

Numekevor & ASSOCIATES INC. News Forum

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Martron Inc. *Not Your Typical Design Studio*



Marty Fisher, owner of Martron Inc. and Mainstream, is your not-so-typical 30 something entrepreneur. Sole owner of a successful design company, he has a flare for invention and a knack for helping his clients use their budgeted dollars to their best advantage. In fact, what his companies offer are as diverse as his customer base. So diverse, in fact, that Fisher labels himself a marketing consultant (rather than a graphic designer) which, he points out, sounds much more professional on a business card than does Man Friday!

Martron Inc. is housed in what was once believed to be an ammunition's factory a hundred years ago. This old multi-level brick building has long been converted into spacious loft-style office suites. Martron Inc., Mainstream, and Deuce Design (his friend and competition) all share a very large, ultra modern, and open concept space on the third floor of 72 Victoria Street. Does sharing office space with the competition in an open concept layout squelch the creative flow? Not at all.

In fact, Marty considers Deuce Design his "first line of defence" when he requires additional expertise on a project. Sharing office space with long time friend Brian Dusseller helps the creative process by allowing both Marty and Brian to share ideas and occasionally workloads. Whatever Martron Inc. is unable to resolve, Deuce Design can help find a solution for and vice versa. This ability to draw on others' skills is perhaps why Martron Inc. has developed a reputation for solving problems.

Martron Inc. handles everything from putting ink on paper to full-blown multi-media representations and web design. Marty credits his ability to handle any project in part to his virtual network of people, which according to him is just the reality of the present day workforce. For Marty, who actually does the hands on work is secondary to a job well done. Servicing his clients' needs and making sure they are satisfied with the finished project is his primary concern. Marty believes his success depends on this.

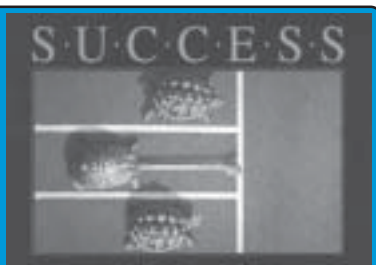
Another key to business success is the ability to carve out your own niche in the marketplace. It is for this reason that Marty works exclusively with PCs. His philosophy? PCs are the domain of the business world. Why not work in the same environment as your clients? It makes transferring of files easy for them and you. And making it easier for the client is, again, essential to your company's success!

Another niche area that Marty Fisher has founded for himself comes through his own unique invention - RV covers. In response to an increasing need for diverse services, Marty launched Mainstream, his "trinket and trash" business, as he jokingly refers to it. It is through Mainstream that Marty markets his RV covers, a product that is unique to his company alone. So unique is this product, in fact, that he has created a website exclusively for its promotion.

When not working, Marty enjoys spending time with his "better half," Julianne, and their kids. Together they enjoy water skiing and trips to the cottage. When not out with his family, Marty enjoys working on his house and pool, among a myriad of other activities. Sounds like Marty's pastimes are as diverse as his work activities!

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If you are interested in getting that multi-media presentation delivered to your clients or taking care of a number of other design and marketing needs you can find Martron Inc. on line at www.Martron.com.

*By: Pam Lucier
Final Draft Publications*

Under-13 Girls Win League Title



U-13 champs

Back row: from left, Lordy Numekevor, Sponsor; Paula Payne, Assistant Coach; Luca Mihalj; Amanda Sirio; Candice Figueroa; Rachel McDonald, Bill McWatters, Assistant Coach; Asietu Numekevor, Lesley Hill; Stephanie McWatters; Joslyn Spurgeon; Christie MacDonald, and Umberto Tirabasi, Coach. **Front row:** from left, Kaitlin D'Arcy; Marissa Dorey; Nicole Sutton; Tenescha Caddick; Christina Loraso; Nicole Payne, and Ashley Tirabassi. Absent: Morgan Scott.

place), Hamilton scored first early in the first half. Cambridge tied the game 30 minutes into the first half on a goal from Marissa Dorey. Five minutes into the second half, Cambridge got the go-ahead goal from Asietu Numekevor. Hamilton replied to tie the game, but Dorey scored again, giving them the win.

In the opening game of the recent Festitalia Tournament, Cambridge downed North Mississauga 2-0. After winding up the second match against Grimsby with a 2-2 tie, Cambridge went on to take the 3-2 victory on a penalty kick. The game ended in a score-less tie against Mississauga's elite team in round three, allowing Cambridge to advance to the finals. Cambridge claimed the championship over North Mississauga in a 3-2 repeat of their earlier game.

The Cambridge team also finished as semi-finalists this season in the West Niagara Invitational Tournament, the Cambridge Olympic Heritage Tournament, and the Kitchener Invitational Tournament.

Numekevor and Associates are proud to be sponsoring the United Under-13 Girls' Soccer Team and look forward to a third successful season with them!

A Few of Life's Unanswered Questions

Why is it considered necessary to nail down the lid of a coffin?

Why does the sun lighten our hair, but darken our skin?

Why can't women put on mascara with their mouth closed?

Why doesn't glue stick to the inside of the bottle?

Why don't you ever see the headline "Psychic Wins Lottery?"

Why is "abbreviated" such a long word?

Why is it called lipstick if you can still move your lips?

Why is it that doctors call what they do "practice"?

Why is it that rain drops but snow falls?

Why is lemon juice made with artificial flavor, and dishwashing liquid made with real lemons?

Why is the man who invests all your money called a broker?

Why is the third hand on the watch called second hand?

Why is the time of day with the slowest traffic called rush hour?

Why is the word dictionary in the dictionary?

Why do you need a driver's license to buy liquor when you can't drink and drive?

Why is a boxing ring square?

Estate Planning Questions to Ponder

By: Barry Seltzer

The following questions are the final ones in a three part article we started in the January 2001 issue of NewsForum.

Does my power of attorney for the management of property become invalid if the person I appoint dies or becomes incapacitated? Can I appoint a back-up?

Many people appoint at least two principal attorneys and often, covering their bets even further, set out an alternate who would act if the principal attorneys could not or would not. Neither of these options, it should be stressed, are required by law.

Ontario's substitute Decisions Act provides that, if two or more attorneys act jointly and one dies, resigns, or becomes incapable, the remaining attorney may continue to act unless the document provides to the contrary. If only one attorney is appointed, without an alternate named in the document, however, the power of attorney is terminated on the death or mental incapacity of the attorney. Therefore, while not required by law, it is usually a good idea to appoint more than one attorney - and an alternate.

What is "power of attorney for personal care," and what does personal care encompass?

A power of attorney for personal care is a document that allows you to appoint another person to make decisions about your personal care when a loss of mental capacity prevents you from doing so. Personal care includes your safety, hygiene, health care, nutrition, shelter and clothing - more than just your basic necessities.

When does power for personal care take effect?

The power of attorney for personal care takes effect in accordance with the terms and conditions of the document itself. In the absence of ability to give consent, medical practitioners will look to the person named in the power of attorney for personal care should a decision that requires patient consent crop up.

Who decides whether I am mentally incapacitated and unable to make my own decisions?

You can choose an assessor from a prescribed list of qualified professionals - such as your physician or psychiatrist and have this person named in your personal care power of attorney. If you elect not to name an assessor in your document, your attorney(s) are free to choose one.

Barry Seltzer, B.A., LL.B., TEP, is the author of No One Should Have An Unplanned Death. Book available by calling 1-800-307-0206.

Tax & Estate Planning Matters *What to Do With the Cottage*

For Canadians who own second properties, what to do with the second property after death is a question that requires a number of tax and estate planning considerations that should be reviewed.

Tax considerations

Prior to 1972, there was no capital gains tax in Canada and a principal residence or a second vacation property could be sold without any capital gains tax. With the introduction of the capital gains tax regime in 1972, it became more important to plan around the ultimate disposition of property. Planning for a second property didn't really become an issue, however, until the beginning of 1982 when the government changed the rules governing the principal residence exemption. Prior to 1982, it was possible for each spouse to own a property and designate it as his or her own principal residence. Beginning in 1982 this was no longer possible. A couple may only designate one property between them as their principal residence for years of ownership after 1981.

Before March 1992, the \$100,000 lifetime capital gains exemption was available on all property and would have been available to shelter a gain on the sale of a second property (or on the deemed disposition of the property upon death of the last surviving spouse before a transfer of the property to the next generation). However, in February 1992, the capital gains exemption was modified to exclude gains on most real property and in February 1994 the \$100,000 exemption was repealed completely for all property. This led estate practitioners to come up with strategies to pass the vacation property to the next generation in the most tax-efficient manner.

Use of life insurance

Although numerous planning ideas have been suggested over the last number of years to reduce or defer the tax liability of the transfer of the cottage, probably the most common advice is the use of life insurance. In some cases, children (or grandchildren) who stand to inherit the property may be willing to pay the premiums on the policy. Practically, however, this may not be feasible. If the cottage owner is in his or her 60s or older, he or she may be uninsurable or, if he or she is insurable, the premiums could be prohibitively expensive. This is why it may be worth exploring other solutions.

Transfer to a trust

Another strategy may involve the transfer of the property into an inter-vivos (or living) trust to avoid the deemed disposition of the property on the death of the original owner (or his or her spouse or partner). The biggest hesitation with transferring the property to a trust is that unless certain conditions are met (i.e., the new **alter ego** or **joint partner trust** rules)

then a transfer to such a trust currently will trigger immediate capital gains tax.

If, on the other hand, the vacation property has very little or no capital gain currently, then the owner may wish to transfer the property to a trust today so that all future capital gains tax that arises on the property may be passed on to his or her children. In addition, the owner may have several children and, at the present time, may be unsure of whom to leave the property to because each child may have a different level of interest in the ultimate use or enjoyment of the property. By setting up a **discretionary trust**, the property can be transferred to the trust today. The owner can be the trustee of that trust and, therefore, control who gets the property at a **later time**.

The trust deed would normally specify that the owner has exclusive use of **the property** during his or her lifetime and has unlimited access to, as well as full control of, the property. Later on, perhaps upon retirement, if he or she no longer uses the property substantially, he or she may wish to distribute it to the appropriate beneficiaries. The property could be rolled out of the trust to the children at the **original cost base** thus the tax would be deferred further until the property was ultimately sold.

Which children should inherit?

For some people, of more concern than the future tax liability is to whom to leave the property. It is not necessarily in the best interest of parents (or more importantly, their children) to leave the cottage equally to all kids. For example, an owner with three children may have one child who may be very interested in using the cottage in future years, while the other two children may have less of an interest. Perhaps the other two children may be satisfied with a particular cash legacy to be received from the estate from the liquidation of other assets, such as open investments, life insurance, or the after-tax values of Registered Retirement Savings Plans (RRSPs) or Registered Retirement Income Funds (RRIFs). In this case, it would be simpler to leave the cottage to the child who truly wants it, as opposed to trifurcating the property into one-third interests.

For more information and additional strategies the following book is recommended, *"The Canadian Guide to Will Estate Planning"* (McGraw-Hill Ryerson, 2000) by John Budd and Douglas Gray.

Jamie Golombek, CA, CPA, CFP, TEP

Vice President, AIM Funds Management Inc.

This article first appeared in the September 2001 FORUM magazine of the Canadian Association of Insurance and Financial Advisors (CAIFA), and has been adapted for this newsletter.

Health Clinic *When Fragrances are Toxic*



An increasing body of evidence is pointing to perfumes and cologne as triggers for asthma and other respiratory complaints. Symptoms of fragrance sensitivity can range from sneezing and coughing to difficulty breathing and even life-threatening anaphylaxis.

Many workplaces today have adopted some form of "workplace fragrance" program or policy. Why now? Until quite recently, there was a widespread misconception that fragrances are safe.

Perfumes used to be made from natural ingredients derived directly from plants and animals. In the 20th century, fragrances became cheaper, more widespread, and more synthetic. Over 3,000 chemicals are used in fragrances today. Just one perfume can contain up to 500 different chemicals. To make matters worse, there is no agency that regulates the cosmetic industry and the industry is not required to reveal its formulations, test results (if any), or customer complaints. Chemicals used in mixtures produce unexpected results, but "fragrance formulas" are considered "trade secrets" which means that the fragrance companies are not compelled to reveal all the ingredients actually used to produce a fragrance. Yet, **almost all chemicals used in fragrances are presently classified as volatile organic compounds that are known respiratory irritants.**

Fortunately, facts about modern fragrances are not lacking and employers and employees can make informed choices about fragrance use. Unbeknownst to some fragrance users, chemical fragrances are present in most perfumes, colognes, aftershaves, cosmetics, deodorants, suntan/sunscreen lotions, shampoos and other hair products, incense, analgesic creams, lip balms, laundry detergents, fabric softeners, anti-cling products, dish-washing liquids, and disinfectant soaps.

In the case of fragrance-associated health problems, prevention and avoidance are the only cures.

Are fragrances making your co-workers sick? For the myriad of symptoms related to fragrance exposure you can read the rest of this article on the net:

<http://araid.rsc01.net/servlet/cc?>

President's Corner

Success Comes To Those Who Dare To Stick Their Necks Out

Several years ago I picked up a poster at the St. Jacobs market near Elmira that had a caption which read, "What I needed to know about life I learnt from my dog." I got a good kick out of it and said to myself that nothing could ever beat it - until I received an email about the definition of success according to the turtle!! I loved this one so much so that I gave it to the Under-13 Girls soccer team that our company sponsors and it went a long way to motivate them to win the tournament for the first time (see story inside).



What this tells us is simply this, **“There are no shortcuts to any place worth going. When you have exhausted all possibilities, remember this... you haven’t.”**

What is the relevance here? I just thought I should restate the obvious by putting what you already know - and have been doing - in a humorous light. And, it is also part of our on-going commitment to take care of the financial risk management side of you and your business. Talking about taking care of your business... here are a few simple, but effective, tax planning ideas that can increase your personal and business bottomlines.

TAX-FREE BENEFITS FOR A CCPC SHAREHOLDER

- Maximize your Group Health and Dental Plans—obtain top-notch plans
- Consider putting your pay raises into an RRSP
- Use corporate cars and other recreational facilities
- Pay yourself bonuses instead of salary to defer taxes

- Pay yourself dividends instead of salary
- Take a shareholder loan instead of taxable dividends and/or salary. Ensure that you pay the prescribed rate of interest. Where you borrow to buy shares in the company, or to otherwise earn business property income, it may make sense not to pay interest at all. Why? Because the interest benefit included in income is offset by an interest deduction.
- Convert your corporate-owned life insurance policy to tax-deferred/sheltered type and use the funds to buy out a retiring shareholder. A tax-free dividends option is available upon the death of the shareholder.
- Buy keyperson or business stabilization life insurance and elect tax-free dividends option on the death of a shareholder.
- Purchase Executive Disability Insurance Plan (EDIP)
 - premium is tax deductible for the company and not taxable to insured
 - monthly income benefits are only taxable when received on disability
 - ensure that it is installed to withstand the scrutiny of Revenue Canada’s audit
- Consider setting up a Holding Company

Why are we committed to taking care of you? Because **“The growth of our company is nurtured one client at a time. We treat them as if our world revolves around them... it really does!”**

We believe we are the only company in the financial services industry that truly demonstrates what is meant by “The customer is no. 1” by profiling you, our clients, on the first page of our newsletter.

Have a great winter.

ABOUT THE COMPANY

Need help through the insurance planning maze? We at Numekevor & Associates can help your company through business succession planning, disability and health risk management, creative group benefit plan design, and individual estate creation and preservation ideas. We can be reached at 519 621-4422, 1-800-964-8797, or at email@numassoc.com

ABOUT THE NEWSLETTER

This newsletter belongs to our clients. We at Numekevor & Associates hope that **NewsForum** will foster an opportunity for discussion which will enrich your business and family lives. Publication dates are January 1 and July 1. We welcome submissions from our readers in the form of original articles, photos, or original artwork. Submission deadlines are the last week of November and the last week of May. Submissions may be typewritten, supplied on disk (saved as a RTF file, please), sent via E-mail to numassoc@golden.net, or sent to the office at 193 Pinebush Rd. Suite 200, Cambridge, Ontario, N1R 7H8. We reserve the right to edit articles for length and clarity.

WHAT IS NEW

We would like to introduce to you a very popular collection of **Foreign Assignment Accident and Sickness Insurance Plans**. They are designed to provide both employees and contracted persons with **worry-free protection** 24 hours a day ... 365 days a year .. anywhere in the world.

- Up to **\$1,000,000** emergency and non-emergency medical care protection.
 - Up to **\$400,000** of accidental death, dismemberment, and permanent total disability.
 - Up to **\$300,000** of life insurance.
 - Up to **\$110,000** of salary protection.
- These plans have **NO EXCLUSION FOR WAR, RIOT, INSURRECTION, AND TERRORIST ACTS** - even if an insured is posted to a current international “hot spot.”

Please call the office for details.