



Personal Insurance



Commercial Insurance



Personal Asset Management

SUMMER ISSUE 2010

Celebrating 80 years

Scrivens Family of Companies SINCE 1930

Your Insurance and Financial Specialists

FAMILY MATTERS

NEWSLETTER

THE SCRIVENS PERSPECTIVE

BY PETER SCRIVENS, PRESIDENT



They say that you can tell a lot about people from the company they keep. At Scrivens, we believe the opposite is also

true: you can tell a lot about a company from the people they keep. That's why we're celebrating our people—the Scrivens staff you deal with on a regular basis—in each edition of *Family Matters* for this year, our 80th anniversary.

Space restrictions don't allow us to profile each individual. But it's important to acknowledge that collectively, it is they, and those who preceded them, who have made us so successful over the past 80 years. It's also worth noting that our current employees have been with us for a combined 223 years—that's an average of more than 10 years each.

As well, in this edition we've put together our customary list of Ottawa area events that your family may want to take in this summer. We're sure you'll be familiar with most of them, so we've chosen to include mainly dates and contact information. As always, hope to see you there! [S](#)

Auto insurance reforms create more flexibility

Changes to Ontario's auto insurance regulations will give you more choices—and more flexibility—to select the coverage that's best for you.

Under the new regulations, to come into effect on Sept. 1 of this year, the Ontario government has created a basic package of statutory accident benefits. In this package, compulsory medical and rehabilitation benefits coverage is lowered to \$50,000 and attendant care benefits coverage (for non-catastrophic injuries) is lowered to \$36,000. You can purchase additional coverage if you wish, up to \$1.1 million of medical and rehabilitation benefits coverage and \$72,000 in attendant care benefits coverage. For existing policy holders, this means being able to adjust your coverage to suit your specific needs.

Included in the reforms is a new Statutory Accident Benefits Schedule (SABS) that will limit medical/rehabilitation and assessment/examination expenses for minor injuries to \$3,500. The SABS defines minor injuries as sprains, strains, whiplash-associated disorders, contusion, abrasions, lacerations or subluxation, and any clinically associated sequelae (symptoms that arise as a result of these injuries).

For non-catastrophic claimants, insurers will supply optional caregiver, housekeeping and home maintenance

benefits. Payment for in-home assessments—capped at \$2,000 no matter who requests them—will be available only to those claimants who sustain more than a minor injury. Rebuttal examinations will be eliminated, as will a number of existing approval forms.

The reforms mentioned here are just a few of the 41 contained in the new regulations. All are designed to streamline processes for insurers and health care providers and to create a less complex auto insurance system. But they also protect you, the consumer, by allowing you to choose the coverage that best suits your needs and your budget. The changes are due largely to the rising cost of medical/health care for treatments and assessments.

Not surprisingly, the reforms will affect what you will pay to purchase or renew coverage after Sept. 1 (see *Personal Insurance* on Page 3). [S](#)



INSIDE MATTERS

- WHERE THERE'S A WILL
- MEDIA MANAGEMENT
- NAME THAT BUILDING



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 **FundEX**
INVESTMENTS INC.



Before we moved to MacLaren Street, we were at...

As you might expect after 80 years in business, the history of Scrivens is deeply intertwined with that of the City of Ottawa. This can still be seen today in the buildings we've called home.

We hope you've had the opportunity to visit us here at our corporate office, Scrivenhall, generally regarded as one of the finest examples of an elegantly restored and maintained heritage house in Centretown. Built in 1894, the building served as the Dominion Chalmers United Church's manse until the 1940s; in fact, it once housed the Scrivens family's minister. Bruce Scrivens recalls having Sunday dinner there. "In fact," he says, "the dining room at the time is now the Scrivens reception area."

But Scrivenhall is not the only building that the company has occupied in its 80 years. If you can name the other—not the name that it goes by today, but its name back when we were there—you'll be eligible for a dinner for two, compliments of Scrivens. **Email your answer to Thelma Riley at triley@scrivens.ca**



or mail or drop off your answer to 270 MacLaren Street, Ottawa, ON K2P 0M3.

HERE ARE SOME CLUES:

- The building was built in 1926 by the founders of the company that first occupied it.
- The building reflects a 1910 bylaw that permitted high-rises in the core of the city.
- The façade on the building is called *Queen Façade*.
- The building was taken over by the City of Ottawa in 1948.

Something to appeal to everyone this summer

No matter what your age or interests, there's something happening in Ottawa this summer that will appeal to you. Here's just a short sampling. For a more complete list of what's up in the National Capital Region in the coming months, visit www.ottawafestivals.ca.

INTERNATIONAL JAZZ FESTIVAL (JUNE 24-JULY 4)

The biggest names in jazz never miss one of the most significant musical events in Canada. Neither should you. It all happens at Confederation Park. Go to www.ottawajazzfestival.com for more information.

CISCO OTTAWA BLUESFEST (JULY 6-18)

It's the biggest event of its kind in Canada—and it's right on your doorstep. This year's venue is the Canadian War Museum. Visit www.ottawabluesfest.ca for show times and locations.

OTTAWA INTERNATIONAL CHAMBER MUSIC FESTIVAL (JULY 24-AUG. 7)

World-class chamber music performed by international artists in Ottawa's most beautiful churches – it's a concert-goer's dream. Hear the first note at 10 a.m. or catch the final concert of the day at 10:30 p.m. Phone 613-234-6306 or email info@chamberfest.com for more details.

COLONEL BY DAY (AUGUST 3)

History was never more entertaining. Music, dancing and costumed characters await at the Bytown Museum. Visit www.bytownmuseum.com for details.

GATINEAU HOT AIR BALLOON FESTIVAL (SEPTEMBER 3-6)

Things always look up when the hot air balloon festival drifts into Gatineau. So will you, to watch the many colourful creations overhead. There's more information at www.montgolfieresgatineau.com.



PERSONAL INSURANCE

CHANGES TO AUTO INSURANCE REGULATIONS WILL AFFECT HOW MUCH YOU PAY



Provincial auto insurance reforms, as described on Page 1 of this newsletter, will almost certainly have an impact on the price of premiums. At the moment, no one knows exactly how significant that impact will be.


We do know that how much you pay in future will depend on your individual driving circumstances. That's because you will be able to choose your level of medical and rehabilitation benefits, attendant care, housekeeping expenses, home maintenance expenses, caregiver expenses, death and funeral expenses, court compensation, and compensation for property damage.

Lowering the compulsory medical and rehabilitation benefits coverage from \$100,000 to \$50,000 should help.

Insurers have long complained about the "generous minimum" of \$100,000 that every driver was required to carry for car accident injuries. They maintained that they were routinely paying out close to that amount for people with relatively minor injuries.

Another factor that will come into play is the 13 per cent harmonized sales tax, which comes into effect on July 1. It's possible, even likely, that the auto insurance industry will ask the Financial Services Commission of Ontario if it can pass on at least some of the additional costs it will incur as a result of the HST.

The new basic mandatory coverage will appear on any auto policy renewals after Sept. 1 of this year.

For more information about Ontario's auto insurance reforms and how they will affect you, call Jennifer Falconer at 613-236-9101. 

RISK MANAGEMENT / COMMERCIAL INSURANCE

KNOW HOW TO PROTECT AND ENHANCE YOUR COMPANY'S IMAGE



The recent Gulf of Mexico oil rig disaster—and how BP has handled media coverage—contains valuable lessons for business owners. That's because

all companies, large or small, encounter difficulties at one time or another. It may be an operational interruption caused by fire, a faulty product or the public actions of a wayward employee. Handle the situation poorly and you put your most valuable asset—your company's reputation—at risk.

Protecting your company's image and reputation, particularly at difficult times, is paramount. This is true even in situations over which you, as a business owner, may feel you have no control. The key is effective media management—presenting a clear, accurate and consistent message about what has occurred and what steps you're taking to deal with it. Here are a few things you can do to make sure that happens:

- Control the message: if there's bad news, get it out there immediately—it will always sound better coming from you.
- Be prepared: craft your message, appoint a designated spokesperson and advise staff about what not to comment on.
- Direct the message: your audience members are your clients, your suppliers and the general public.
- Make the message clear: be timely, be consistent and be prepared to repeat the message as often as necessary.
- Avoid the blame game: rather than accepting or assigning blame, simply acknowledge the incident and focus on how you're dealing with it.

Remember, you will be judged by how well you deal with adversity. Do well and you'll not only retain existing clients but also attract new ones.

For more information, call Ole Jensen at 613-236-9101. 

PERSONAL ASSET MANAGEMENT

THE DANGERS OF PUTTING OFF DECISIONS ABOUT YOUR WILL, POWER OF ATTORNEY




A valid will and a power of attorney are critical components of any personal financial plan. Yet too often, people put off decision making about them, which can lead to unintended financial and emotional grief.

A will outlines how your assets should be distributed to your surviving family members and others. Your will can assign a person (your executor) or a financial institution to manage your estate after your death, identify guardians for your minor children, and provide for elderly parents who depend on you for care. Without a valid will, however, the provincial government is empowered to make these decisions.

There are two types of POA, one for property and one for personal care. A POA for property gives your designated

attorney the right to perform such tasks as withdrawing funds from your bank account or RRSP, and selling your stocks, bonds, real estate and other holdings. Although it should be used when you can no longer manage your affairs, a POA for property goes into effect the day it is signed. For this reason, your designated attorney should be someone you can trust.

A POA for personal care gives your designated attorney the power to make decisions on your behalf in relation to medical issues, hospitalization and long-term care. If you have specific wishes for a particular treatment or plan of care, you write them directly into your POA document. Naturally, a doctor determines if you are able to make such decisions.

Is your estate ready? Call Ken or Dave at 613-236-9101 to make sure all of your specific wishes and needs are addressed. 



The Scrivens Kitchen

TOMATO CUCUMBER SALAD WITH OREGANO DRESSING

Credit for this summer favourite goes to the Grano restaurant in Toronto via *Canadian Living* magazine. Serves six.

INGREDIENTS

For the salad:

- 4 tomatoes
- 1 English cucumber (30 cm)
- 1/3 cup thinly sliced sweet onions (or red onions)
- 1/4 cup chopped fresh parsley
- 2 tbsp chopped fresh basil (or mint)

For the dressing:

- 3 tbsp olive oil
- 2 tbsp wine vinegar
- 1 clove minced garlic
- 1 tbsp chopped fresh oregano
- 1/2 tsp salt
- 1/4 tsp pepper



DIRECTIONS

- In a bowl, whisk together oil, vinegar, garlic, oregano, salt and pepper. Set aside.
- Core and cut tomatoes into thick wedges.
- Cut cucumber in half lengthwise; cut crosswise into 1 cm thick slices.
- In a large bowl, toss together tomatoes, cucumber, celery, onion and dressing to coat.
- Sprinkle with parsley and basil; toss to combine. **S**

Send us a favourite recipe and we'll share it through **The Scrivens Kitchen**.

Staff and Stuff

TO CELEBRATE our 80th anniversary year, we're saluting our employees by noting how long they've been with us. The following joined Scrivens in the spring and summer of 2001.

- Susan McLaughlin, April 23, 2001
- Colleen Szeifried, June 26, 2001

OUR CONGRATULATIONS go to Anna-Sophie Neher, winner of the W.H. Scrivens Trophy at the Kiwanis Music Festival. Anna won the Vocal-Senior and Open class. And our thanks to Jerry Yang, another award winner who had

this to say about our support for the festival: "Your generosity is a great inspiration for my academic, musical and other studies." To Anna-Sophie, Jerry and all of the competitors, a job well done!

IF YOU HAVE A FEW MINUTES, we encourage you to watch the following: <http://www.youtube.com/watch?v=JIXPWasHCeY>

A THOUGHT WORTH SHARING: Needing life insurance is a little like needing a parachute—if it isn't there the first time you need it, there's a good chance you won't be needing it again. **S**

Generic Disclaimer (mutual funds only)

Commissions, trailing commissions, management fees and expenses all may be associated with mutual fund investments. Please read the simplified prospectus before investing. Mutual funds are not guaranteed and are not covered by the Canada Deposit Insurance Corporation or by any other government deposit insurer. There can be no assurances that the fund will be able to maintain its net asset value per security at a constant amount or that the full amount of your investment in the fund will be returned to you. Fund values change frequently and past performance may not be repeated. Labour Sponsored Funds have tax credits that are subject to certain conditions and are generally subject to recapture, if shares are redeemed within eight years.

Personal Opinions & Recommendations Disclaimer

The foregoing is for general information purposes only and is the opinion of the writer. This information is not intended to provide specific personalized advice including, without limitation, investment, financial, legal, accounting or tax advice. However, please call Scrivens Family of Companies to discuss your particular circumstances.

WORTH READING



EVERY FAMILY'S BUSINESS
BY THOMAS DEANS

In a casual conversation on an airplane, two family business owners discuss exit strategies for their respective businesses. The result is a collection of thought-provoking ideas from Thomas Deans about creating and protecting family wealth through effective succession planning. Answer the 12 questions at the heart of *Every Family's Business* and you'll be answering a lot of questions about the future of your family business. **S**

Read a good book lately? Let us know and we'll tell others about it in **Worth Reading**.

SUMMER HOURS

We have moved to summer hours at Scrivens—from 8 a.m. to 5 p.m. Monday to Thursday and 8 a.m. to 4 p.m. on Fridays. We return to regular hours after the Labour Day weekend.

SCRIVENS THANKS THE FOLLOWING COMPANIES FOR THEIR SERVICES AND SUPPORT.



We welcome comments and suggestions about **FAMILY**MATTERS.

You can reach us at triley@scrivens.ca or at:

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