

2015 NEWSLETTER SPECIAL: YEAR IN REVIEW



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Members, candidates and partners of the CFA Society Ottawa are welcomed to share their stories, information and announcements in the next edition of the Newsletter. Please contact admin@cfaottawa.ca.

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RECENT CFA SOCIETY OTTAWA EVENTS

May 28, 2015

PERSONAL BRANDING



On May 28, CFA Society Ottawa members and candidates gathered at the Rideau Club for a career and personal development event focused on personal branding. The event featured a presentation by Hilton Barbour, an expert on marketing and personal branding. Hilton spoke about the decisions and factors that have taken him across the world and helped him realize his personal brand. True to his reputation for asking tough questions, Hilton challenged members and candidates to identify the personal strengths for which they are known by others and within their organizations, as well as the actions they are taking to market these strengths. We all went home with a better idea of the questions we should be asking ourselves to identify our personal brands and tips for making the most of personal branding in a professional setting. Members and candidates also had the opportunity to have professional headshots taken by Yui Sotozaki Photography. Yui offered excellent advice on the way body language and photographs can convey a professional message.

June 19, 2015

GOLF TOURNAMENT

Thank you to everyone who have attended for making this event fun and enjoyable.

June 25, 2015

BUSINESS FASHION

On June 25, the CFA Society Ottawa held for the first time – a fashion show. During the show, Alyssa Beltempo, a freelance fashion stylist, along with her team of

models showcased the latest trends in both men's and women's clothing. This was a very interactive event with many participants asking questions about wardrobe choices that could take them from office to weekend. The CFA Society Ottawa would like to thank Ms. Beltempo and her team for helping make this event a success.



May 25, 2015

PUTTING INVESTORS FIRST

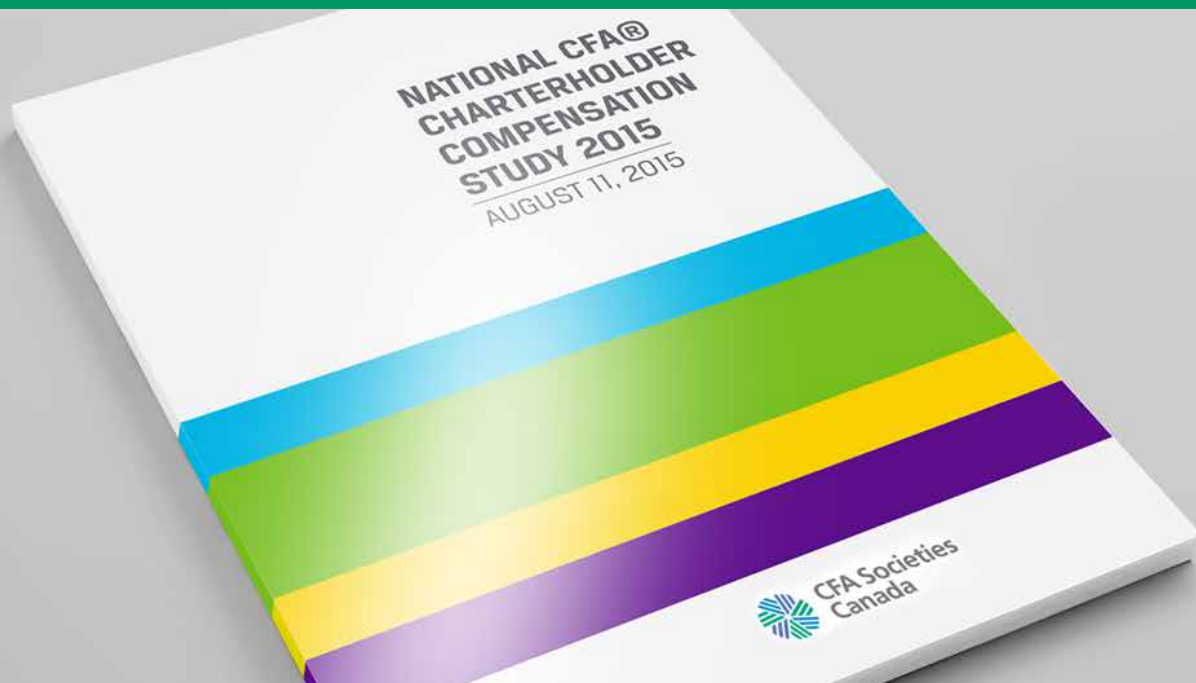
As part of the CFA Institute's global "Putting Investors First" initiative, the CFA Society Ottawa hosted a luncheon presentation featuring Mr. Kent Andrews, Senior Vice President of Regulatory Risk at TD Bank

Group. Drawing on his regulatory experience as Head of Large Bank Supervision at OSFI and as Advisor to the Financial Stability Board, Mr. Andrews discussed the paradigm shift that occurred during the global financial crisis, shared insight from developing global regulatory reform (including tackling too-big-to-fail and more effective supervisory standards for bank regulators), and spoke about the future G20 agenda for regulatory reform and the potential for destabilization resulting from unintended consequences.

Upcoming Member Survey

Over the next couple of weeks we will be sending out a short survey to help us with programming, communication and other initiatives that we will be working on over the next year. All respondents will receive a Starbucks gift card in appreciation for providing us with your valuable feedback.

RECENT CFA SOCIETY OTTAWA EVENTS



2015 NATIONAL CFA CHARTERHOLDER COMPENSATION REPORT

The National CFA Charterholder Compensation Survey was released on August 11, 2015. This study was designed to provide Canadian CFA charterholders with compensation information to help with career assessment and planning.

The full [report](#) is accessible on the CFA Society Ottawa website.

Key findings:

- Top roles performed include financial analysis (65%), client relationship management (52%), portfolio management/stock selection/analysis (45%), strategy development and planning (40%), general management/administration (37%), performance measurement (34%) and internal control and risk management (31%).
- Assets under management: More than half (53%) of members say they personally manage assets for their employers, managing an average of \$4.2 billion.
- Aggregate average compensation across all CFA charterholders: The mean total compensation rose by nearly 20%. Sixty percent expect compensation to rise in 2015, with 24% expecting it to remain the same and just 5% expecting a decrease.
- Total compensation varies by region, sector and position held: These details are provided in the full report. Highlights include higher compensation for equity portfolio managers and Financial Advisors/Brokers than those in roles of marketing and product development, compliance/regulatory, buy-side research analyst (other) and portfolio analyst.

YEAR IN REVIEW

PROGRAMS AND INITIATIVES IN 2014-2015

Education

One of the key areas of focus last year was to continue providing Society members with opportunities to develop their knowledge. The Society successfully held nearly ten luncheons and other events on a variety of investment topics, including global economics and fixed income. The Society also promoted events held for CFA candidates to help them with preparation for the exam.

Engagement

Last year multiple efforts were made to increase the engagement of the Society in the professional community.

A number of events held contributed to this initiative. In April, the Annual Forecast Dinner brought together close to 300 of Ottawa's leading investment professionals. The CFA Golf Tournament was reinstated and the new Charterholder Dinner was held where twenty new Charterholders had a chance to hear the presentation by Eric Wolfe from the Bank of Canada. The Society also hosted a volunteer recruitment event attended by over forty members and candidates. Lastly, the career and personal development event series was launched engaging a wider variety of members.

As part of the objective, conclusions from the annual SLC conference were better communicated to members. The Society also improved the communication with its members through more frequent newsletters that were reshaped to provide better suited material. There was an increased emphasis on improving the brand of the CFA Institute through communication and event marketing materials. The Society also developed stronger ties with the Université du Québec business faculty and sourced new marketing materials for on-campus awareness.



PAUL BARON, CFA, MBA

Ethics and Governance

As part of maintaining the highest professional ethics standards, the Society reviewed the membership bylaws and made new proposals to better align with the CFA Institute. In May a luncheon was held as part of the Putting Investors First Month, which was observed by CFA societies around the world.

Enablers

A significant stride was made to continue working on a sustainable infrastructure that enables the society for strategic success. The Society strengthened ties with the Canadian Advocacy Council and updated the CFA Society Ottawa Privacy Documents. The internal board governance was strengthened, including improved role clarity for the Board. The Board reviewed the legal structure and accounting governance to ensure all requirements were met. The Society also increased its focus on Board engagement and team building. Lastly, there was an improved execution of sponsorships at local universities.

YEAR IN REVIEW CONTINUED

INITIATIVES IN THE GATINEAU-OTTAWA AREA

Two years ago the board members of the CFA Society Ottawa felt that there is room for improving the way the Society interacts with French-speaking charterholders and candidates, especially those in the Gatineau region. In order to do so, the position of the French Language Ambassador was created. Since the inception, the position has been held by Martin Lalonde. The initiative got underway with the French-speaking luncheon that was held at the Rideau Club and was largely a great success.

This year Martin Lalonde has met with several students of the UQO University, discussing the CFA program and their career path. It was key to establish a good relationship with

the University Foundation in order to promote the different scholarships offered by the CFA Society. Martin Lalonde also represented the CFA Society Ottawa during the UQO Labour Fair, encouraging students to learn more about the charter.

For the coming year, the objective will be to continue enhancing the relationship between the UQO and the CFA Society Ottawa. As part of this goal, Mr. Lalonde will speak during a number of finance lectures given at the university during the fall and the winter semester.



The CFA Society of Ottawa Mentorship Program is a year-long, volunteer program that will pair experienced mentors with entry- and mid-level professionals in the investment industry. This program is designed to help members network and exchange ideas between professionals of varying degrees of experience.

MENTOR

You might be a mentor candidate if you are open to sharing insights, experiences and lessons learned in your career, in addition to being a CFA Charterholder.

MENTEE

You might be a mentee candidate* if you value professional development, are open to receiving guidance and want to be challenged professionally.*

For more information, contact Graham Edwards, Mentorship Chair at: gedwards7@rogers.com

MENTORSHIP PROGRAM

The CFA Society Ottawa was extremely proud to launch our new Mentorship Program this past Spring.

The Mentorship Program was designed with the following objectives:

GOALS:

- To meet the career advancement and skill development goals for CFA Society Ottawa members by providing a one-on-one professional mentoring program with experienced society mentor volunteers.
- To provide an opportunity for senior members to volunteer and contribute in a direct and highly rewarding way.
- To identify and develop future leaders and mentors with the CFA Society Ottawa community.

Even at this early stage, we have already had a tremendous response to our Program, from Mentors and Mentees, alike. As awareness of the program grows, we expect to match 10 to 15 qualified Mentor/Mentee relationships this year. At the recent CFA President's meeting in Calgary, many of the local CFA societies were extremely interested in our Mentorship Program.

Our vision for the Mentorship Program has always been to support the skill development, personal and professional growth of CFA Society Ottawa membership and the investment management profession through networking and knowledge sharing.

YEAR IN REVIEW CONTINUED

2014-2015 PROGRAMMING REPORT

DATE	EVENT TYPE	SPEAKER	COMPANY	TOPIC	LOCATION	ATTENDANCE
6/25/2015	Social	Alyssa Beltempo	Ms. Beltempo	Business Fashion	Metropolitan Brasserie Restaurant	24
6/19/2015	Golf Tournament			Networking	Hautes Plaines Golf Club	25
5/28/2015	Educational	Hilton Barbour	Global Brand Leaders Inc.	Career and Personal Development (members & candidates only)	Rideau Club	17
5/25/2015	Educational	Kent Andrews	TD Bank Group	Putting Investors First - Building a Better System	Rideau Club	33
4/30/2015	Luncheon	Elsa Goldberg	Franklin Templeton Investments	Global Opportunities in a Rising Rate Environment	Rideau Club	32
4/23/2015	Annual Forecast Dinner	Douglas Porter André R. Chabot Harry Marmer Pierre Lapointe	BMO Triasima Portfolio Management Hillsdale Investment Management Inc. Pavilion Global Markets Ltd.	Investing in 2015 and beyond	Shaw Convention Centre	290
3/3/2015	Luncheon	Megan E. Greene	Manulife Asset Management	Money Makes the World Go Round	Rideau Club	37
2/4/2015	Luncheon	Raina Oberoi	MSCI, Morgan Stanley	Small Caps Investing	Rideau Club	35
1/15/2015	Social			Members & Candidates	Metropolitan Brasserie Restaurant	20
12/11/2014	Luncheon	Luc de la Durantayne	CIBC Asset Management	Thinking Beyond the Canadian Dollar	Rideau Club	42
11/19/2014	Luncheon	Mark Purdy	Arrow Capital Management	Alternative Investments	Rideau Club	26
10/30/2014	Social	Eric Wischen Allison Bennet	Bloomberg L.P.	Debt Market Landscape, Economics, Current Trends in the Canadian Oil/Gas Market	Rideau Club	

YEAR IN REVIEW CONTINUED

MEMBERSHIP

The CFA Ottawa Society is proud to account that the Society's membership base remains strong. As of July 31, 2015 there are 362 members that are registered with the Society. Of these, 338 are charterholders and 24 are affiliate members.

As of July 31, 2015	
Members	362
Charterholders	338
Affiliate Members	24

RECAP OF ELECTION RESULTS

On July 7 the CFA Society Ottawa concluded the election process for the 2015-2016 year. Bernhard Eichenlaub was elected as the president and Wesley Blight will fulfill the role of the Vice President. The remaining positions on the board go to Paul Baron as Past President, David Ford as Treasurer, and Aaron Porter as the Society's Secretary. The complete list of volunteers for this year is shown on the right.

Position	Name
President	Bernhard Eichenlaub
Past President	Paul Baron
Vice President	Wesley Blight
Treasurer	David Ford
Secretary	Aaron Porter
Programming	Roxana Lund
Education	Ian Taylor
Membership & Mentorship Program	Graham Edwards
Employer Outreach	Kevin Pei
French Language Ambassador	Martin Lalonde
Newsletter Editor	Alex Taryshkin
Administrative Support	Trevor J. Mulligan

THE YEAR AHEAD



Bernhard Eichenlaub, CFA
President, CFA Society Ottawa

PRESIDENT'S VISION FOR 2015-2016

Back to school shopping is in full force, and the hours of daylight are slowly receding. With that, the short Ottawa summer is coming to a close, and we open a new 2015/2016 fiscal year for the CFA Society Ottawa.

In July, the Society concluded the board voting process. The new board includes: Wesley Blight, Vice President; Aaron Porter, Secretary; David Ford, Treasurer; and Paul Baron, Past President. It is my privilege to hold the role of President. I am fortunate to have a strong team of board members and volunteers this year.

I would like to thank Rebecca Tam, Sacha Imbert and Stevan Dostanic for their roles on the board in 2014/2015, each of whom have volunteered for several years in support of the goals of the Society.

I have three priorities for this year. The first will be to improve the Society's infrastructure. The second will be to encourage Society experimentation in the types of initiatives we offer our members. The third, and most important, will be to continue to ensure what we do deliver value to the Society's 362 members.

There are opportunities to improve the Society's infrastructure. This includes how we leverage technology, role clarity for board members and volunteers, and the standardization of Society

processes and practices. For example, last year we standardized the delivery of luncheon programming events and clarified board meeting practices. This will make it easier for future board members and volunteers to jump into a new role without having to always reinvent the wheel.

The second priority will be to encourage experimentation in the types of initiatives we offer our members. Experimentation has already paid dividends. For example, last year, we held a career and personal development event which proved to be a success. This year we plan to initiate an Ambassador program, strengthening our employer engagement.

The third and overriding priority will be to continue to ensure what we do brings value to our members. Deciding on how to deliver value is no easy task. There is no 'representative member' that we can identify to allow us to focus our efforts given the diverse professional roles and interests of our members. To support the goal of delivering value to our members, last year the Society updated its mission statement which clarifies the Society's organization purpose, providing strategic guidance.

THE YEAR AHEAD CONTINUED

Society Mission Statement: *To support the business and professional growth of its members by: promoting awareness of the CFA charter amongst the local community, key employers and the investing public; and providing opportunities for the local financial community to gather in a collegial atmosphere of knowledge sharing & networking.*

A key element in determining how the Society should create value for its members is the direct opinion of

its members. We therefore encourage you to please voice your opinion in the upcoming member survey. The Society will look to incorporate your feedback in the planning process for the upcoming year, striving to adapt its initiatives and programming to the maximum benefit of its members.

Thank you,
Bernhard Eichenlaub, CFA
President, CFA Society Ottawa

CFA SOCIETY OTTAWA LEADERSHIP & VOLUNTEERS

Bernhard Eichenlaub, CFA	President
Wesley Blight, CFA	Vice-President
Aaron Porter, CFA	Secretary
David Ford, CFA	Treasurer
Paul Baron, CFA, MBA	Past President
Ian Taylor, CFA	Education Chair
Graham Edwards, CFA	Membership/Mentorship Chair
Martin Lalonde, CFA, MBA	French Language Ambassador
Kevin Pei, CFA	Employer Outreach
Roxana Lund	Programming
Alexander Taryshkin	Newsletter Editor
Trevor Mulligan	Administration

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