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## JEAN GOULET

Executive Publisher, Advisor Group and  
General Manager, Business and Professional  
Publishing Group (Québec)



# TEN YEARS OF TRUST

Together, we've built a voice for  
a unique community.



**BOTH** of us remember when *Advisor's Edge* was just a concept, and each of us learned about the offering in very different places.

One of us was a marketing director at a busy financial institution who was paid a visit by some eager executives about a new magazine that would focus on the needs of retail advisors—those execs had an easy job, because the depth and breadth of the people involved, combined with their commitment to the project sold the concept instantly.

The other was an advertising rep for a publication on the same floor where *Advisor's Edge's* offices

## DONNA KERRY

Publisher, Advisor Group

# PUBLISHERS'

NOTE

were being set up, and was lucky enough to sit near the fax machine to which pre-launch subscription requests just kept rolling in. A winner was in the works.

We had one thing in common. Both of us saw the idea had legs. We each caught the vision of the magazine independently. We both believed in *Advisor's Edge*, and when

the opportunity arrived to add our visions and help move the offering forward, we enthusiastically embraced it. We each respected the readership and saw how we could be partners in serving the information needs of those custodians of client wealth across Canada.

Over the past decade, our relationship with our readers and the

industry has been nothing short of stellar. From Day One, you've shown us your loyalty and your trust. You've supported the Advisor Group in all its incarnations. You've answered your phones and tipped us about breaking news. You've put pen to paper and detailed your practices so that we could put them in print. You've worked with our editors to ensure everything we produce is accurate, timely and relevant to you and your peers.

What we promise, going forward, is to expand our areas of coverage to better reflect changes in the industry. In the coming months and years, we'll focus more on emerging areas of concern such as compliance, changing distribution channels for investment and insurance products, and the need to efficiently provide continuing education options for advisors from coast to coast. You've helped us stay ahead of the curve in this industry, and we're committed to staying one step ahead of your needs and doing our utmost to meet them.

You've spent a decade helping us elevate the debate within the financial services industry. For that, you have our gratitude and a sincere hope that you'll be with us for many years to come. **AE**

(front to back, left to right) Jean Goulet, Donna Kerry, Romana King, Aniko Nicholson, Paul Williams, Lisa Rene, Amy Nelson, Eileen Lasswell, Andre Meurer, Robin Wu, Deanne Gage, Kanupriya Vashisht, Kevin Shields, Kate McCaffery, Steven Lamb, Opal Patel, Marie Atkins, Andrew Gregory, Scot Blythe, David Carmichael, Heidi Staseson, Philip Porado, Cameron Clarke, Bryan Borzykowski, Mark Noble



OUR TEAM

*Handwritten signatures of Jean Goulet and Donna Kerry.*

