



# TIGER 21

## **TIGER 21 Canada Springs Forward and Launches with Strong Interest**

*TIGER 21 Canada Springs Forward and Launches with Strong Interest* The premier peer-to-peer learning group for high net worth investors in North America has welcomed its inaugural members in Calgary, Vancouver, Toronto and Montreal; Top notch facilitators (Chairs) recruited to lead groups; Elite presenters address important issues

**Vancouver, Canada (June 27, 2011)** – TIGER 21, the premier peer-to-peer learning group for high net worth investors in North America, is off to a fast start in Canada with groups already formed and meeting in three cities and a fourth group set to meet in the fall.

The Vancouver group began meeting in April, followed by a Toronto group in May, and a Calgary group earlier this month. The first meeting for the Montreal group will take place in September.

“The inaugural meetings of the first three Canadian groups were gratifying successes. We have Members who are excited to learn as well as contribute, Chairs who are the best in the business at running highly confidential meetings, and an elite list of presenters on topics that run the full spectrum of interest to high net worth investors and successful entrepreneurs,” said **Thane Stenner**, TIGER 21’s Managing Director for Canada, and Founding Member.

The mission of TIGER 21 is to provide an intimate confidential setting where high net worth investors who have been responsible for creating their own significant wealth, help each other navigate through a turbulent time. The TIGER 21 experience helps many Members successfully transition from focused entrepreneurs or senior executives to disciplined managers of their personal wealth, while for other active managers of energy, real estate or financial assets, the experience provides an opportunity to take a day a month out of a busy schedule to explore the critical personal issues of wealth, family, health and community. Participating in professionally facilitated, 10- to 15-person groups, Members meet monthly to harness the varied expertise and collective intelligence of their peers in high-energy, noon to 7:30pm sessions. In addition to the four Canadian groups, TIGER 21 has groups in New York, Dallas, Miami, San Francisco, San Diego, Washington, DC and Los Angeles. There are more than 180 members throughout North America whose personal investible assets exceed US \$15 billion.

“We’ve made great strides during the past six months to identify some really extraordinary individuals who will enhance what is already a uniquely talented and successful membership at TIGER 21. We are also quite excited to have recruited four first-rate professionals with almost perfect backgrounds to lead the first Canadian groups,” said Stenner.

Among the new TIGER 21 group Chairs are:

### **Norm Trainor, Toronto**

Norm Trainor is the President and CEO of The Covenant Group, which he formed in 1995 to educate and coach entrepreneurs; providing them with the necessary business tools to enhance performance and achieve new levels of profit and productivity. Trainor is also an international speaker and author of best-selling books, including *The 8 Best Practices of High-Performing Salespeople* and *The Entrepreneurial Journey*.



“As Canada’s financial centre, Toronto and the Southern Ontario area is home to a large number of entrepreneurs, wealthy individuals and families who will benefit from their involvement in TIGER 21,” said Trainor. “I have experienced firsthand the value Members derive from their involvement in this truly unique peer-to-peer network. The benefits extend beyond enhanced investment results to include better health, deeper relationships and the expression of what members truly value.”

**Dr. Nancy MacKay, Vancouver**

Dr. Nancy MacKay is president of MacKay & Associates, which helps companies improve individual and organizational performance. She coaches and facilitates eight CEO networks comprised of 100 CEOs across Canada. She also operates forums for other senior executives involving 80 individuals. MacKay is co-author of *The Talent Advantage* and has addressed thousands of people across Canada, the US, Norway, the United Kingdom and Australia. She is a certified executive coach.

“Vancouver has many successful entrepreneurs in a wide variety of industries. They are exactly the type of people who can benefit from being part of a network of like-minded individuals and learn from each other in a confidential environment,” said MacKay. “I am thrilled with our strong start and know that we will continue to attract a diverse group of successful business leaders as we continue to grow.”

**Hal Walker, Calgary**

Hal Walker is a business and community leader who has had a successful career as a real estate, oil and gas, and stock market entrepreneur and investor. He founded Ellemere Developments and the Meredith Michael Group in 1979, and has had many successful development deals with resort properties across North America. He is a past chair of the Calgary Chamber of Commerce and is a member of the Advisory Council to the Haskayne School of Business at the University of Calgary, among a number of other notable positions and accomplishments.

On TIGER 21’s emergence in Calgary, Walker said, “Calgary and Alberta, with its massive resource wealth, have emerged as the economic driving force of Canada. With oil and gas as well as banking taking the lead, Calgary is now a recognized world financial centre. The entrepreneurial expertise in „Cowtown“ made it a natural for TIGER 21 to establish a group here.”

“TIGER 21 has become an amazing international think tank of ultra-successful individuals, who have made it their responsibility to be better stewards of their wealth,” Walker added.

**Michèle Desjardins, Montreal**

Michèle Desjardins is a Certified Management Consultant and a chartered administrator. She is president of Koby Consulting, Inc, and has extensive consulting and executive experience. She is also a senior associate of Lansberg Gersick & Associates, a consulting firm specializing in family enterprises. She has consulted internationally to family-owned or controlled enterprises on issues such as governance policies and structures, succession and leadership development, coaching for executives and successors, and shareholder development.

“TIGER 21 has extraordinary resources, has developed a very high quality network of speakers and has now grown into a highly professional North American organization. Montreal has a large pool of entrepreneurs that have gone through major liquidity events in the last decade and who are now looking for this kind peer group where they can learn and share their concerns about wealth management with other very successful and thoughtful wealth stewards,” explained Desjardins. “My hope is that our TIGER 21 group will reflect Montreal’s diversity, not only culturally, but also in terms of expertise, industry, age and gender.”



“The response to TIGER 21 in Canada has been tremendous. The quality of TIGER 21’s Membership across North America and the unique connections it builds between Members has allowed us to attract expert presenters and a number of best-in-class strategic partners to enhance the Member experience,” said **Richard Deacon**, Director of Strategic Partnerships for TIGER 21.

TIGER 21 creates a highly confidential, safe environment for Members to explore critical issues affecting their lives. Through regular monthly meetings as well as through exchanges on a private Members-Only website, TIGER 21 Members share their knowledge and experiences, and help each other wrestle with issues relating to finance, investments, managers and advisors. An important part of the curriculum focuses on estate planning, family (particularly issues of wealth and children), health, and issues of communal involvement. TIGER 21’s Presenter Program complements each meeting by providing access to top finance experts that often introduce Members to a variety of investment opportunities, as well as experts that focus on other issues.

With the access provided to some of Canada’s most successful high net worth investors that are now Members of TIGER 21, the Canadian groups have already attracted a number of notable experts on financial topics and other wealth-related issues. Among the recent presenters have been Larry Ohlhauser, President and CEO of Ohlhauser & Associates, who spoke on empowering individuals to take responsibility for their own health; Gerald Connor, Chairman and CEO at Cumberland Private Wealth, on global markets; David Picton of Picton Mahony, and Stephen King of Alaris Royalty. The roster of world-class presenters is continuing to grow with upcoming presentations by Barry Allan, founding partner of Marret Asset Management Inc., who will speak on fixed income investment, and Blake Bromley, of Benefic, speaking on using philanthropy in estate planning, as well as senior managers with PIMCO on fixed income investing, and some of Deloitte’s senior partners on tax trends.

“I’ve personally attended several Canadian group meetings and was immediately impressed with the variety of professional and personal backgrounds of the Members, their entrepreneurial spirit, and the kind of desire for intellectual challenge in a confidential setting that drives our best experiences across North America,” said TIGER 21 founder **Michael Sonnenfeldt**. “Thane and Richard have done a really wonderful job of replicating the knowledge platform established in the US over the last 12 years. Our new Canadian Members are in for a terrific experience, and their addition to the TIGER 21 roster will now also provide our existing Members with access to the insights and experience of their Canadian counterparts.”

“I am extremely pleased with the quick progress we have made in Canada, as there appears to have been some pent up demand for the learning experience TIGER 21 provides its Members,” said TIGER 21 president **Jonathan Kempner**. “Thane and Richard immediately grasped the concept of collective intelligence and set up a program that would work in Canada. Each new Canadian Member adds to the value of our Member network where our US Members will now benefit through the best-of-breed ideas and investment strategies that our Canadian counterparts bring to meetings and our online forum. In fact, we had several Canadian Members at our first annual North American Member conference this past January and already have reservations for a majority of Canadian Members to attend our next annual conference.”

To find out more about the TIGER 21 experience, visit the website [www.tiger21.com/Canada](http://www.tiger21.com/Canada) or link to this fact sheet: <http://www.tiger21.com/docs/FactSheetCanada.pdf>



**About TIGER 21:**

TIGER 21 (The Investment Group for Enhanced Results in the 21st Century) is North America's premier peer-to-peer learning network for high net worth investors. TIGER 21 has more than 180 Members who collectively manage approximately \$15 billion in investable assets and have been entrepreneurs, inventors and top executives. TIGER 21 focuses on improving investment acumen as well as exploring common issues of wealth preservation, estate planning and family dynamics beyond finance. Founded in 1999, TIGER 21 is headquartered in New York City and has US-based groups in New York, Los Angeles, San Francisco, San Diego, Miami, Washington, DC, and Dallas. Its exclusive Canadian groups are located in Vancouver, Toronto, Calgary and Montreal. More information can be found at [www.tiger21.com](http://www.tiger21.com).

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