



## Opening Remarks by Debra Hewson | Odlum Brown's 26<sup>th</sup> Annual Address

A couple of weeks ago, I received the 90<sup>th</sup> Anniversary issue of *Bloomberg Businessweek* magazine. The lead story chronicles the history of the magazine – it is a self-described sprawling tale.

It begins with the first issue on September 7, 1929, seven weeks before the stock market crash that ushered in the Great Depression. In the pages that follow, it details a wonderful history of all those past decades. Everything from the introduction of the first credit card by American Express in 1958, the Civil Rights movement in the 1960s, the surge of consumer advocacy groups in the 1970s, the leveraged buyouts of the 1980s and the rise of a little company called Apple that introduced the iPod in 2001 and the ubiquitous iPhone in 2007.

It's a great look back, and it really highlighted the goal of the editors of that inaugural issue back in 1929 – to not just chronicle events, but to interpret their significance for their readers.

As a reader of the magazine, I can tell you that promise still holds 90 years later. It has been critical to *Businessweek's* success.

I'm telling you this because this year marks Odlum Brown's 97<sup>th</sup> year – making us seven years older than *Businessweek*.

Odlum Brown has been witness to the same sprawling tale of history. Our founders, General Victor Odlum and Colonel Malcolm "Buster" Brown, were veterans of World War I. They established our firm on the belief that it would succeed if it followed the "Golden Rule" – they would treat their clients the way they would expect to be treated.

That belief, one that we continue to follow today, has been critical to Odlum Brown's success.

I never knew our founders General Odlum and Colonel Brown. However, I did know Colonel Brown's son Tom, who was our Chairman when I joined the firm 29 years ago.

Tom was a formidable man – tall, formal, a little imposing – and incredibly smart. Like his father, it was his unwavering belief that the firm be independent and focused only on advising our clients.

I distinctly remember the first time I met him. I was working on the trading desk, and he came up and introduced himself. He asked me about my background. Eager to establish my credibility, I told him of my career path to date.



He patiently listened and then said, “That’s all very good. Just remember – take care of our clients and they will take care of us.”

It’s exactly what Tony Hepburn, then our President and now our Chair Emeritus, said to me the very first time I met him.

I heard one of my colleagues say the same thing just the other day to some of our new team members.

We have grown and nurtured our firm by putting our clients first. One relationship at a time, we’ve helped our clients to grow and preserve their wealth.

Our independent platform has helped ensure that. Our Advisors are encouraged to independently build and manage their client portfolios and tailor their advice to each investor. Our Research Analysts are free to recommend the investments that they believe will best suit the aspirations of our clients. Our key administrative functions are performed in-house by our employees. Simply put, for 97 years, our firm has been built around you.

While we may not have been always right those 97 years, we have always worked hard to be on the right side of our clients.

I know that in that regard, we have been very successful.

Looking around the room, I know that no one was around for the whole 97-year story of our firm. But I do know that many of you have been with us for a good portion of that time.

To all of you, thank you for joining us as we continue to work hard to honour the legacy of our founders.

It’s all about you – our clients.

It always has been.