Process • Current Trends

	<p>Breakout Session B: Dave Faulkner (Repeated Wednesday, August 23 at 9:30 AM)</p> <p>“The Value of Advice, It’s Not Just About Fees”</p> <p>Why financial advisors will never be replaced by robo-advisor technology.</p> <p>Today, most financial advisors should know what a robo-advisor is. A robo-advisor is a low-cost digital platform that uses algorithms to suggest an appropriate asset allocation based on your goals and a risk profile questionnaire. Proponents say the main advantage is a reduction in fees due to increased efficiencies provided by the technology. They claim that compared to the investment products that many financial advisors recommend, this can add hundreds of thousands of dollars to a client’s investment portfolio over-time.</p> <p>In this session, Dave Faulkner will examine this claim and demonstrate that the advice provided by a knowledgeable financial advisor can actually add hundreds of thousands of dollars to a client’s wealth over time. He will also show that a low-cost solution without the benefit of the education, advice and coaching provided by a financial advisor can be detrimental to a person’s financial wellbeing.</p> <hr/> <p>Breakout Session C: Lawrence Geller</p> <p>“Disability Income Protection – Using Service at the time of claim to obtain referrals and prepare for a fee-for-service world”</p> <p>Service is a major factor in motivating clients to recommend that their friends and associates speak with an agent or advisor. The need for assistance from an agent or advisor is never greater than when a claim occurs. Disability Income Protection claims are not one-time events, they generally last for many months, or even years, and the need for service persists throughout the claim. Lawrence will use Case Studies to show how helping claimants on an ongoing basis can turn into either a source of income or a major source of recommendations. He will also discuss the differences between warm referrals and hot recommendations from a client to an agent or advisor.</p>
12:00 PM – 1:00 PM Sally Borden Building	Lunch Vistas Dining Room
1:00 PM – 2:00 PM Max Bell Auditorium	<p>Main Platform – All Groups – Panel Discussion</p> <p>Ross Morton & Dr. Bruce Empringham</p> <p>“What You Wanted to Know About Underwriting” – a Panel Discussion.</p> <p>Two industry icons will answer those questions submitted by attendees in advance. The subjects include: evolution of electronic applications, genetic testing, modern search tools, can an insurer insure that impairment, will that virus hurt, getting APS’s faster. Our two experts do not always agree but between the two of them you will get a complete answer that leaves little to the imagination. Their views on your industry issues will at times differ as one responds from inside the corporate office and the other as a “free spirit” consultant.</p>
2:00 PM – 2:15 PM Max Bell Building	Health Break
2:15 PM – 3:15 PM Max Bell Auditorium	<p>Main Platform – All Groups</p> <p>Evelyn Jacks</p>

	<p>“Managing Tax Risk: Why Your Role Is More Important Than Ever”</p> <p>The true value of professional advice has always revolved around a trusted relationship with a lead advisor who has deep knowledge of all the issues a family faces in building and transitioning wealth. Tax is such an important trigger in this effort. Finance Canada has recently made big changes to the taxation of wealth in Canada: principal residence dispositions, high tax rates for high net worth families, family business income splitting, dividend taxation – all have come under the microscope, accompanied by hundreds of millions of new dollars to shore up CRA enforcement resources. Are you up to speed on how these changes will impact families you work with? Have you adequately managed away tax risk to ensure the family keeps more than the taxman? Learn more from Canada’s most trusted tax educator.</p>
3:15 PM – 3:30 PM Max Bell Building	Health Break
3:30 PM – 4:30 PM Max Bell Auditorium	<p>Main Platform – All Groups</p> <p style="text-align: center;">CONNECTION ZONE</p> <p style="text-align: center;">A panel of your peers will share sales strategies and ideas which have contributed to the growth and success of their respective businesses. Q&A to follow the presentations</p>
4:30 PM	Done for the Day!
6:00 PM – 8:00 PM	<p>Baseball Game, Banff Recreation Centre, 100 Mt. Norquay Road, Banff, AB Ball Diamonds: Borgeau and Sulphur</p>
9:00 PM	<p>Networking Pub Night Rose & Crown Restaurant & Pub 202 Banff Avenue, Banff, AB</p> <p style="text-align: center;">“Wear your 2017 Advocis Banff School Name Badge for discounts”</p>

Tuesday - August 22, 2017	
7:45 AM Max Bell Building	Doors open
8:00 AM Max Bell Auditorium	Opening Remarks
8:15 AM – 9:15AM Max Bell Auditorium	<p>Main Platform - All Groups</p> <p>Lawrence Geller</p> <p>“Living Benefits as an entry to a prospect’s finances”</p> <p>Discussing Living Benefits, and in particular, Disability Income Protection with clients and prospects allows an agent or advisor to have a meaningful discussion about the need for ongoing income and the amount needed to maintain the family lifestyle. The thoughtful agent will combine the Living Benefits discussion with a Life Needs Analysis to allow the client to describe the reasons that the family lifestyle is important to them and the reasons that the family needs the current income, or higher, to maintain that lifestyle. Lawrence will describe the ways that he initiates and directs the conversation to allow the prospect to connect the need for income when disabled with the life insurance needed for family and estate protection.</p>
9:15 AM – 9:45 AM Max Bell Building	Health Break
9:45 AM – 10:15 AM Max Bell Auditorium	<p>Main Platform - All Groups</p> <p>Warren Martinson – Alberta Insurance Council</p> <p>“Alberta Insurance Council: Regulatory Overdue and Update”</p> <p>The focus of this presentation will be outlining the AIC's anticipatory regulatory outlook in the coming year including, among other things, CE and E&O Audits, Regulation amendment request and renewal and systems update.</p>
10:15 AM – 10:30 AM Max Bell Building	Health Break
10:30 AM – 11:15 AM Max Bell Auditorium	<p>Main Platform – All Groups</p> <p>Caroline Banks – MDRT Message</p> <p>“Facing Change”</p> <p>In many aspects of our lives we often fear change. Sometimes it is our choice to change, other times it can be forced on us as was the case in the UK when it was announced we could no longer be paid commission for the work we did.</p> <p>This presentation will go through the background to the changes that were introduced and from a UK perspective, what needed to be considered before the deadline date. Whether fee for service affects you now or could in the future or if you simply wish to consider changing the way you are paid, this session will give valuable insights into the preparation required</p> <p>It will touch on the reduction in numbers of financial planners who were unable or unwilling to make the change and the effects on the mass population who no longer get the financial advice they badly need. This means many people are not getting help on personal or business insurance solutions or</p>

	<p>saving for retirement.</p> <p>Much work needed to be done and this session will outline how many UK advisers needed to obtain higher level qualifications to meet the deadline they faced, the regulators requirement for segmentation of clients which in many instances led to tough decisions in letting clients go. It will cover preparing service propositions (no service, no fee), the client review process, along with the importance of written agreements and improved systemization in our office.</p>
11:15 AM – 11:30 AM Max Bell Building	Health Break
11:30 AM – 12:15 PM Max Bell Building	<p>Breakout Session A: Rick Forchuk</p> <p>“Prospecting for New Clients: What Has Changed and What Has Not”</p> <p>This presentation looks at the critical business of adding new clients, and how the current environment creates challenges that did not exist just a few years ago. Privacy legislation, the Do Not Call Registry, and the overall suspicion of a public much more attuned to giving out even the simplest forms of information, have made significant changes for advisors in their formative years. Some of this is very good, some not so much. We will look at both sides, and offer some firm suggestions to grow your business in a sustainable fashion</p> <hr/> <p>Breakout Session B: Ian Maclean (Repeated Wednesday, August 23 at 9:30 AM)</p> <p>“Compliance Proofing Your Practice Through Needs-Based Sales Practices”</p> <p>This session will look at compliance from an Insurance Broker’s viewpoint. When you are audited, what you need to have in your files and what you better not have in your files.</p> <hr/> <p>Breakout Session C: Daryl Diamond</p> <p>“A Comfortable and Efficient Strategy for Creating Retirement Income”</p> <p>This session will look at a specific “investment for income” strategy for the retirement market. In addition to being easily understood by clients, it is extremely effective for dealing with the emotions of retired clients in times of market volatility. It has become the core investment solution within our practice and has as many benefits for the advisor as it does for the client.</p>
12:15 PM – 1:15 PM Sally Borden Building	Lunch Vistas Dining Room
1:15 PM - 2:15 PM Max Bell Auditorium	<p>Main Platform - All Groups</p> <p>Jamie Golombek</p> <p>"Tax Update – 2017 Edition"</p> <p>This session will include important Canadian and U.S. tax developments in 2017, including the federal Budget 2017 tax changes, recent CRA developments, important new tax case law from 2017 and the Trump tax plan.</p>
2:15 PM	Done for the Day!

Wednesday - August 23, 2017	
7:45 AM Max Bell Building	Doors Open
8:00 AM Max Bell Auditorium	Opening Remarks
8:15 AM – 9:15 AM Max Bell Auditorium	<p>Main Platform - All Groups</p> <p>Caroline Banks</p> <p>"Where are YOU now, where are YOU going?</p> <p>This presentation will focus on the major issues advisers tended to face when transitioning to a fee for service proposition.</p> <p>Often, the fear of making the leap to fees is in our heads not our clients so we will focus on self-esteem and overcoming this fear factor along with demonstrating what clients want from us and how we provide value. We will look at different ways of calculating and charging a fee, working out a structure for different client categories and will discuss defining service levels which could include separation of the planning fee and the implementation fee.</p> <p>There will be examples of how to respond to possible objections about the change proposed when dealing with existing clients some of whom may not wish to pay us in a different way.</p> <p>This session will leave you potentially wondering why you haven't made the transition yet!</p>
9:15 AM - 9:45 AM Max Bell Building	Health Break
9:45 AM - 10:30 AM Max Bell Building	<p>Breakout Session A: Ian Maclean (Repeat of Tuesday 11:15 AM Breakout)</p> <p>"Compliance Proofing Your Practice Through Needs-Based Sales Practices"</p> <p>This session will look at compliance from an Insurance Broker's viewpoint. When you are audited, what you need to have in your files and what you better not have in your files.</p> <hr/> <p>Breakout Session B: Rick Forchuk</p> <p>"Why Are 'They' Doing This to Us?"</p> <p>This presentation explores the many new initiatives that have been presented to advisors over the past few years. Everything from full disclosure to the engagement letter, to the 'Reason Why' letter, the days of drawing a simple presentation on the back of a napkin in a Tim Horton's are long gone. Why is this happening? What can be done? And what does the future hold? Understanding what is going on and why can keep advisors out of the courts, and away from litigation.</p> <hr/> <p>Breakout Session C: Dave Faulkner (Repeat of Monday 11:15 AM Breakout)</p> <p>"The Value of Advice, It's Not Just About Fees"</p> <p>Why financial advisors will never be replaced by robo-advisor technology.</p> <p>Today, most financial advisors should know what a robo-advisor is. A robo-advisor is a low-cost</p>

	<p>digital platform that uses algorithms to suggest an appropriate asset allocation based on your goals and a risk profile questionnaire. Proponents say the main advantage is a reduction in fees due to increased efficiencies provided by the technology. They claim that compared to the investment products that many financial advisors recommend, this can add hundreds of thousands of dollars to a client's investment portfolio over-time.</p> <p>In this session, Dave Faulkner will examine this claim and demonstrate that the advice provided by a knowledgeable financial advisor can actually add hundreds of thousands of dollars to a client's wealth over time. He will also show that a low-cost solution without the benefit of the education, advice and coaching provided by a financial advisor can be detrimental to a person's financial wellbeing.</p>
10:30 AM – 10:45 AM Max Bell Building	Health Break
10:45 AM - 11:45 AM Max Bell Auditorium	<p>Main Platform - All Groups</p> <p>Ed Skwarek</p> <p>"Inflection Point – Part 1"</p> <p>Which is:</p> <ul style="list-style-type: none"> • A point of a curve at which a change in the direction of curvature occurs; <p>Ed will be looking at the regulatory changes that financial advisors are currently facing along with technological developments. While change is inevitable, he will be addressing how financial advisors must be properly inserted and invested in the discussions in order for the change to be meaningful to advisors and clients.</p>
11:45 AM - 12:45 PM Sally Borden Building	Lunch Vistas Dining Room
12:45 PM - 1:45 PM Max Bell Auditorium	<p>Main Platform - All Groups</p> <p>Jamie Golombek</p> <p>"Bye-bye Taxes: Eliminating Tax on Investment Income"</p> <p>The government has said that by the next generation, most Canadians will not pay any tax on investment income. Learn why and how most of your clients can effectively eliminate their tax liability on their investment income using a variety of insurance and non-insurance strategies and solutions, including the effective use of registered plans, income splitting, trusts and permanent life insurance strategies.</p>
1:45 PM – 2:00 PM Max Bell Building	Health Break
2:00 PM – 2:45 PM Max Bell Building	<p>Breakout Session A: Matt Hoesly:</p> <p>"Technology with a Personal Touch"</p> <p>Technology, if used properly, is a wonderful thing. It can help us serve our clients better, communicate more efficiently, and increase our production. But there are times when we need to have a more personal touch. This presentation will discuss how to find a balance between the two.</p> <hr/>

	<p>Breakout Session B: Evelyn Jacks:</p> <p>“Crucial Conversations in Family Wealth Management”</p> <p>As clients age, the probability of cognitive decline becomes a great reality. But when is the best time to discuss that touchy subject with your clients? The answer is simple: the sooner the better. Learn how to approach the subject with professionalism and the tax secrets that can help position the conversation with your clients who are discussing pre-retirement planning with you. Evelyn Jacks will discuss a holistic approach to managing health and wealth with a tax strategy.</p> <hr/> <p>Breakout Session C: Grant Hicks:</p> <p>“Perfecting ideal Client Acquisition and your Ideal Client Experience”</p> <p>The critical Practice Management Processes to acquire ideal clients, enhance your ideal client experience, and managing ideal capacity as a top performing Financial Advice practice.</p>
2:45 PM – 3:00 PM Max Bell Building	Health Break
3:00 PM – 4:00 PM Max Bell Auditorium	<p>Main Platform - All Groups</p> <p>Kim Moody</p> <p>“Important Taxation Changes over the last year that impact the Private Client”</p> <ul style="list-style-type: none"> · A reviewing of the small business deduction · Intercorporate cash movements · The Department of Finance private corporation consultation · Changes to the taxation of WIP for professionals
4:00 PM	Done for the Day!
5:30 PM – 11:00 PM Kinnear Centre	Networking & Social Sponsored by The ABEX Group

Thursday, August 24, 2017	
7:45 AM Max Bell Building	Doors Open (For those staying onsite with us at The Banff Center - room checkout is 12:00 noon)
8:00 AM Max Bell Auditorium	Opening Remarks
8:15 AM – 9:15 PM Max Bell Auditorium	<p>Main Platform – All Groups</p> <p>Ross Morton and Dr. Bruce Empringham</p> <p>“What You Wanted to Know About Underwriting” – A Panel Discussion Continued ...</p> <p>This second session on underwriting has the two experts continue to answer the various questions submitted. The questions of the morning include the following subjects: lifestyle trackers, preliminary underwriting, business decisions, future impacts on insurability what should be changed in the industry, financial underwriting. Be prepared for a continuation of candid and insightful responses to the pre-submitted questions as well as yours of the day.</p>
9:15 AM – 9:30 AM Max Bell Building	Health Break
9:30 AM – 10:15 AM Max Bell Building	<p>Breakout of Session A: Ed Skwarek</p> <p>“Inflection Point – Part 2”</p> <p>Which also is:</p> <ul style="list-style-type: none"> • (in business) a time of significant change in a situation; a turning point.” <hr/> <p>Ed will be looking at the regulatory changes that financial advisors are currently facing along with technological developments. While change is inevitable, he will be addressing how financial advisors must be properly inserted and invested in the discussions in order for the change to be meaningful to advisors and clients.</p> <hr/> <p>Breakout Session B: Scott Holden (Repeat of Monday 11:15 AM Breakout)</p> <p>“Group Benefits 101”</p> <p>This presentation will cover the benefits of Group Benefits Insurance, answering:</p> <ul style="list-style-type: none"> • Why Advisors should consider selling group benefit plans • Reasons that Employers offer benefits • Group Insurance Fundamentals – Principles, Parties, and Plans • Sales Process • Current Trends <hr/> <p>Breakout Session C: Kim Moody</p> <p>“Canadian/US Taxation Issues that the Private Client Advisor needs to be aware of”</p> <ul style="list-style-type: none"> • US tax reform and its impact on Canadians • Other Canada/US cross-border tax changes of note
10:15 AM – 10:30 AM Max Bell Building	Health Break

<p>10:30 AM – 11:30 AM Max Bell Auditorium</p>	<p>Main Platform – All Group</p> <p>Closing Speaker: Grant Hicks</p> <p>“The Future Ready Financial Advisor”</p> <p>The Critical Practice Management Processes to Building and Maintaining a Top Performing Financial Advice Business in the future.</p> <p>The financial industry is undergoing massive innovation focused on four areas: new regulations, fee compression, robo-advisors/ robo-insurance and a more educated consumer with a demand for technology.</p> <p>Financial advisors will learn the key practice management processes of the “Future Ready Financial Advisor”, to improve their ideal client experience, and profitably grow their practice within a rapidly changing future landscape.</p> <p>Results for attendees will be:</p> <ul style="list-style-type: none"> · Acquire more ideal clients while managing non-ideal clients better in the new regulatory environment · Gather critical client feedback to build a value promise from your clients’ perspective to beat the competition and robo-advisors · Generate more revenue through insurance and financial planning, while preparing your clients for critical conversations
<p>11:30 AM – 12:00 PM Max Bell Auditorium</p>	<p>FINAL WRAP UP and PASSPORT CONNECTION DRAWS</p> <p>Join us for 2018 Advocis Banff School</p> <p>August 19 – 23, 2018</p>