

## YOUR MONEY

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### **A Clean Interface for Your Money**

Have you ever wondered why the Apple iPod has been so successful despite coming to market when music players offering more features were already available? Prominent business writers said the iPod was folly and predicted complete failure.

We all know how wrong those forecasts were. The iPod took over the market and continues its reign today with car makers offering iPod interfaces, apparel designers including iPod holsters and women's purses boasting iPod compartments.

So, why has it been such a resounding success? Simple. Apple "gets it" that people prefer a clean user interface, something that is easy to comprehend and use, rather than deal with a lot of extra technology that just adds complexity.

I've found that people have the same preference with investment information. They don't want a lot of extra terminology that either doesn't address their needs or which makes things unnecessarily complicated. Like using an iPod, they prefer a clean interface.

That said, I am pleased to introduce myself as the Whistler Question's new financial planning columnist. As an Investment Advisor with Canaccord Capital Corporation and a former long-time Whistler resident, I will be writing a monthly column for investors.... and I'll be using the clean interface of plain talk.

My goal is to make a positive difference in your life by supplying knowledge and opinion that can help you keep your financial future on track with your objectives and by offering ideas you may not have considered. I will also write question-and-answer

columns where we can interact directly, and you can pose your investment queries. I plan to feature a few of the most interesting in my regular column. You are invited to submit questions as soon as you like.

Now, for a bit of background on myself. I am an ardent fan of many sports and, as such, enjoy all that Whistler has to offer. In the winter I'm an avid downhill skier and in the summer I apply the same enthusiasm to mountain biking. Prior to university I was a competitive equestrian and was also an elite national-level athlete in flat water canoeing. Who knows? Maybe we'll bump into one another (figuratively, of course) on the slopes.

I earned my Bachelor of Commerce degree from the University of Victoria and have managed the operations of small businesses. After joining Canaccord Capital, I worked in both the research department and the US trading department on the road to becoming an Investment Advisor.

Canaccord Capital Corporation is Canada's leading independent full service investment dealer with almost \$16 billion of assets under administration. Canaccord has 30 offices worldwide, including significant operations in Toronto, London, Boston, Vancouver, New York, Calgary, Montreal, San Francisco, and Houston.

*Questions about your portfolio or confused about investing? Kim Inglis is an Investment Advisor with Canaccord Capital and would be pleased to answer all your questions. Contact her at 604-643-7753 or via email at [kim\\_inglis@canaccord.com](mailto:kim_inglis@canaccord.com). Member CIPF.*