

HAILING HALLMARKS & HIRES

LAST month, Franklin Templeton Investments Corp. simultaneously marked two occasions—FTI's 60th anniversary of the founding of U.S. parent, Franklin Resources, as well as a swanky fete honouring five- 10- 15- and 20-year employees.

Held at the Arcadian Court in the old Sears building at Queen and Bay Streets in Toronto, the annual employee service awards were attended by 400 FTI staff.

"It's a very important milestone for us as an organization," said Don Reed, president and chief executive officer, Franklin Templeton Investments Corp. in Canada. "The growth of the organization has been phenomenal. When I came here in 1989 we had 70 people, and we now have about 725 across Canada." FTI's core asset base covers mutual funds, institutional and high-net-worth clients.

Firing off the festivities were three beef-carving stations and the Campbell Jazz quintet, performing 1940s jazz standards, the decade of the company's founding.



Don Reed, president & CEO, Franklin Templeton Corp. Canada

"The esprit de corps is very, very strong within the organization," says Reed. "If you go back to the origins of the company in 1947—essentially that was a start-up, and now our company globally manages well over \$600 billion. The key message is that we put our clients first, but we couldn't have grown the business to this level without our very committed staff." —H.S.

FRONT END LOAD

MILLENNIUM FLASHBACK:



*Trimark merges with
AMVESCAP to create
AIM Trimark*

"A good coup . . ."

DOM RANDO, VICE-PRESIDENT,
MUTUAL FUND RESEARCH, TD WEALTH

READ
IT
THIS
ISSUE

**WHEELIN'
& DEALIN'** : page 15

DATA TRAK

IF ONLY . . .

TO live life on their own terms is a piece of advice Canadian women wished they had received from their parents in their younger years, says Patricia Lovett-Reid, in response to a new study by TD Waterhouse. And while "own terms" refers to enjoying life and following one's dreams, it also means taking care of finances.

Results of the "2007 TD Waterhouse Female Investor Poll" indicate 27% of respondents—women aged 25 to 69 who have sole or shared responsibility for household financial planning or investment decisions—say they would have appreciated such advice.

While 11% surveyed said getting a good education was on their

hindsight list, and 4% would have preferred advice on not rushing into a serious relationship, the tip of choosing your partner/spouse wisely came in at a measly 2%.

And though the study shows women are somewhat proactive, there is still a gap between goals and actions. Only 42% polled pay off credit cards in full each month to avoid interest charges; fewer than 39% make regular RRSP contributions, with only 11% of them contributing the maximum amount allowed; and a mere 25% go to a financial advisor for investment advice.

—Heidi Staseson

DON'T DO THAT

It was the year 2000 in my Silver Spring, MD kitchen. I'd taken the first sip of coffee when the phone rang. "Hey, Mr. Porado, this is Vinnie [mumbled last name] from [spoken fast to make it sound legitimate] Investments. I got a hot stock for you." When I mentioned it

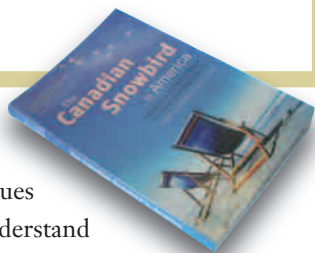
was 6:45 a.m., I was treated to a barrage of verbal abuse that questioned my manhood, and asked whether I had to "ask my mommy." I was covering the Securities and Exchange Commission at the time, so I asked Vinnie to hold on for a sec, dialled the Enforcement Division, and patched the two calls together. I knew it was too early for anyone to answer, but when the SEC voicemail clicked on, I heard a sputtering expletive from Vinnie's end, followed by a fast hang-up.

Vinnie hasn't called since. Guess I made my point.

—Philip Porado

NIT PIX

BOOK: *The Canadian Snowbird in America*, by Terry F. Ritchie and Brian D. Wruck
Review by Philip Porado



Your clients who follow the southbound geese after the first frost have specific issues that you, as an advisor, must understand to do an effective job.

By far, the biggest problems arise when a Canadian plunks down cash for a U.S. vacation property that's likely to appreciate in value (current U.S. housing-value woes notwithstanding). The eventual sale, or transfer, of that property can have painful tax consequences, so the authors (www.transitionfinancial.com) touch on a variety of options, including having the client dispose of the asset before death, or using a corporation to hold the house.

But real estate is just the tip of the sand dune. Readers will gain insights into how to best manage U.S.-held securities shares and will garner tips for talking a client down after he attends one of those living trust seminars that have become so popular among the senior set down south.

The book is current enough to refer to the Loonie nearing parity with the Greenback and includes tips on road food for your clients who don't like to fly.

DO-GOOD DISTRICT

KID LIT

THE growing trends of charitable giving and financial education for children have come together in a new children's book, *The Charity Glove*, from Mackenzie Financial, written and illustrated to help parents teach their kids the value of giving.

In recent years, firms have recognized the opportunity to add charitable giving discussions to an advisor's relationship-building arsenal. Federal budgets have provided strategies that allow advisors to get involved in the process, and clients in general are more inclined to give than ever before.

Mackenzie surveyed 624 parents with children under 17 to find out if Canadians were talking to their kids about charitable giving. Author Brad Offman, vice-president of strategic philanthropy at Mackenzie, said he was pleasantly surprised by the results.

The survey found 87% agree charitable giving is an important value to instil in their children. Nearly two-thirds of those who've discussed charitable giving with their children had that talk when the child was five years of age or younger. Offman decided to write the book after noticing there were few books for children on the subject.

Written for children between ages four and eight, the book follows a fictional character, Kaitlyn, who plays baseball with her father but is saddened to learn that not all children who play at the recreation centre she attends can afford their own baseball gloves. Kaitlyn donates a glove to the youth centre, and the boy who receives it goes on to become a professional player. Later in life, he too gives back to the same youth centre that supported him.

Offman says the initial premise is inspired by a true story. When his son was five, he wanted to purchase a left-handed baseball glove, even though he wears a right-handed glove. When asked about his desire to buy the wrong-handed glove, Offman's son said he wanted to buy the glove for charity. Says Offman: "He knows I work in charity, and he's beginning to understand what it's all about."

Mackenzie plans to distribute the book through advisors and to children participating in the Baseball Canada Rally Cap program in 2008. "[The reaction] has been positive because they like the characters in the book, but a lot of parents also see this as a way of introducing the subject to their kids. It's a tool for them," says Offman. "People in the field of education have recognized the value of instilling things at an early age. It's an appropriate time to teach kids about new things, so why not charitable giving?"

—Kate McCaffery

BE THERE

February 21 to 22, **18th Annual Securities**

Superconference, The Sutton Place Hotel, Toronto, www.canadianinstitute.com. April 3 to 4, **Intensive Course in Cross-Border Tax Planning**, The Marriott Bloor Yorkville, Toronto, www.canadianinstitute.com