

CAREER PATH



BLAZING HIS OWN TRAIL

Doug Macdonald has spent a lifetime doing the things he was told he couldn't do

As a student, Macdonald, who had structured his schedule so that Monday was class-free and the weekend started at noon on Friday, signed up for economics at the suggestion of a friend

"In those days, the only economics I knew about were home economics. I thought he had signed us up for a cooking class – I thought it would be an eight-to-one ratio of girls to guys. I loved economics, so I transferred out of science and focused on economics"

1967
DISCOVERS ECONOMICS

1972
STARTS HIS OWN COMPANY

Macdonald sought to offer comprehensive personal financial advice on a fee-for-service basis – a business model at odds with the orthodoxy of the day. But he persisted, founding Macdonald Shymko & Company

"We set up a business, in spite of everyone telling us it was an idea that would never work. But we were convinced there was a need for comprehensive personal financial advice on a fee-for-service basis, with no commission. And we were 22 and idealistic"

1973
EMBRACES TECHNOLOGY

In the early days of the company, Macdonald and his partners spent the eye-watering sum of \$4,000 on four HP-80 calculators, marking a commitment to technology that endures to this day

"Calculations involved looking up tables; with the HP-80, it was all programmed. It was close to a mini-computer. We used to do a financial independence model that took three hours [because of the HP-80] rather than three days"



1992
WINS CAFP AWARD

At its National Conference, the CAFP awarded Macdonald the Member of the Year Award, an honour given to "the member who has shown exemplary leadership and has made an outstanding contribution to the profession"

"I worked very long and hard for that; it was very important to me. It reflected on the company – the company allowed me to do all that. We believed so much in financial advisors actually becoming professional"



2013
PASSES THE TORCH

In 2013, Macdonald saw the completion of the succession plan that was put in place in the late '90s, in which he passed the torch to six younger advisors and retired two years later

"I've made a difference in people's lives, and that gives me goosebumps. What's more important than the awards is clients saying to me, 'Doug, you made a difference in our lives.' That's the most important, especially to an idealistic person like me"



1984
GETS INVOLVED WITH PROFESSIONAL BODIES

Well into his career, Macdonald joined the Canadian Association of Financial Planners, eventually becoming national president and chair of the board of regents before continuing with the Institute of Advanced Financial Planners

"Up to that time, we knew nobody who was doing what we were doing; through [the association], we met people across the country. It was significant because it introduced us to like-minded people. It meant we weren't just four crazy guys with this idea, not knowing anybody doing the same thing"



2005
WINS AWARD FOR CAREER ACHIEVEMENT

Winning the Career Achievement Award for Advisor of the Year from *Advisor's Edge* holds a special place in Macdonald's heart due to the fact that it was awarded by his peers

"I know a lot of the people on the board that I respect and admire who made that decision. They referred to me as the 'godfather of financial advisors.' One of my colleagues, when he congratulated me, said, 'You've been a consistent beacon; you haven't wavered'"

