

MEMORANDUM

TO: Honourable Janet Ecker, M.P.P.
Ontario Minister of Education

FROM: Joe Killoran, Investor Advocate, 1979 Western MBA

DATE: September 6, 2001

SUBJECT: **A needed “4th ‘R’ in Investing” core curriculum**

It was a pleasure to see you at the Captain Michael VandenBos P.S. opening ceremonies on Tuesday. While we didn't have a chance to meet, my wonderful wife, Kelly, is the Vice Principal (she's the LITTLE boss under her BIG boss, Claire Boychyn), I would like to share with you my 12 years young crusade to educate our “**sheeple**” adult investors with their core curriculum missed “**4th ‘R’ in Investing**”. Please note: ABC Canada Literacy has identified that 26% of our adult Canadians have problems understanding simple documents like an owner's manual. They have an identified learning disability

Why am I crusading? It's personal mission. One of our finest politicians, a classmate of my late father's at Western and Osgoode Hall, one of Dad's Mustang football teammates and later London, ON, law firm partner, who was also one of your Minister of Education predecessors, John Roberts, didn't know then that aging baby boomers would today need a “4th ‘R’ in Investing”!

The thesis behind my crusade comes from the **Ancient Chinese Proverb**:

Tell me and I forget.

Show me and I remember.

Involve me and I understand.

The *raison d'être* behind my investment funds interactive [**the key is the process of filling in the blanks**] point-of-sale one-pagers, include:

- i) to educate,
- ii) to facilitate decision making,

- iii) to validate independent advice,
- iv) to raise the bars of integrity in our financial marketplaces,
- v) to enhance safety protection, and
- vi) to instill fairer play and a more level playing field, etc.

Glorianne Stromberg adopted, validated and recommended many of my consumer/investor best interest educating and safety protecting ideas in her recent Strategies for the Millennium Report.

You will have a much better understanding and appreciation of both the educating thesis and *raison d'être* behind my investment funds interactive **[remember, the key is the process of filling in the blanks]** point-of-sale one-pagers if you read the following seven (7) sections in Stromberg's Strategies for the Millennium Report:

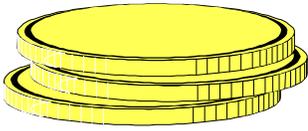
- i) **Section 9.2** Reducing the Knowledge Gap
(which defines "informational asymmetry")
- ii) **Section 17.8 & 17.9** Confirmation / Point-of-Sale Disclosure
- iii) **Sections 21.1 & 21.2** Switching and Churning Disclosure Document
- iv) **Sections 21.5 & 21.6** Recommendations For SOLD Leverage

Imagine the ranking results if your fellow Minister, Hon. James Flaherty, required his Ontario Securities Commission to administer an annual testing program on the financial literacy, financial well-being and investing acumen of our adult investors? These results would never come close to either your Grade 3, 6, 9 or 10 results, let alone the capitalism approved "**six-sigma**" **standards of excellence** that GE's Jack Welch was allowed to strive for.

I know that the only way for us to achieve a "six-sigma" standard of investor education **[i.e., for us to achieve a goal of 3.4 or less dummy, unknowing and educated 'sheeple' consumers per 1,000,000 investors]**, we will have to implement several interactive point-of-sale transparency systems and processes that actually impregnate our '**sheeple**' minds with education!

Janet, I'd appreciate, I need your help. I can't meet Captain Michael VandenBos P.S. "**Flying high for excellence**" motto to educate the missed "4th 'R' in Investing" curriculum without your qualified mentor help.

AN: Educating, decision facilitating, advice validating, safety protecting .



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“Better Disclosure, A Better Way” - DON'T buy or be SOLD a _____ fund without it!

MEMORANDUM

TO: Honourable Janet Ecker, M.P.P.
Ontario Minister of Education

FROM: Joe Killoran, Investor Advocate, 1979 Western MBA

DATE: September 10, 2001

SUBJECT: **Mea culpa for my Sections 21.5 & 21.6 oversight**

Attached please find a complete copy of Glorianne Stromberg's 'Strategies for the Millennium Report. Please take a few moments to read the sections that apply directly to our need to provide better systems and processes that will educate our “sheeple” consumer/investors who were not given, and now very much need, their core curriculum missed “4th ‘R’ in Investing” education.

Very briefly, the present securities regulators approved process for investment fund sales is fundamentally flawed. Funds are purchased and / or SOLD. The prospectus is delivered to the consumer/investors home address after the sale has been consummated. Our “sheeple” investors, with no core curriculum learned foundation in investing will never self-study the prospectus. Ask any education curriculum professional. An adult consumer/investor has a better chance of winning a major lottery (being struck by lightning twice!) than they do of self-study reading and understanding an investment funds prospectus!

Sections 21.5 & 21.6 in Stromberg's Report cover the serious consequences of lack of **K**now **Y**our **C**lient Suitability that SOLD financial leverage scenarios can wreck upon our “sheeple” uneducated and unknowing investors. I've been trying to help too many lack of KYC suitability leverage SOLD investors, including some of our most dedicated teachers, who themselves have been scammed and abused because of their own lack of investing education! You'll find Sheila Noyes attached case study story to be soul wrenching.

Bottom line: *Caveat emptor* isn't acceptable when it comes to our society's failure to educate everyone with “investing” as a core curriculum subject.