For immediate release **December 6, 2010**

New leadership for
The Institute for Advanced Financial Education

Toronto - At the December 6th annual general meeting for The Institute—also known as The Institute for Advanced Financial Education—the board of trustees for the 2010/2011 term was appointed and Caron Czorny, CFP, CLU, CH.F.C., FLMI, EPC, RHU, was elected chair of the board by the membership.

"I'm proud to have the confidence of the Institute members and I look forward to the opportunity to help build on all the important work of the last few years," said Ms. Czorny. "This year promises to be exciting, as we promote our new brand and start marketing our CLU program to a broader audience."

In her current role as Vice-President of Business Development for BMO Life Assurance Company, Caron is responsible for advisor sales development across Canada. She has extensive experience working both within and with managing general agencies.

Caron, who is fluently bilingual, has been a member of the Board of Trustees of The Institute (formerly The CLU Institute) for four years and has been a member of The Institute for 23 years. Prior to her appointment as Institute Chair, Caron served as Marketing Chair, Treasurer and on the Institute Executive Committee. While Caron has been an active volunteer in the industry in many capacities over the years, she has also been involved in municipal politics, having served as Councillor for District 5 of Wentworth-Nord, Quebec, from 2005 to 2009.

Serving with Caron on The Institute board of trustees for 2010/2011 are:

- Garth Bennett, CFP, CLU
- Mark Colosimo, CFP, CLU, CH.F.C.
- Ian Colborne, CFP, CLU, CH.F.C.
- Al Jones, CFP,CLU
- Richard McKenster, CFP, CLU, CH.F.C., RHU
- Robert Rizzuto, CFP, CLU, CH.F.C.
- Thomas Russell, CFP, CLU, CH.F.C.
- Brett Simpson, CFP, CLU, CH.F.C.

- Jennifer Tweddle, CFP, CLU, RHU
- James Virtue, CFP, CLU, CA
- Catherine Wood, CFP, CLU

The Institute for Advanced Financial Education is the professional standards body for financial practitioners holding the CLU and RHU designations in Canada. The Institute is responsible for administering a Code of Professional Conduct for its designation holders and for Advocis members. The Institute offers education providers continuing education accreditation services that ensure their learning programs have met a clear standard of educational quality and relevance. Holders of The Institute's CLU designation specialize in tax, estate planning and business succession, while holders of The Institute's RHU designation specialize in living benefits, including income replacement and risk management solutions for individuals, business owners and professionals. The Institute is also the home of those advisors who hold the CH.F.C. designation in Canada.

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