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Most of us find it hard to follow a sensible diet or a sensible investment strategy 100% of the time. If you must stray when managing your wealth or well being, moderation is the key. Chocolate cake is OK, as long as it's not for dinner every night.

Speculating on a stock or two is all right as well, as long as you don't do it with your investment or pension capital.

Finally, just as successful athletes rely on coaches and trainers to help them achieve their goals, most investors can probably benefit from having a "financial coach" to remind them about their New Year's resolutions and keep them on track toward a more prosperous future.

I wish you all good health and good wealth in 2011.

Sincerely,



Danielson Group
Wealth Management

New Year's Investment Resolution

Practical changes to increase your wealth

It's that time of year when many of us think about establishing one or more New Year's resolutions. This often means committing to improving one's lifestyle by losing weight, exercising more, or drinking less.

Some investors could probably benefit from resolutions targeting their financial health as well. Just as many

individuals endanger their well being with bad habits, numerous investors suffer from ill-advised practices that are detrimental to their wealth. Perhaps a set of New Year's investment resolutions, along with an advisor capable of helping investors adhere to them, will lead to a more prosperous future.



Everybody wants to be healthier, and many people want to be wealthier, but it's just not that easy. Most of us are creatures of habit and discover that **making permanent changes in our behavior is surprisingly difficult.** We need every possible mental crutch at our disposal to help us adhere to a new regimen; hence we establish mental road signs, such as New Year's resolutions, as behavioral aids.

To make matters worse, our commitment to change is sometimes tested by examples of those who ignore prudent behavior to their apparent advantage and those who follow it to their apparent detriment. Winston Churchill lived to age 90, fortified by an ample supply of champagne and cigars, while author and jogging enthusiast Jim Fixx died of a heart attack at age 52.

In the financial world, the investor who sunk every penny into Apple shares ten years ago watched her investment multiply over forty-fold while a globally diversified equity portfolio earned a GIC like return.

These isolated examples may test our faith but should not encourage us to abandon a proven set of prescriptions; continuing to apply them will still improve our odds.

cont....

Focus on What You Have

It seems that despite what we have, we keep wanting more

“I’ll be happy when this desire is fulfilled” is something that seems to repeat once we achieve that desire. Do these achievements make us happy? Is bigger better? Do we remain unhappy therefore if we do not achieve our conquests? Some say happiness can’t be found when we are yearning for new desires.

If this is true, perhaps changing our emphasis from thinking about what we want to what we have might help improve our state of happiness.

For example, instead of complaining about the issues with your current home, be grateful that you have a lovely home. If you focus on living in your home and enjoying yourself in it, you will end up having more fun.

Not Enough Hours in a Day?

Time is money, so make the most of your working hours

Handle incoming paper and mail only once... act on it right away, file it, or trash it. Don’t let it hang around to haunt and distract you.

Use The Time In Your Car...to listen to professional development audio, download thoughts to tape, or dictate memos or articles for client communications.

Activate Spam Filters...instead of manually deleting emails, create rules for this (or hire someone to do it) in your email program.

Schedule Your Phone Time...by blocking hours of the day you’ll let calls through, and what hours it should roll over to voice mail.

Automate As Many Tasks As You Can...and focus on your priorities.

Reduce Wasteful Resource-Intensive Meetings...justify meetings.

Calculate the Cost of Wasted Time...you’re expensive.

Plan to Do it Right the First Time...no time to do it again.

New Year’s Investment Resolution, cont...

So, for those who find making such promises useful, here are ten investment-related resolutions that will hopefully result in better long-term wealth:

10 INVESTMENT RESOLUTIONS

1. I WILL NOT CONFUSE ENTERTAINMENT WITH ADVICE

I will acknowledge that the financial media is in the entertainment business and their message can compromise my long-term focus and discipline, leading me to make poor investment decisions. If necessary I will turn off CNBC and turn on ESPN.

2. I WILL STOP SEARCHING FOR TOMORROW’S STAR MONEY MANAGER

There are no gurus. Capitalism will be my guru because with capitalism there is a positive expected return on capital, and it is there for the taking. And for me to succeed, someone else doesn’t have to fail.

3. I WILL NOT INVEST BASED ON A FORECAST

Whether it is mine or anyone else’s forecast. I will recognize that the urge to form an opinion will never go away, but I won’t act on it because no one can repeatedly predict the future. It is, by definition, uncertain.

4. I WILL KEEP A LONG-TERM PERSPECTIVE

I will appropriately consider my investment horizon (i.e., how long my portfolio is to be invested) when determining my performance horizon (i.e., the time frame I use to evaluate results).

5. I WILL CONTINUE TO INVEST NEW CAPITAL AND WORK MY PLAN

Because it is *time in the market*—and not *timing* the market—that matters.

6. I WILL ADHERE TO MY PLAN AND CONTINUE TO REBALANCE

Rather than buying more of what’s hot (“unbalancing”), I will systematically buy more of what hasn’t done well recently (“rebalancing”).

7. DIVERSIFICATION!

I will not focus my portfolio in a few securities, or even a few asset classes, as diversification remains the closest thing to a free lunch.

8. I WILL ENSURE MY PORTFOLIO IS APPROPRIATE FOR MY GOALS

And appropriate for my objectives. I will only take risks worth taking.

9. I WILL MANAGE MY EMOTIONS

I will learn about and acknowledge the biases and cognitive errors that influence my behavior.

10. I WILL KEEP MY COST OF INVESTING REASONABLE.

Stressing out our Brain

by Dr. Cirelle Rosenblatt

Stress. We all know it, live with it, and manage it in our daily lives. But at what level, at what cost and for how long? Understanding what stress is and how it can affect our brains is a key step towards learning to better manage its potentially damaging effects.

Stress can be defined as a negative emotional response which produces a pattern of biochemical, physiological, cognitive, and behavioral changes directed toward either changing a situation or adjusting to the event at hand. When it comes to our brains, these stressful events induce the continued presence of the hormone cortisol which, in moderation is conducive to stimulating neural growth but, in large, or continuously (chronic) elevated amounts can impair our short-term memory, deregulate our endocrine response to stress, as well as heavily predispose us to illnesses and even destroy neurons in our brains.

Stressors don’t have to be ongoing to have negative effects. Even after the stressor may subside or resolve, residual effect of the stress experience can produce decreased performance in our ability to sustain attention, as well as engage in other cognitive abilities, and social tasks. This can persist at times for extended periods after apparent resolution of a stressor.



There are many ways to reduce unwanted stress but much of it depends on the way we perceive and evaluate the situation. Regardless of what the stressor is, one cannot ignore the negative outcomes that too much stress can have on both our mental and physical wellbeing. Effective stress managing is an invaluable part of our overall wellness and health and as our modern-day work tempo continues to become busier and more hectic we must remember to take moments out of our day for some down-time and self-care.

The Clinical Editor of this important issue is Dr. Cirelle Rosenblatt. As the Director of Copeman Healthcare’s Neuropsychology program, Dr. Rosenblatt is fostering her keen interest in evaluating and treating injury, age and disease-related Neurocognitive deficits using a team-based approach. She is also actively involved in the research and development of computerized screening and self-assessment tools, as well as software-based programs for strengthening cognitive skills.

5 Ways to Manage Life’s Stress

*Dr. Mary Ross, PhD,
Registered Psychologist*

1...LIGHTEN YOUR LOAD

Try asking for help and letting go of some things. Think outside the box and remember that any small thing you can take off your plate is helpful.

2...BUILD STRESS RESISTANCE

Proper nutrition, regular exercise, adequate sleep, and relaxation are important ways to practice self-care and build your resistance to stress.

3...CHANGE YOUR THINKING

Try to find opportunity out of adversity by framing situations or circumstances as a challenge rather than a threat. Give greater emphasis to the things that are most important in your life. Watch out for distorted thinking patterns such as the tendency to see things in all or nothing terms, an overly negative focus, or catastrophising. For further information on the relationship between thoughts and emotions, read “Feeling Good and New Mood Therapy” by David Burns.

4...SUPPORT & COMMUNICATION

Talking with your health care professionals, friends or partner can be an important release and help buffer the effects of stress.

5...LIVE A BALANCED LIFE

Find a balance between work, family, recreation, friends, physical activity, rest and alone time.

Team Update:

Client Satisfaction Survey Results

We recently conducted a client satisfaction survey and are pleased to be able to share the results with you.

Our goal in conducting the survey was to better understand your needs and to guide us in improving our wealth management services to meet and exceed your expectations. We are pleased that clients gave us a rating of 4.8/5 based on their overall satisfaction.

While these results are very heartening, we especially appreciate the feedback in areas where clients felt improvements may be made. As we are committed to providing you with an exceptional level of high quality service, we have identified the following strategies to improve your overall wealth management experience with us:

- **Proactive Approach to Investments** – Survey feedback indicated that some clients are unaware of our proactive efforts in the area of portfolio management.

While we are continuously monitoring your portfolio throughout the year, we will now be communicating our portfolio review findings in between our regular meetings.

Each of our advisors act as a personal CFO and wealth mentor for a select number of high net worth individuals and families. We are committed to a systematic, principled approach to wealth management.

Our mission is to simplify and enhance the lives of our clients. Our personal CFO program improves financial decision making and helps clients translate the complex challenges of wealth into a more fulfilling life experience.

If you have family or friends that would benefit from our approach, we encourage them to contact us. We ensure they will receive highly confidential advice and appropriate services needed to lead a simpler, more fulfilling life.

For example, following our regular portfolio reviews, we will communicate to you when these reviews have occurred regardless of whether portfolio adjustments are required.

- **Educational Opportunities** – Over 60% of respondents feel it is important for us to provide educational opportunities regarding tax, retirement and estate planning strategies and insurance.

We will be developing more learning opportunities for your participation going forward and bring them to your attention for consideration.

We recognize that the last few years have been difficult ones for investors. Markets will always provide some degree of volatility. We are here to help you navigate through such periods and fully communicate our knowledge and approach so as to give you the feeling of security you require.

Our team is deeply dedicated to providing you with professional, expert, and comprehensive wealth management services. We look forward to implementing our improvements and continuing to work with you and your family well into the future.



YOUR TEAM: RAY*, DAVID, FRANK, JANET, AND DEBRA

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WEALTH MANAGEMENT

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