



bulletin



Contact:
Adrian Carter
Director, Educational Services
416-943-6247
acarter@ida.ca

For distribution to relevant parties within your firm

BULLETIN #3707
February 27, 2008

Educational Webcast for Branch Managers & Advisors

“Buying On Margin”: A New Look at an Old Practice

Leverage can have many uses, most having to do with increasing the potential return of the funds invested. Of course, its use generally makes for greater risk. With record numbers of investors participating in today’s markets, interest in finding ways and means for enhancing returns is greater than ever, bringing the concept of “buying on margin” to the attention of a larger and more diverse audience than at any time in the past. Added to that demand is a proliferation of newer products, such as hedge funds, PPNs, “off-book” financing and, soon, CFDs, that have their own inherent risks. This combination of leverage, complexity and novelty can lead to unprecedented investor education challenges and the need for increased rigorousness with respect to due diligence, suitability and ongoing monitoring. Thus, it is critical that Advisors and those who supervise their activities understand the use of margin more than ever.

The IDA’s Member Education Services team will be offering an educational Webcast entitled, **“Buying On Margin: A New Look At An Old Practice” on March 11, 2008 in English at 4:00pm EST and March 19, 2008 in French at 4:00pm EST.** Our featured speakers for this webcast will be Bruce Dickson Vice-President Member Education Services, IDA (and formerly the Association’s Director of Sales Compliance), and Carmen Crépin, Vice-President, Member Regulation IDA. Please join us as we cover:

- Margin and client suitability
- Managing the margin call
- Off book lending, suitability and source of funds
- New products, new risks

For those experiencing a scheduling conflict, a replay of the web cast will be made available. The web cast will be 45 minutes in length, followed by a Q&A session. Participants will be eligible for one hour of Continuing Education credit (CE credit) which can be applied against fulfilling their compliance requirement.

To register for this webcast, please visit our website at www.ida.ca and choose Media, Events and Speeches then Events. You will find a list of upcoming events and a description of the webcast with a link for more information and to register. To keep informed of upcoming Member Services events, simply subscribe to the IDA’s e-publications service at www.ida.ca and

select the following categories: “Advisor Educational Web Casts” and “Events – Educational Events and Seminars.” E-publications is a free, self-managed system, whereby subscribers can change their selection criteria whenever and as many times as they want, making it a quick and easy way to receive information.

Kenneth A. Nason
Association Secretary