



Personal Insurance



Commercial Insurance



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FALL ISSUE 2011

Scrivens
Family of Companies
SINCE 1930

Your Insurance and Financial Specialists

FAMILY MATTERS

NEWSLETTER

THE SCRIVENS PERSPECTIVE

BY PETER SCRIVENS, PRESIDENT



We were reminded again this summer that investing in equity mutual funds, at least in the short term, is not without risk. We may not always like it, but volatility is part of

the investment process. History shows that equity markets have risen over the long term but, as we've seen again and again, the ride is often bumpy and unsettling. I encourage you to read the article on this page to see what you can do to assess your portfolio and make investment decisions with confidence.

Speaking of long-term decision-making, you'll see on Page 3 that we're back on the subject of long-term insurance in this issue. The reason is simple: long-term insurance options are expanding and evolving. Here at Scrivens, we are strong advocates of long-term insurance. We want you to be aware of what the market is offering in order to find the package that suits your needs.

Another subject we've touched on many times before is seasonal activities in the Ottawa area. If you missed out on some of the summer activities we listed earlier this year, perhaps you'll find time to visit a country fair or drop in at Oktoberfest this fall. You'll find our suggestions on Page 2. For an even greater selection of fall festivals, fairs and plain family fun, visit the City of Ottawa website. [S](#)

Dealing with market volatility

As investors and market-watchers know only too well, we have experienced unsettling declines in equity markets over the past few months. For investors, this kind of volatility can turn decision-making into a worrisome task. However, it does not have to be that way.

To assess your investment position effectively and confidently, the first and perhaps most important question you need to ask yourself is: are you accumulating your investment, or drawing income from it?

If you're accumulating, your goal should be to arrive at a comfortable asset allocation. You need to ask yourself: how bad could it be? In other words, in a given year, how much of a decline in your portfolio could you accept? For example, if you feel you could sustain a 15% decline, and your portfolio is made up of 80% in equity mutual funds, then you should consider lowering your equity mutual fund weight, since a portfolio with 80% in equity mutual funds could fall by much more than 15%. Generally, the closer you are to your investment horizon, the lower your weight in equity mutual funds.

If you're drawing income out of your portfolio, or about to do so, you also need to ask yourself: how bad it could be? While the same rule of thumb applies—the closer to your investment horizon, the lower your weight in equity mutual funds—you should also ask yourself the following questions:

- Exactly how much cash flow do I require?
- If I require more than what a GIC can provide, am I prepared to either draw

down the capital over time and/or expose the capital to market risk?

- Would I be prepared to relinquish control of the capital in order to secure guaranteed income for life?
- Do I want my beneficiaries to receive a known amount from my investments?

Working with your Scrivens advisor to answer these questions will provide a clear framework that removes as much emotion as possible from decision-making. Contact Ken or Dave at 613-236-9101 to take the next step. [S](#)

An end to summer hours

As of the Labour Day weekend we're back to our regular business hours, from 8 a.m. to 5 p.m., Monday to Friday. [S](#)



INSIDE MATTERS

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CLIENT PROFILE

M & T Glass is first because customers come first



When M & T Glass was still in its infancy, co-owners Sharon and Pierre Lamothe vowed that the company's customers would always come first.

Decades later, they're still living up to that promise. In fact, as the company has grown, they have continued to expand on that original pledge. Today they offer their customers free estimates, senior discounts and 24-hour emergency service, 365 days a year. M & T Glass also offers while-you-wait service for cut-to-size glass, mirror and Plexiglas. They also provide customers with one of the largest selections of industry-related hardware in the country.

Today, M & T Glass occupies a 13,000-square-foot building designed to showcase the company's window, shower enclosure

and decorative mirror displays. For do-it-yourselfers, the company offers Ottawa's largest selection of window, screen and patio door hardware replacement parts—as well as trained technicians who are always happy to help. Industrial and commercial customers get special treatment, beginning with access to the latest manufacturing technology and techniques.

All in all, it's a far cry from when the Lamothes purchased M & T Glass from Sharon's parents, the late Romeo and Charlotte Lanoue, who had basically started the business in their garage. And while the company had grown over the years, it was still very much a cottage industry when Sharon and Pierre took over.

General Manager Greg Gaudreau, who joined the company in 2005, says M & T had acquired a reputation for taking on all jobs, large and small: "In their first year of operation, the Lamothes depended on walk-in traffic for the vast majority of their business. Most of their work consisted of small window and screen replacements, and retail sales of glass tabletops and vanity mirrors."

Not turning anyone away turned out to be a winning decision, says Greg, "because the company was gaining a reputation as a dedicated one-stop service provider—a service provider that consistently put the needs of the customer first."

Greg describes it as a "relationship of trust." And that's what he looks for in all the company's business relationships, from service providers to distributors and strategic partners. A good example, he says, is the Scrivens Family of Companies.

"We've been Scrivens clients since about 1987. And in that time, we've learned that they consistently act in our best interests. They're timely, always accessible and always forthcoming. It has just been a great experience," he says.

That sounds like a reputation worth protecting. The folks at M & T should know—it's exactly the kind of reputation they've worked so hard to achieve and maintain. **S**



M & T Glass

NOTHING BEATS FALL IN EASTERN ONTARIO

As the nights grow cooler and the days shorter, you may be lamenting the passing of yet another Ottawa summer. But there's still plenty to do in and around town before the snow flies. Topping the list are the fall fairs that Eastern Ontario is famous for. Here's a sample:

- **Richmond Fair, Sept. 15-18.** This fair has been a local favourite for decades. Phone 613-838-3420 or visit www.richmondfair.ca.
- **Carp Fair, Sept. 22-25.** The whole family will enjoy this long-running celebration of agriculture. Phone 613-839-2172 or visit www.carpfair.ca
- **Metcalfe Fair, Sept. 29-Oct. 2:** This venerable event has been around since before Confederation. Phone 613-821-0591 or visit www.metcalfefair.com.

The Richmond Fair Grounds will also host Oktoberfest Ottawa 2011 from Sept. 30-Oct. 2. Expect traditional German music, sausage, pretzel-eating contests and,

of course, beer. Look for the Trailer Park Boys on security. For more information, call 613-769-4800 or visit www.oktoberfestottawa.com.

You might also want to add these attractions to your fall to-do list:

- **The Foods of the Byward Market tour** gives you a chance to meet and eat with the chefs and food artisans who have made this area famous. Call 613-722-8687 to learn more. Until Oct. 8.
- **Fall Rhapsody** is the best way for the whole family to enjoy the spectacular autumn colours. The focal point is Gatineau Park. Call 819-827-2020 or 800-465-1867 for more information.



RISK MANAGEMENT / COMMERCIAL INSURANCE

PROTECT YOUR BUSINESS FROM CREDIT FRAUD



Credit fraud appears in many guises, from breaches in your computer system to physical acts of theft at points-of-sale or even by your employees. Here are just a few things you can do to decrease your vulnerability to fraud:

- Assess your data-management system for vulnerabilities. To protect your customers' information, you have to know how that information travels through your company's database. Complete a comprehensive checklist including the types of data you collect from customers, where data is stored, the people who handle the data and the devices used to input data.
- Keep your databases up-to-date. Keep virus protection software updated and pare down existing databases regularly. Get rid of customer information that you no longer need.
- Monitor areas in your business where goods are exchanged. Credit fraud often originates from employees who have either hatched a plan or have been swayed by outside contact. Put a security camera near cash registers and consider implementing a "whistle blowing" hotline. Most employees are loyal and will speak up if they see suspicious activity.
- Know your PIPEDA obligations. The Personal Information Protection and Electronic Documents Act, or PIPEDA, imposes obligations on corporations in the collection, use and safeguarding of customer information. Complying with these obligations will not only keep your customer information more secure, but can reduce your liability if security is breached.
- Make fraud protection an ongoing activity. Fraudsters' methods evolve almost as quickly as the safeguards to stop them. Preventing fraud is an ongoing operation, not just a single policy change or software implementation.

For more information, call Ole Jensen at 613-236-9101. [S](#)

WEALTH MANAGEMENT

THE PROS AND CONS OF LONG-TERM CARE INSURANCE



Two in five Canadians 65 or older will require long-term care. Most can expect to spend three to four years in a nursing home or long-term care facility.

Canada's population is aging rapidly. Eventually, this will impact the cost and availability of services for seniors. It's possible, even likely, that publicly funded programs won't be able to meet the increasing demand. Without assistance, many seniors may be forced to shoulder the rising costs of home and facility care.

In response, insurance companies are developing targeted policies to help individuals and families prepare for the future. This is a welcome development. The Council on Aging of Ottawa agrees, stating that "long-term care insurance is a legitimate option in providing peace of mind to those concerned about their future needs."

While long-term care insurance is a relatively new product, three types of policies have emerged:

- Usually the least expensive, reimbursement policies simply reimburse some or all of your out-of-pocket long-term care expenses, up to your designated daily, weekly or monthly limit.
- Indemnity policies remunerate you for the designated daily, weekly or monthly amount. Typically, such a policy pays the indemnity amount for the actual days that care is received.
- Usually the most expensive, income policies, or disability plans, remunerate you for the designated daily, weekly or monthly limit regardless of whether care services are received.

Long-term care insurance is a complex subject and, depending on the level of protection, it can seem expensive. At Scrivens, we want you to be fully informed about the advantages and disadvantages of long-term care coverage. With that in mind, we've scheduled a Lunch & Learn session on the subject on Nov. 23. We expect a full house, so please call early to reserve a spot.

Can't make it to the Lunch & Learn? Call Ken Brownness or David Scrivens at 613-236-9101 for more information. [S](#)

PERSONAL INSURANCE

INSTALLING SOLAR PANELS WILL IMPACT YOUR HOME INSURANCE



More and more homeowners are "going green" by installing solar panels on their homes. The decision to become more energy-efficient is both sensible and admirable. Before you decide to install solar panels, however, you should be aware that this will likely impact your home insurance coverage. This is true whether you're

using the solar energy only for your own home or selling any excess power you produce.

Residential solar panels are still a relatively new phenomenon, so insurance companies don't yet have a standard approach to coverage. Generally, solar panel coverage includes all equipment related to their installation and operation, such as the brackets

or poles that secure the panels onto rooftops or ground mounts. It may also include meters, inverters, batteries, wiring and any other ancillary equipment permanently attached to and used exclusively for the panels.

This coverage applies even if you generate or store electrical power for sale to your local distribution company. Once your solar panels are connected and delivering power to the distribution system, you would be covered for any loss of income sustained due to the necessary suspension of your solar panel operation.

The best advice we can offer? Call your Scrivens representative before you install to see what's covered and what's not.

For more information, call Karen Spencer at 613-236-9101. [S](#)



WORTH READING

Just over a year ago, Amazon reported that it was selling more e-books than hardcover books. Less than six months later, e-book sales surpassed paperback sales—a milestone for the new technology. Clearly, our reading habits are changing; in a recent survey, one adult in four reported reading an e-book.

Happily, libraries are responding to this new demand—and the Ottawa Public Library (OPL) is no exception. In fact, the OPL now offers e-books as well as audiobooks and music in a variety of digital media formats. To access them, you'll need:

- a valid library card
- Internet access
- a computer or e-book reader

You'll also need the right software, which the OLP provides for free download from its website at www.bibliottawalibrary.ca. If you're new to e-books and/or digital media formats, there's a quick start guide on the website as well. One great advantage of borrowing an e-book from the library is the fact that you'll never get an overdue fine—your download simply expires at the end of the lending period.


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STAFF & STUFF

Our Personal Lines Account Manager, Betty Hribar, retired in August. Betty has faithfully served our organization and clients for the past 16 years. Like you, we will miss her. Taking over Betty's client list is Liliana Mikulic. You can reach her at 613-782-1115, through the switchboard at 613-236-9101, or by email at lmikulic@scrivens.ca.

We're happy to mark a couple of employee milestones here at Scrivens.

Colleen Szeifried, Personal Lines Insurance Account Manager, and Susan McLaughlin, Commercial Lines Insurance Small Business Manager, each celebrated 10 years of services to Scrivens in 2011. As well, Sabine Sarazin, Commercial Lines Insurance Account Manager, and Terry Burchill, our receptionist, have now been with us for 15 years. 

Lunch & Learn

We have two Lunch & Learn session on the menu for this fall. On Tuesday, Oct. 18, we'll be having a Snowbird Seminar. Guest speaker Kevin Vroom from BDO will discuss the portfolio and taxation issues you need to be aware of to enjoy your winter in the sun. As mentioned in the Wealth Management column, long-term care will be our topic of the Lunch & Learn on Wednesday, Nov. 23. Tunji Bello, a registered physiotherapist with the Optimal Physiotherapy Clinic, will provide insight into financial and physical considerations that can affect long-term care decisions.

To reserve a spot for one or both sessions, call Ken Browness at 613-236-9101. 

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SCRIVENS THANKS THE FOLLOWING COMPANIES FOR THEIR SERVICES AND SUPPORT.



We welcome comments and suggestions about FAMILYMATTERS.

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

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