



FALL 2025 • ISSUE 29

FPStandard

Ideas, thoughts and trends in the financial planning profession



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Tashia Batstone, MBA, FCPA, FCA, ICD.D
FP Canada President & CEO

It's my hope that organizations and individual professionals across financial services will continue to embrace coopetition for the benefit of consumers.

Toward a More Connected Financial Planning Ecosystem

It's no secret that the financial planning needs of Canadians are becoming more complex. In the face of economic, social, and technological changes, the professionals who support consumers must work together to achieve optimal outcomes. That's where coopetition comes in.

Coopetition describes a collaborative relationship between professionals who typically compete with one another in some areas. Financial planners who work closely with Chartered Professional Accountants (CPAs), lawyers, and other allied professionals are prime examples.

Collaboration can build public trust, support the elevation of professional standards, and lead to greater alignment across professions in the advocacy arena. Most importantly, combined expertise and logistical cooperation can lead to more tailored and holistic advice.

I've been thinking a lot about coopetition, due in part to a recent partnership between FP Canada and [CPA Canada](#). In June, our organizations signed a memorandum of understanding (MOU) to allow for stronger collaboration between the accounting and financial planning professions. Likewise, FP Canada has signed a five-year MOU with the Financial Planning Institute of Southern Africa (FPI) to promote professional excellence and enhance the global ecosystem for CFP professionals.

Young Talent: The Lifeblood of the Profession

Increasing collaboration across financial services will help us attract young talent—which, in turn, will create new opportunities to build a more connected profession.

Unfortunately, a lack of awareness around the value of financial planning as a career means many Gen Z Canadians who might otherwise pursue it don't do so.

One potential step toward reframing the profession for young people is clearly communicating the benefits of becoming a planner in a way that resonates with them. That means focusing on benefits like financial security, impressive work-life balance, and the sense of purpose that a career in financial planning offers.

Collaboration—between postsecondary institutions, financial services firms, and organizations like FP Canada—has an important role to play. The development of mentorship opportunities, internship programs, and career development pathways is key. Alignment on messaging can also lead to more effective marketing campaigns promoting the benefits of working as a planner.

Working together will help us attract a young and diverse pipeline of future professionals. By building a culture of collaboration, we can also ensure that new planners learn from and work with one another—and other professionals in their ecosystem. The result will be a win-win, benefiting financial planners and the Canadians they serve.



FP Canada Advocacy Update: Tax Credit for Financial Planning

In August and September, FP Canada actively engaged with stakeholders across the country and decision makers in Ottawa. The focus of these discussions was new data supporting the development of a tax credit designed to help low and middle-income Canadians access their first financial plan, along with follow-up support to implement and adjust it.

Representatives from FP Canada met with decision makers from across the political spectrum, including officials from various ministries. These meetings frequently built on earlier discussions about the proposed tax credit.

FP Canada presented new data indicating that individuals who work with financial planners consistently demonstrate improved measurements of financial well-being. Working with an external data company to analyze over 10 years' worth of data, FP Canada grouped individuals based on whether they worked with a financial planner, or lacked professional financial support. From there, we established a reliable starting point from which to make comparisons.

The analysis revealed that, regardless of income, households working with financial planners manage debt more effectively, build wealth more successfully, maintain stronger debt-to-asset ratios, and are more proactive in planning and saving for retirement. Additionally, these households save for their children's education, handle risk more efficiently through better

insurance coverage, and are better equipped to manage unexpected expenses of \$5,000 or \$500. They also report greater success in keeping up with bills, illustrating enhanced financial resilience.

The data has helped us predict the potential outcomes associated with a tax credit. With regard to that credit, FP Canada's aim is to bolster the financial resilience of Canadians.

This is an important goal: a 2025 study from the Financial Resilience Institute found that 72% of Canadians experience some level of financial vulnerability.

FP Canada continues to work with government partners to identify ways of covering the cost of the proposed program. We remain actively engaged with financial industry partners, consumer groups, and colleagues on this issue. This ongoing collaboration is crucial for advancing the initiative and ensuring increased financial resilience among low and-middle income Canadians.



Empowering New Canadians: Inside a Financial Planning Workshop



The [Canadian Foundation for Financial Planning™](#) is partnering with community organizations to improve access to financial planning support for people from underserved communities.

Toronto-based Yonge Street Mission (YSM), a social service provider, recently hosted an education session called "Getting Started in Canada: Money Basics." Facilitated by the Canadian Foundation for Financial Planning and led by Henry Fajardo, CFP®, financial planning strategist with HR Fajardo & Associates in Toronto, the workshop was geared towards work-ready job seekers—many of them new to Canada and lacking the knowledge necessary to navigate the financial system.

"We saw it as a good opportunity to enrich our participants and our community members with financial literacy, and give them an overview of what might be expected as they find their first jobs here in Canada," says Timothy Valles, YSM's Workforce Development Training Supervisor.

An Engaging Discussion

As the workshop got underway, Valles sensed tension in the room that may have stemmed from worries participants had about their work prospects in a difficult job market and uncertainty about what to expect in the session. But, as Fajardo began to speak, using plain language everyone could understand, that tension eased. An important signal that things were moving in the right direction was when audience members relaxed enough to enjoy the provided food.

"People started to ask questions and started to feel more comfortable, and everyone started eating," Valles says. "It was awesome to see the room warm up."

Feedback after the workshop confirmed the session was helpful, with participants demonstrating their engagement by suggesting topics they'd like to learn about in the future.

Now, YSM is exploring the idea of more workshops in partnership with the Foundation.

"As Henry came and did his workshop, it was clear this is very palatable for all learning levels," Valles explains. "We would like to do this once a month to engage our community members."

Workshops that address financial challenges and opportunities fit well within YSM's all-encompassing approach to addressing poverty in Toronto, which includes programs such as employment support, food services, housing support, and more.

"Finances are a very sensitive topic. However, they're necessary in understanding how to navigate in Canadian society. Getting clarity on these matters is really important, and I think it's a very effective way of equipping someone for success."

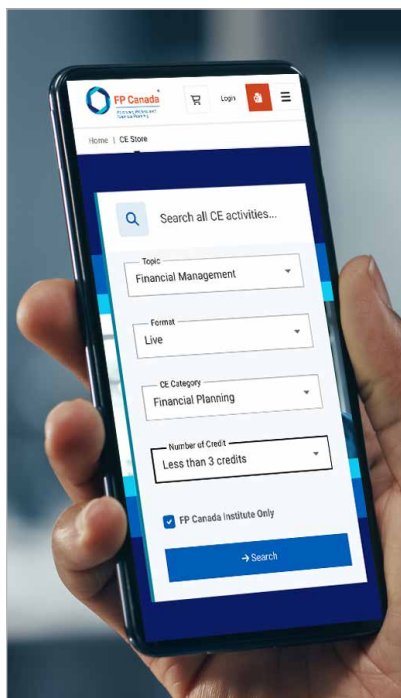
YSM is just one organization that has partnered with the Foundation to deliver educational workshops for community members. As the Foundation grows, its goal is to offer workshops tailored to diverse cultural, linguistic, and demographic communities across Canada.

→ How You Can Help

[By donating to the Foundation](#), you can help support workshops like this one, and empower people experiencing financial vulnerability.

As FP Canada marks our 30th anniversary, [we're inviting donations](#) to the Canadian Foundation for Financial Planning. A donation of \$30 (or more) from every CFP professional and QAFP® professional will enable the Foundation to have an even greater impact on the financial well-being of Canadians.

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Discover FP Canada's New Online CE Experience

In a profession where client needs are constantly evolving, continuing education (CE) is the key that keeps financial planners ahead of the curve. Now, it's easier than ever for CFP professionals and QAFP professionals to plan, complete, and track CE activities through FP Canada's brand-new online CE experience on the FP Canada website.

Planners now benefit from a seamless and user-friendly experience that caters to their professional development needs. If you're a CFP professional or QAFP professional, here's how we can help you meet your annual CE requirements—and elevate your continuous learning journey.

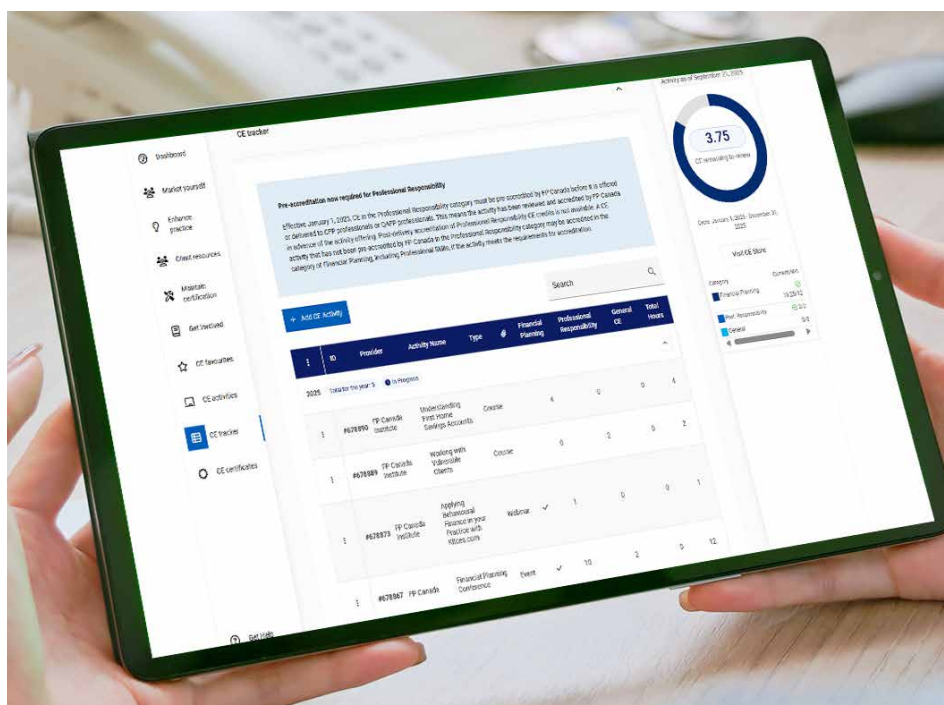
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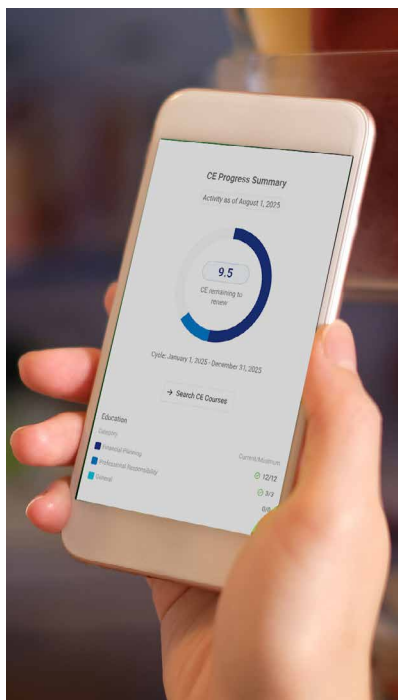
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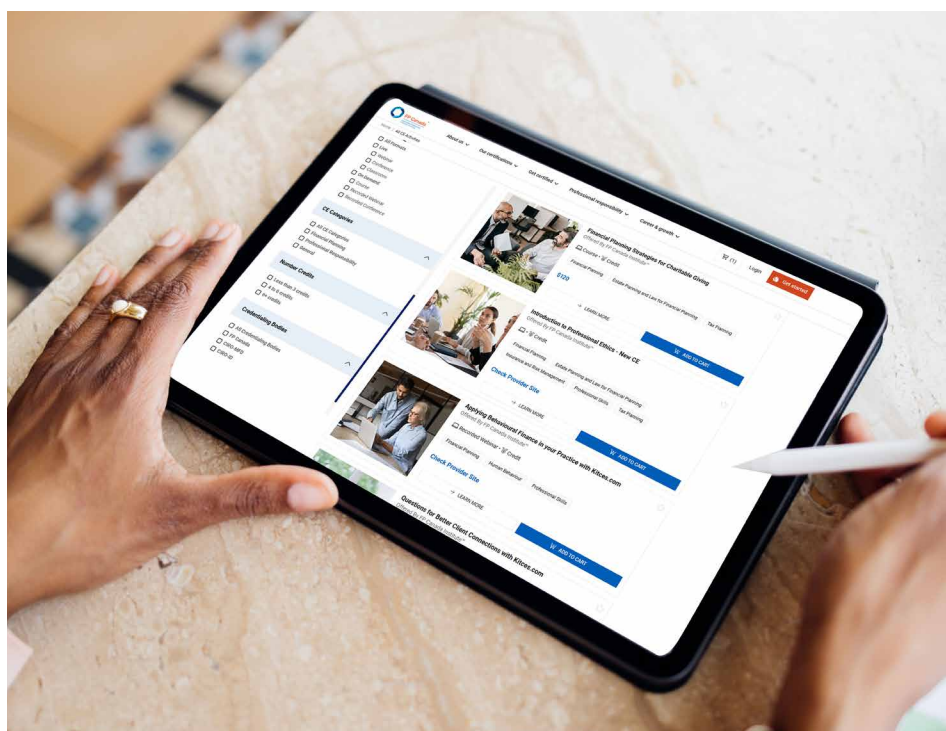
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Teresa Black Hughes, CFP
Financial Planner,
RFG Integrated Wealth Management

Get to Know Teresa Black Hughes, CFP

FP Canada's New Board Chair

It's no exaggeration to say that Teresa Black Hughes, the new Board Chair at FP Canada, has seen the banking and finance industry from almost every angle. Her career in finance spans more than three decades, beginning in 1980 at National Trust in Edmonton.

From there she went to Coronet Trust (which became SunLife Trust) in 1986, where she oversaw 250 independent deposit brokers, before moving to independent retirement planning firm Solguard Financial Ltd. in 1991. She moved her wealth management practice to RGF Integrated Wealth Management in 2011, and more recently transitioned within the firm as an advice-only (fee for service) financial planner.

While working full tilt, Black Hughes was also making time for her many volunteer activities. Throughout her career she has served and chaired local boards BC Christian Academy and Vancouver's Union Gospel Mission. She has given her time to the former CAFP (BC) and Advocis, where she became the first female board chair in the organisation's 101-year history.

"I've always had a penchant for giving back, but I've received so much more than I've given," she says.

She served on the board of FPSC (now FP Canada) from 2009 to 2012, and returned to hold positions on the board starting in 2020.

Looking ahead to the future of financial planning, Black Hughes foresees change, as well as a need to maintain

core values. "There's tremendous opportunity for the profession. An aging population and a transition of wealth between generations are significant events prompting many financial planning questions," she says. "The planner provides value by checking for gaps, looking at opportunities, and modelling the possibilities."

Black Hughes acknowledges that clients have access to more sources of information than ever before. "The key is to discern what's relevant," she says. "AI can help with organization. What hasn't changed is the importance of listening, clarifying, and asking (sometimes) tough questions."

At the same time, there needs to be greater transparency around fees, she says. Financial planning is core to the advisor's role, and it should probably be a larger proportion of their total compensation. To assist in this transition, she says it's key that clients become better educated about the makeup of the advisor's time and the costs they are carrying.

While her work life is busy, Black Hughes, who lives in Vancouver with her husband of more than 40 years, manages to find time to relax. The two are avid travellers, and they also manage to spend time with their two grandchildren.



Christopher Dewdney, CFP
Principal and Founder, Dewdney & Co.

Get to Know Christopher Dewdney, CFP

FP Canada's New Board Vice Chair

Christopher Dewdney is the new Vice Chair of the FP Canada Board of Directors. He's also Principal and Founder of Dewdney & Co., a boutique financial planning firm.

The financial services sector often provides powerful incentives for advisors and planners to focus on wealthy clients. This is one of the issues, says Christopher Dewdney, that will be a key focus in his role as the newly appointed vice chair of FP Canada's board.

A 20-year industry veteran, Dewdney heads up his own boutique firm in Toronto, which specializes in high-net worth clients. But as an immigrant and the child of a single mother, he's keenly aware that access to financial planning services remains out of reach for many.

Among strategies to boost access, Dewdney suggests raising the overall number of financial planners in Canada, providing a tax credit for financial planning fees, and leveraging technology to make financial literacy more attainable.

But the most important shift, he says, needs to come from financial services firms. "I think change starts at the top," he says. "Organizations could find a way to structure compensation so that it's not at the expense of the advisor to service smaller accounts."

Dewdney is a keen supporter of leveraging technology to achieve these

goals. He's on FP Canada's Fintellect Task Force and sees tech as a key tool for providing more value for clients.

"In the old days, it was back and forth, we were sending faxes or snail mail," he says. "Now we have virtual data storage systems that will automate the info request. They'll also automatically send reminders to the client to update the advisor using algorithms we didn't have before." Among other topics, the task force is researching best practices for advisors, including how to deal with regulatory requirements.

He's also a strong supporter of AI. Rather than feeling threatened by it, advisors should embrace its potential he says.

"At the end of the day, AI is simply a tool. Used correctly, it's a tool that can enhance both your practice, and the accessibility of financial guidance."

When he's not at work, Dewdney is either at his daily work out—he's a regular participant in triathlons—indulging in his passion for horology (the study of watches and timepieces), or spending time with his family.

You can learn more about our board members on the FP Canada website.

LEARN MORE



The Donald J. Johnston Lifetime Achievement Award

The Donald J. Johnston Lifetime Achievement Award recognizes a recipient's lifetime contribution and positive impact on FP Canada's certifications and on the financial planning profession as a whole. There were two new recipients in 2025.

Debbie Ammeter, FP Retired™



"It means the world to me," says Debbie Ammeter of receiving the Donald J. Johnston Lifetime Achievement Award from FP Canada. "It's recognition for all of that important work, the time put in, and the values behind it."

Ammeter sat on the FP Canada Board of Directors from 2004 to 2013, serving as chair for two years and contributing to various committees, including the education working group, certification advisory committee, and ethics and practice committee, among others.

She then joined the conduct review panel for nine years, which included two years as chair, continuing even after retiring from her full-time position as vice-president of advanced financial planning at Investors Group. She was previously honoured as an FP Canada Fellow in 2011.

[Read More About Debbie Ammeter](#)

Carolyn Fallis, CFP



Carolyn Fallis, who earned the FP Canada™ Fellow distinction in 2011, has now been honoured with the Donald J. Johnston Lifetime Achievement Award. A professor of financial planning at George Brown College's School of Accounting and Finance, she previously sat on the FP Canada Board of Directors.

She then moved to the board of directors for the Canadian Foundation for Financial Planning (CFFP), which she now chairs. Fallis also chairs the academic advisory committee for the international Financial Planning Standards Board.

"When you give back, it goes beyond you," she says. "By providing motivation and inspiration to others, by helping not only spread the word but spread the outcomes of the great work that we do all the time—that builds a strong profession and will ultimately allow us to meet the goal of helping Canadians with their financial wellness and making good decisions."

[Read More About Carolyn Fallis](#)



The FP Canada Fellow™ Distinction

The FP Canada Fellow Distinction recognizes CFP professionals and QAFP professionals who have made exceptional contributions towards advancing professional financial planning in Canada. There was one new recipient in 2025.



Julie Seberras, CFP

Julie Seberras, a new recipient of the FP Canada Fellow distinction, is passionate about financial literacy and committed to advancing professional financial planning in Canada. As chair of the FP Canada Standards Panel, Seberras oversees efforts to set, maintain and enforce financial planning standards that protect the public interest.

Seberras says her day job—she's head of wealth planning and practice management with Manulife Wealth in Toronto—benefits from her involvement with FP Canada. For others in the financial services sector who are considering volunteering, she emphasizes the value of sharing knowledge and expertise to elevate the profession and outcomes for Canadians.

"We have lots of underserved Canadians when it comes to financial planning," Seberras says. "If there's anything I can do as somebody who is financially literate, somebody who has knowledge, somebody who has expertise and is very passionate about it, that makes me really happy."

[Read More About Julie Seberras](#)

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The FP Canada Award of Distinction

Newly introduced, the FP Canada Award of Distinction recognizes individuals who are not FP Canada certificants who have made exceptional contributions toward advancing the financial planning profession in Canada. There are two recipients for 2025.



Martin Dupras, F.Pl.

Martin Dupras has been instrumental in implementing initiatives that have had a positive impact on the financial planning profession. His efforts have earned him the new FP Canada Award of Distinction.

Dupras, president of ConFor financiers in Montreal, served on and then chaired the board of the Institute of Financial Planning before serving on and then chairing FP Canada's board. He's especially proud of his contributions to the Projection Assumption Guidelines, which help financial planners make realistic financial projections.

"It's a sign of maturity of our profession to adopt and prepare and publish such guidelines," he says. "To prepare calculations using the best practices and the best possible assumptions protects both the consumer and the practitioner."

[Read More About Martin Dupras](#)



David Wild

As a financial services regulator in Saskatchewan, Dave Wild had frequent interactions with FP Canada's leadership. When his career shifted from regulator to pension fund management, he was invited to join FP Canada's board, where he served for six years as a public director. In recognition of his many contributions to FP Canada and the profession, he's been recognized with the FP Canada Award of Distinction.

Wild, now retired, had an exceptional career. One of his successes was establishing an organization that brought all of Saskatchewan's financial services regulators together, including the securities commission, insurance regulator, pension regulator, and credit union regulator. Another achievement was leading the Joint Forum of Financial Market Regulators, which brought together securities, insurance, and pension regulators at a national level.

As to what the Award of Distinction means to him, he says, "a group of people who I hold in very high regard saw value in my contributions. It's very gratifying."

[Read More About David Wild](#)

FP Canada Emerging Leader Award

The FP Canada Emerging Leader Award recognizes distinguished CFP professionals and QAFP professionals under 40 who have demonstrated exemplary leadership and innovation within the financial planning profession, as well as a passion for giving back to their communities through volunteerism.



Aravind Sithamparapillai, CFP

Aravind Sithamparapillai became a financial planner in March 2020, joining Ironwood Wealth Management in Fonthill, Ontario. Sithamparapillai has established a place in the profession over the past five years and has been recognized with an FP Canada Emerging Leader Award.

"It's validation," he says. "I think everybody spends so much time doubting themselves at the beginning of their career." Sithamparapillai's first-place score on the February 2025 CFP exam elevated him to FP Canada's President's List, but his latest honour comes with a responsibility to live up to the word "leader."

One of Sithamparapillai's standout accomplishments is research that illuminates the "salary or dividends" question for business owners by examining the impact of different choices on Canada Pension Plan benefits. He's a volunteer with the Financial Planning Association of Canada and also sets aside time for parent volunteering—by, for example, coaching kids' sports teams.

[Read More About Aravind Sithamparapillai](#)



Desmond Nwaeronu, CFP

Desmond Nwaeronu, one of the inaugural recipients of the FP Canada Emerging Leader Award, is a dedicated volunteer within and outside the financial services industry.

After passing his CFP exam, Nwaeronu signed up to serve as an exam scorer. The next logical step was to become a volunteer exam writer, which gave him the opportunity to think critically about what future CFP professionals and QAFP professionals need to know when they start working.

"As a business owner, you want to be front and centre, stay relevant, and make sure that, if there's someone coming through that program, you have the ability to hire them and know that they're the cream of the crop," he says.

Nwaeronu has also served on the Southern Alberta Institute of Technology (SAIT) program advisory committee and chaired their financial services board for three years. Outside the profession, he's volunteered with Habitat for Humanity Global Village and founded Des Fights Cancer, among other volunteer roles he's held.

[Read More About Desmond Nwaeronu](#)



Celebrating 30 Years of Advancing Professional Financial Planning

Honouring our history, shaping our future

This year marks FP Canada's 30th anniversary—a significant milestone for the organization and the broader financial planning profession.



Recently, we marked the occasion with a celebratory dinner that brought together the FP Canada Board of Directors, senior leadership, and important partners from across the profession. It was an opportunity to celebrate exciting accomplishments from over the years—and look ahead to the future.

"What has made FP Canada so strong and successful has been our ability to constantly evolve and innovate," said Tashia Batstone, President and CEO of FP Canada, speaking at the event. "From enhancing certification programs and strengthening standards, to advancing education that helps planners better meet the needs of Canadians, we've never stood still. Instead, we've pushed ourselves, and the profession, forward."

Looking to the Future

The celebration event also included special remarks from Teresa Black

Hughes, CFP, Chair of FP Canada's Board of Directors; Christopher Dewdney, CFP, Vice Chair of the Board; and Dante De Gori, CFP, Chief Executive; Officer of the Financial Planning Standards Board Ltd.

Beyond reflecting on the past, speakers emphasized the significant opportunity for FP Canada to continue championing better financial wellness for all Canadians by leading the advancement of professional financial planning in Canada.

"**IMAGINE 2030** is FP Canada's vision of a future where all Canadians have financial confidence, well-being, and access to professional financial planning. "The future holds tremendous promise, and I look forward to seeing the enduring impact FP Canada will have in strengthening the financial wellness of Canadians," said Black Hughes, speaking at the event.

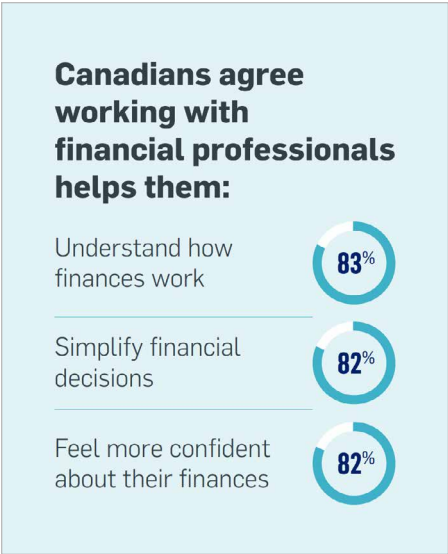
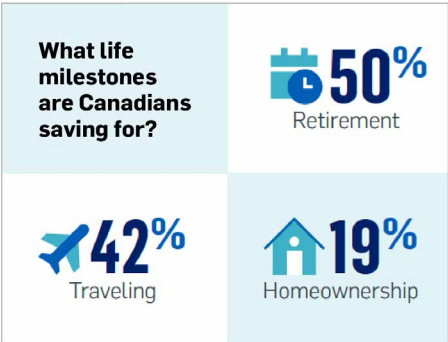
How you can share in the celebrations:

- Attend the FP Canada Financial Planning Conference, featuring special anniversary programming (see page 15)
- [Donate \\$30 to support the Canadian Foundation for Financial Planning](#)
- [Discover FP Canada's new awards](#)
- [Explore the new FP Canada Diversity in Action Scholarships](#)

To learn more about key milestones that have shaped FP Canada's history, visit our special 30th anniversary webpage—and be sure to watch the video

[LEARN MORE](#)





Takeaways from the FP Canada Money & Milestones Survey

Launched in October ahead of Financial Literacy Month, the FP Canada 2025 Money & Milestones survey can offer CFP professionals and QAFP professionals helpful insights into the significant life goals Canadians are working towards.

What Do Canadians Wish They Could Afford?

We asked Canadians which life milestones they're actively saving for. Half (50%) reported saving for retirement, while 42% stated that they were setting money aside for travel, and 19% said they were saving for a home.

Building on this question, we asked Canadians what they most wish they could afford to do. Not worry about money took the top spot, with 53% of Canadians indicating that, more than anything, they wanted to set their financial anxiety aside. Travelling as long and as often as possible (39%) came in second, followed by fully retiring without part-time work (26%).

Changing Views on Retirement

The number one life milestone Canadians are saving for is retirement. Over a quarter (26%) are saving for a retirement where they'll work less, compared to over a third (35%) who are saving for a retirement where they won't work at all.

Significantly more Canadians aged 35-54 and 55+ are saving for full retirement, as opposed to semi-retirement. But for Canadians aged 18-34, it's a nearly even split (20% versus 21%, respectively). Clearly, when it comes to retirement, the path to saving will look different depending on the client—and often, age is an important factor.

Your Role as a Professional Financial Planner

The survey found that the majority of Canadians (83%) agree that working with a financial professional, such as a CFP professional or QAFP professional, helps them understand how finances work. Likewise, most (82%) say it simplifies their decisions, makes them feel more confident about their finances (82%), and provides them with peace of mind (79%).

The *Money & Milestones* survey can help you adapt to shifting client needs and priorities by shedding light on the milestones that matter most to Canadians, and how they hope to afford them.

For further insights and resources, visit our Money & Milestones web page

DISCOVER KEY FINDINGS



Celebrating Excellence

FP Canada's President's List and QAFP Exam Award of Merit recognize candidates who achieved the highest scores on the CFP exam and QAFP exam for a given administration. FP Canada congratulates these individuals for their exceptional performances.



June 2025 President's List

1st place



Benjamin Margles

Wealth Stewards Inc., Toronto, Ontario

It's so rewarding to help bring clarity to people's financial situations, allowing them to make difficult financial decisions with greater confidence. I was inspired to pursue CFP certification when I saw the tremendous value that skilled financial planners are able to offer their clients. Throughout my career, I've had the opportunity to work with many amazing CFP professionals, and I've been impressed by their knowledge, and their commitment to the profession and client service.

2nd place



Travis Feddema

PWL Capital Inc., Grimsby, Ontario

One of the most rewarding things about financial planning is going beyond the numbers and helping clients discover they have the freedom to make their own choices in life. I decided to pursue CFP certification because it's the gold standard in the industry. I knew clients and prospects alike would be looking for these credentials and I wanted to show that I was holding myself to that high standard.

3rd place



Jayson Bastien

Edward Jones, Tecumseh, Ontario

I find it most rewarding when we make a real impact in our clients' lives. Our clients have families and hobbies—and they want to pursue things they're passionate about. Helping them achieve those things is meaningful. I decided to pursue CFP certification because I want to deliver real value and help clients achieve their goals. Having a strong ability to help them navigate challenges and create opportunities is important for me and my team.

QAFP[®] June 2025 QAFP Exam Award of Merit



Chaz Legge

Gybe Financial, Aurora, Ontario

I love helping clients get off autopilot and truly align their finances with their values. I also really enjoy finding concrete actions that can materially improve their financial situations. I decided to pursue QAFP certification because my personal finance knowledge was largely self taught, so I wanted to formalize my education and round out knowledge in the areas of tax and risk planning. I also believed my clients would value the QAFP credential—and I want to offer technically sound, client-centered advice.

Financial Planning CONFERENCE



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* The authority to decide whether a learning program constitutes acceptable CPD to meet regulatory requirements remains solely with each provincial CPA body in respect of each of its members.

FP Canada's virtual Financial Planning Conference is coming up—and this year, it's bigger and better than ever. Join us for four days of valuable insights, from November 17th to 20th. Enjoy world-class speakers who embody our 2025 theme: **Together: Innovate. Lead. Evolve. Honouring Our History, Shaping Our Future.**

Read on for a sneak peek of what to expect at this year's conference.

Thank You to Our Sponsors

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To view the full conference agenda and details on every session, visit financialplanningweek.ca

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Pamela Barnum,
Trust Strategist,
Non Verbal Communication Expert

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Conference Keynote

Crack the Code: 3D Communication Strategies to Win

Pamela Barnum is a Trust Strategist and Non-Verbal Communication Expert. Her session, Crack the Code: 3D Communication Strategies to Win, will be the first keynote at the 2025 Financial Planning Conference.

How did your time in law enforcement and the legal field inform your current passion?

When I worked undercover, I learned quickly that what people say doesn't always match what they mean. A small shift in tone, a glance, a hesitation, all of those details told the real story. Later, as a federal prosecutor, I saw the same patterns in negotiations and conversations every day. That's when it clicked: once you learn to see nonverbal cues, you can't unsee them. They change how you lead and connect with people forever.

What do most people get wrong about reading body language?

The problem is, we jump to conclusions too fast. We see one gesture like a lack of eye contact and decide what it means. But body language doesn't work that way. You have to look for patterns, context, and change.

How do you think financial planners might benefit from better assessing nonverbal cues?

Trust drives everything in financial planning. If you can see when someone's nervous, uncertain, or holding back before they ever say a word, you can respond with empathy, not pressure. That's how real connection happens.

What's one thing big you hope attendees will take away from your session?

That influence isn't about talking more, it's about noticing more. When you start paying attention to the cues people give you, you communicate smarter, connect faster, and build trust that actually lasts.

Is there anything else you'd like prospective attendees to know about your session?

You'll leave seeing people differently and communicating differently from the moment you walk out. These tools don't just help you understand people better. They help you influence them in the best possible way.

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Dr. Miriam Kirmayer

Clinical Psychologist, Friendship Expert

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Conference Keynote

Bridging the Connection Divide

Dr. Miriam Kirmayer is a clinical psychologist and friendship expert. She will present her keynote, Bridging the Connection Divide, at the 2025 Financial Planning Conference. We caught up with her to learn more about what participants can expect.

Why does building human connection matter so much?

Right now, we're seeing just how fundamental connection is. We're facing what researchers are calling a loneliness epidemic, with nearly one in two people reporting they feel lonely. We're also in the midst of a friendship recession, with the number of people who say they have no close friends quadrupling in the last decade. At work, this disconnection shows up as disengagement, burnout, retention issues, and more.

In addition to being a clinical psychologist, you're also a friendship expert. What does that mean?

I've spent the last decade researching and supporting people through the complexities of connection. In graduate school, I developed one of the first measures of social competence in adult friendship, which allowed me to study, empirically, how we build new relationships, navigate conflict, support others without burning out, and (at times) let go.

That research was foundational to my clinical work as a therapist. Today, I'm fortunate to work with organizations, teams, and communities to strengthen workplace relationships alongside leadership, mentorship, and well-being initiatives as a speaker and strategic advisor.

How do you think financial planners might benefit from your session?

In my session, we'll explore practical, research-backed frameworks for building stronger, more resilient relationships. That includes strengthening personal networks, but we'll also dive into how to apply the science of connection to deepen client trust, enhance collaboration within teams, and strengthen your professional community.

If there's one thing you hope attendees will take away from your session, what would that be?

That connection is worth investing in. But this session isn't just about inspiration, it's about action. I'll share connection secrets that are key to building more meaningful and resilient relationships. We'll also unpack the mindset shifts and daily practices that help put these insights into motion.



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Shannon Pestun,
CEO, Pestun Consulting,
and Co-founder of the Finance Cafe

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Conference Keynote

Why Diversity Matters: Fostering an Inclusive Environment for Better Business Outcomes

Shannon Pestun, Founder of Pestun Consulting and Co-founder of the Finance Cafe, will present her keynote at the 2025 Financial Planning Conference. Read on for some insights from Pestun and learn what to expect from her session.

What led you to understand the importance of diversity and inclusion?

When I was a banker, I was reviewing my portfolio one day. I realized that of all the entrepreneurs I was lending to, only one was a woman.

Women weren't absent because they lacked ideas, ambition, or capacity. They

were absent because of barriers—barriers related to access to capital, barriers in networks, and barriers in systems that weren't built for them. That's what led me to create one of the first women's banking strategies in Canada—and become an advocate for greater inclusion in financial services.

What would you say to someone who doesn't understand the importance of inclusive business strategies?

When more people can participate fully in the financial system, the entire economy grows. Inclusive practices create more entrepreneurs, more investors, and more financially secure households—and all of that leads to stronger markets and greater wealth for society overall. If you're not building inclusive practices, you're going to miss out on the largest growing wealth segments in the market.

What's one small step financial planners can take to help make their services more accessible?

Start asking clients about their values, goals, and lived experiences—before talking about products or strategies. Traditional financial planning often assumes clients share the same priorities, but different cultures, genders, family structures, or life stages can shape financial goals.

What's one big thing you hope attendees will take away from your session?

As financial professionals, each of us has the power to remove barriers, expand access, and ensure that the systems we build create opportunities.



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Hamza Khan,

*Future of Work and People-First Leadership Expert,
Best-selling Author*

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Conference Keynote

How to Navigate the Future of Work Through Modern Leadership

Hamza Khan is a future of work and people-first leadership expert, and a bestselling author. He'll present his keynote, How to Navigate the Future of Work Through Modern Leadership, at the Financial Planning Conference. Hear what Khan has to say about his upcoming talk.

How would you characterize the current era of work?

I call this the moment of exponential change, or (at times) the age of entropy (which refers to a lack of order or predictability).

We're living through multiple revolutions—technological, social, and economic. For leaders at every level, this translates into persistent overwhelm and complexity.

What's one thing most professionals get wrong about leadership today?

The average leader doesn't receive formal training until age 42—long after they've been managing people. Likewise, the Chartered Management Institute estimates that 82% of leaders have never received formal training, which is likely conservative.

The most urgent skill leaders must develop today is the ability to respond with hope and care, especially during times of change.

How can embracing the core principles of modern leadership help financial planners succeed?

Whether we're talking about the principles in Leadership, Reinvented (innovation, empathy, diversity, and adaptability) or the pro-social virtues I explore in my next book (creativity, compassion, attunement, and regeneration)—they all share a common thread: an ethic of care.

When leaders in financial planning elevate the needs of the people they serve to the same level—or even above—the needs of the organization, they build trust, inspire loyalty, and unlock better performance. This creates a competitive advantage.

What's one big thing you hope attendees will take away from your session?

To lead with hope and care. Every interaction is a chance to adopt a forward-looking mindset rooted in the belief that tomorrow will be brighter. Ask, "how can I help you right now?" Then follow through.



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Ethics Session #1

Care, Capacity, and Complexity: Planning for Vulnerable Clients

Financial planners often work with clients facing circumstances that can lead to vulnerability, such as illness, cognitive decline, grief, or financial hardship. These situations require not only technical expertise but also ethical awareness and professional judgment.

Explore strategies for dealing with vulnerable clients in an insightful panel discussion with moderator Tamara Center (Director, Professional Conduct and Enforcement at the FP Canada Standards Council, along with panelists Karine Diedrich (Director of Programs at the Canadian Hospice Palliative Care Association), Kimberly Whaley (Founding and Managing Partner, Whaley Estate Litigation Partners), and Carol Lynde (President & Chief Executive Officer at Bridgehouse Asset Management).

Learn how to recognize signs of vulnerability, uphold the *FP Canada Standards Council Standards of Professional Responsibility*, and respond with empathy and care. Through real-world examples, you'll gain practical strategies to engage ethically and effectively while protecting the dignity and best interests of your clients.

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Ellen Bessner,

*Lawyer, Bestselling Author,
Babin Bessner Spry LLP*

Ethics Session #2

Financial Planners' Secret Sauce

In the age of AI, TikTok, YouTube, and influencers, what is the secret sauce offered by financial planner certification holders? What do professionals who've earned a trusted financial planning certification have to offer consumers—and how can you, as a planner, help the next DIY generation understand the advantage you provide?

In this session, lawyer and bestselling author Ellen Bessner will unpack what the next Gen is looking for and provide tips and tools to how you, as planners, can distinguish yourself from unqualified people purporting to provide free planning advice.

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Michael Denyszyn

Manager, Registration and Registrant Conduct,
Ontario Securities Commission



Damienne Lebrun-Reid

Head of the FP Canada Standards Council
FP Canada

Ethics Session #3

Criminal Charges, Convictions and Conduct Issues: Lessons from Securities Regulation

Criminal charges and convictions need to be disclosed. Can they affect your ability to pursue your livelihood? In this session, Michael Denyszyn, Manager, Registration and Registrant Conduct at the Ontario Securities Commission and Damienne Lebrun-Reid, Head of the FP Canada Standards Council, will delve into criminal charges and convictions and the responsibilities of working within a regulated financial services environment.

Drawing on real-world cases and regulatory insight from the securities industry, they'll explore the consequences of non-disclosure, which charges or convictions are considered by regulators even if disclosed, and how professionals can protect themselves and the integrity of the industry. Attendees will gain a deeper understanding of compliance, responsibility, and how regulators analyze questions of integrity that arise on and off the job.







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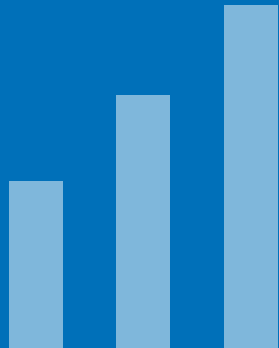


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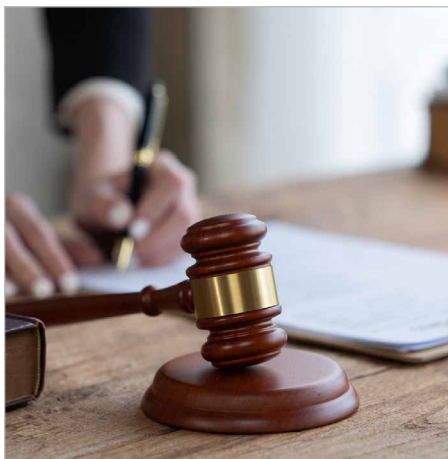
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Reports on Disciplinary Actions

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Where CFP professionals or QAFP professionals have been found by an FP Canada Standards Council™ ("the Standards Council") Hearing Panel to have engaged in conduct that breaches the **FP Canada Standards Council Standards of Professional Responsibility**, the Hearing Panel may impose disciplinary sanctions ranging from a letter of admonishment to permanent revocation of certification. The Standards Council publishes all Hearing Panel decisions in accordance with the provisions of the **FP Canada Standards Council Disciplinary Rules and Procedures**. Discipline Reports and Hearing Panel Decisions can be accessed at: fpcanada.ca/canadian-public/disciplinary-actions

Heera Singh

(Brampton, Ontario)

– August 2025

(Settlement Hearing)

- Mr. Heera Singh was certified as a FPSC Level 1® Certificant in Financial Planning in August 2016. In January 2017, Mr. Singh was certified as a CERTIFIED FINANCIAL PLANNER® professional. He consistently renewed his certification until March 31, 2025, when his certification lapsed due to voluntary non-renewal. Mr. Singh is no longer certified with FP Canada.
- In a Joint Settlement Agreement with the Standards Council, Mr. Singh admitted, and the Hearing Panel found, that between January 2022 and March 2025, he posted comments on his LinkedIn account, where he held himself out as a CFP professional, which would be considered by readers, including members of the public, as unprofessional, hurtful, demeaning, and discriminatory.

- On August 13, 2025, the Hearing Panel accepted the Joint Settlement Agreement and ordered that Mr. Singh shall not apply to FP Canada for recertification of his CFP certification or any other certification status, including FP Retired™ status, at any time in the future.
- The Hearing Panel also ordered that Mr. Singh receive a Letter of Admonishment and pay costs to FP Canada in the amount of \$2,000 by September 12, 2025. Mr. Singh has not paid the costs ordered.

Richard Jones

(Vancouver, British Columbia)

– July 2025

(Hearing on Penalty)

- Mr. Richard Jones was certified as a CFP professional between August 1, 2010, and March 31, 2022, with a gap in certification from April 1, 2013, to March 31, 2014. Mr. Jones has not renewed his certification since it lapsed on April 1, 2022, and was not certified by FP Canada at the time of the hearing.

- The Hearing Panel considered the evidence as well as the written submissions of both parties and found that Mr. Jones engaged in the following alleged conduct:
 - a. With respect to Allegation 1, the Hearing Panel found that Mr. Jones failed to exercise reasonable and prudent professional judgment in providing financial planning services to his client, including by failing to identify and gather information relating to his client's goals, needs, and priorities. With respect to Mr. Jones' competence, although the Hearing Panel did not find sufficient evidence to support a breach of Rule 19, it concluded that Mr. Jones breached Principle 4 because he did not apply his knowledge effectively in providing advice and/or services to his client.
 - b. With respect to Allegation 2, the Hearing Panel found that Mr. Jones failed to ensure that the existing investments and insurance products held by his client remained prudent and appropriate, and he failed to recommend and implement investments and insurance products that were prudent and appropriate. The Hearing Panel did not find sufficient evidence to support a violation of Rule 19 (Competence).
 - c. With respect to Allegation 3, the Hearing Panel found that Mr. Jones failed to comply with his disclosure obligations to his client, relating to the limited products available to him and the scope of services/products he could provide, as well as compensation arrangements. The Hearing Panel did not find Rule 7 (in effect in 2019) and paragraphs (b), (c) and (e) of Rule 8 to be applicable.
 - d. With respect to Allegation 4, related to acting without authorization and/or signing documents without authorization, the Hearing Panel concluded that the Standards Council did not meet the burden of proof.
 - e. With respect to Allegation 5, the Hearing Panel found that Mr. Jones engaged in unethical practices relating to his client, including: having his client sign documents in blank or with information missing; modifying a document after his client had signed it; having his client sign incomplete documents/illustrations; falsely attesting to witnessing his client's signature; transferring funds from one product to another which generated commissions and, in some cases, triggered unnecessary charges; and misleading his client about the amount of capital he would have available in retirement.
- July 21, 2025, the Hearing Panel accepted the Joint Penalty Submissions submitted by the parties and ordered that Mr. Jones shall be banned from seeking renewal or reinstatement of his CFP certification or any other certification status with FP Canada for a period of two (2) years. The two (2) year ban will bring Mr. Jones to five (5) years not being certified and thus require him to qualify for certification anew.
- The Hearing Panel also ordered that Mr. Jones pay costs to FP Canada in the amount of \$27,500. Mr. Jones complied with the costs order prior to the hearing of the matter.

George Yamamoto

(Scarborough, Ontario)

- July 2025 (Hearing on Penalty)

- Mr. George Yamamoto was certified as a CFP professional in January 2005. Mr. Yamamoto consistently renewed his certification until September 17, 2020, when he canceled his certification.
- In or about November 2022, through a news release, the Standards Council became aware of disciplinary proceedings commenced by another regulator against Mr. Yamamoto.
- For the merits hearing, the Standards Council presented evidence and submissions to a Hearing Panel. Mr. Yamamoto did not participate in the merits hearing, despite being provided with proper notice.
- By way of Decision and Reasons on Merits dated December 13, 2024, the Hearing Panel found that Mr. Yamamoto engaged in the following conduct while he was certified by FP Canada:
 - Between November 2018 and August 2020, he failed to provide written disclosure to two clients, who were spouses, of the potential or actual conflict of interest created when they named him as the recipient of legacies in their wills, given his concurrent role as their financial planner. Mr. Yamamoto also failed to obtain their written and informed consent to continue acting as their financial planner, notwithstanding the potential or actual conflict of interest.
 - Between July 29, 2020 and August 6, 2020, he failed to provide written disclosure to the clients of the potential or actual conflict of interest created when he solicited funds from them to purchase a home for himself, given his concurrent role as their financial planner. Mr. Yamamoto also failed to obtain their written and informed consent to continue acting as their financial planner, notwithstanding the potential or actual conflict of interest.
 - On or about August 7, 2020, he disclosed personal or confidential information regarding the business and affairs of the clients to the son of one of the clients, without the written and informed consent of each of the clients.
- For the penalty hearing, the Standards Council presented evidence and submissions to a Hearing Panel. Once again, Mr. Yamamoto did not participate in the penalty hearing, despite being provided with proper notice.
- On July 14, 2025, the Hearing Panel ordered that Mr. Yamamoto be permanently banned from seeking renewal or reinstatement of his CFP certification or any other status with FP Canada.
- The Hearing Panel also ordered that Mr. Yamamoto pay costs to FP Canada in the amount of \$6,000 by August 14, 2025; however, Mr. Yamamoto has not paid the costs ordered.

Dorothy Hagel

(Mississauga, Ontario) – June 2025
(Hearing on Penalty)

- Ms. Dorothy Hagel was certified as a CFP professional in January 2000. Ms. Hagel consistently renewed her certification until March 31, 2021, when her certification lapsed due to voluntary non-renewal.
- On September 20, 2024, the Hearing Panel considered the evidence as well as the written submissions of both parties, and on November 26, 2024 released its decision. The decision found that as a result of the findings made by the Ontario Superior Court of Justice against Ms. Hagel in a published Costs Endorsement dated December 5, 2018, Ms. Hagel failed to act with integrity, fairness and professionalism; engaged in conduct that reflects adversely on her integrity or fitness as a CFP professional, the CFP marks or the profession; and engaged in conduct involving dishonesty, deceit or misrepresentation, or knowingly making a false or misleading statement to other parties.
- On April 17, 2024, the Hearing Panel considered Penalty Submissions submitted by the Standards Council and by Ms. Hagel, and on June 3, 2025, ordered that Ms. Hagel be permanently banned from seeking reinstatement of her CFP certification or any other certification or status with FP Canada.
- The Hearing Panel also ordered Ms. Hagel to pay costs to FP Canada in the amount of \$14,000 by August 4, 2025; however, Ms. Hagel has not paid the costs ordered.
- Ms. Hagel has appealed the Hearing Panel's decision and finding. The Appeal is scheduled to proceed in December 2025.

Leszek Dziadecki

(Oakville, Ontario) – June 2025
(Hearing on Merits)

- Mr. Leszek Dziadecki was certified as a CFP professional from August 1, 1998 to March 31, 2017, and again from October 5, 2017 to March 31, 2022, when his certification lapsed due to voluntary non-renewal.
- On April 24, 2025, the Hearing Panel considered the evidence and submissions submitted by the Standards Council. Mr. Dziadecki did not participate or make any submissions notwithstanding that he was provided adequate notice of the hearing.
- By way of Decision and Reasons on Merits dated June 25, 2025, the Hearing Panel found that Mr. Dziadecki engaged in the following conduct between 2015 and the fall of 2017:
 - He recommended syndicated mortgage investments ("SMIs") to at least seven (7) clients, despite having personal and financial ties to the SMIs. He failed to disclose this conflict of interest or obtain written consent from his clients.
 - He consistently misrepresented the SMIs as "risk free" investments to the seven (7) clients and thirteen (13) other investors.
 - He recommended the SMIs to at least six (6) clients who leveraged their homes and at least three (3) clients who used retirement funds to invest, which was not prudent or appropriate for these clients.
- The Standards Council further alleged that Mr. Dziadecki failed to comply with applicable laws as determined by another regulator in May 2023; however, the Hearing Panel declined to make a finding in respect of this allegation, as Mr. Dziadecki was no longer certified by FP Canada at the time of that decision.

- The Hearing Panel directed that a penalty hearing be scheduled, which has been scheduled for November 6, 2025.

Robert Randall (Randy) Hawken

(London, Ontario)

– May 2025 (Motion)

- Mr. Robert Randall Hawken was certified as a CFP professional from April 1, 1997 to March 31, 2024, when his certification lapsed due to voluntary non-renewal.
- The Standards Council brought a motion pursuant to the “Policy on the Disclosure of Investigations and Interim Suspensions” (the “Policy”) seeking an order granting the Standards Council permission to publicly disclose the investigation into Mr. Hawken’s conduct. Mr. Hawken did not participate in the motion despite being properly served.
- The Panel considered whether the Standards Council could publicly disclose that Mr. Hawken is under investigation based on whether any “Exceptional Circumstances” outlined in the Policy, existed. The following three (3) Exceptional Circumstances were found by the Hearing Panel to exist:
 - A criminal investigation for possible criminal activity was also underway: Criminal charges had been laid against Mr. Hawken, including at least twenty-one (21) counts of fraud and one (1) count of possession of crime-related property. The Hearing Panel noted that a full examination of the criminal evidence was not necessary to satisfy this condition.
 - Mr. Hawken’s alleged misconduct was already substantially in the public domain: The conduct was publicly known through the criminal charges, media articles and eleven (11) lawsuits. These allegations were credible and consistent, and engaged FP Canada’s enforcement jurisdiction; and
 - A similar investigation by another regulator or law enforcement agency was disclosed: Although the investigations were not conducted per se, two of Mr. Hawken’s other designations were revoked or cancelled as a result of the same alleged misconduct under investigation by the Standards Council.
- When balancing the public interest and the potential prejudice to the certificant, the Hearing Panel concluded that the Exceptional Circumstances justified permitting the Standards Council to publicly disclose that Mr. Hawken’s conduct is under investigation. The Hearing Panel also noted that as Mr. Hawken did not attend the motion hearing, they did not receive any evidence of any prejudice that disclosure might cause him.
- The Hearing Panel granted the Standards Council’s motion and, on May 26, 2025, ordered that:
 - Service on Mr. Hawken at his last known email address in FP Canada’s records constitutes proper service;
 - The Standards Council was permitted to publicly disclose that Mr. Hawken’s conduct while certified as a CFP certificant, is under investigation pending the conclusion of the investigation and the adjudication of the matter; and
 - Costs of the motion are reserved to the Hearing Panel as part of the Hearing Panel’s final Decision and Order.

Marlene C. Buxton

(Toronto, Ontario) – April 2025

(Settlement Hearing)

- Ms. Marlene C. Buxton was certified as an FPSC Level 1® Certificant in Financial Planning from August 1, 2014 to January 31, 2016. She was then certified as a CFP professional on February 1, 2016, and has consistently renewed her certification.
- On July 21, 2023, Ms. Buxton reported to FP Canada that her previous business, Buxton Financial, filed for bankruptcy on July 7, 2023, and that she personally filed a Division 1 Proposal under the Bankruptcy and Insolvency Act. The Division 1 Proposal was in effect until August 2028.
- In a Joint Settlement Agreement with the Standards Council, Ms. Buxton admitted to the following:
 - She was the director, officer, and shareholder of a business subject to bankruptcy as of the date of the Statement of Allegations which triggered a presumptive bar to her continued certification.
 - She was subject to a Division 1 Proposal which triggered a presumptive bar to her continued certification.
 - These insolvency events reflected adversely on her integrity or fitness as a Certificant, the certification marks, or the profession.
- On April 15, 2025, the majority of a Hearing Panel accepted a Joint Settlement Agreement between Ms. Buxton and the Standards Council. The Panel ordered that the presumptive bar be set aside, and that Ms. Buxton remain certified, subject to the following conditions:
 - In addition to meeting the annual Continuing Education (CE) requirements required of every CFP professional, she must complete, at her own expense, through FP Canada Institute™ programs, two (2) additional Continuing Education (CE) credits in Professional Responsibility and two (2) in Financial Planning, and provide proof of completion by April 15, 2026.
 - She must complete the Government of Canada Insolvency Counselling Program, (even though it is not a requirement of a Division 1 Proposal), and provide proof of completion by April 15, 2026.
 - She must provide written confirmation from her Proposal Administrator every six (6) months, starting on October 1, 2025, confirming continued compliance with the terms of her Division 1 Proposal, and must submit proof of discharge when completed.
 - She must pay costs of \$2,000 to FP Canada by May 15, 2025.
 - If she fails to comply with any of the above conditions, or breaches the terms of her Division 1 Proposal, her CFP certification will be immediately suspended until the Proposal is discharged.
- In addition to other mitigating factors, the majority of the Hearing Panel recognized that maintaining her CFP certification was critical to Ms. Buxton's ability to repay her debts and continue operating her business.
- One member of the Hearing Panel dissented, concluding that the presumptive bar should not be set aside as it risked setting a potential precedent of leniency for future cases involving substantial personal debt arising from difficult circumstances.
- Ms. Buxton has complied with the costs order.

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October 2025