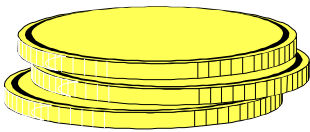


AN: Educating, decision facilitating, advice validating, safety protecting .



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"Better Disclosure, A Better Way" - DON'T buy or be \$OLD a _____ fund without it!

FAX MEMORANDUM

TO: Honourable James M. Flaherty
Deputy Premier of Ontario, Minister of Finance

FROM: Joe Killoran, 1979 Ethical Western MBA

DATE: September 5, 2001

SUBJECT: **Thank you for allowing me to speak to you**

Thank you for the time that you spent yesterday listening to my genuine concerns about our need to implement better systems and processes to educate our core curriculum missed "4th 'R' in Investing" consumer/investors.

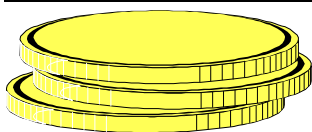
The thesis behind my genuine crusade to educate our "sheeple" adult investors, too many of whom have been identified as having learning disabilities and/or difficulties, comes from the **Ancient Chinese Proverb**:

**Tell me and I forget.
Show me and I remember.
Involve me and I understand.**

My investment fund interactive [**the key is the process of filling in the blanks**] point-of-sale one-pagers have merits and strengths, including:

- i)** to educate,
- ii)** to facilitate decision making,
- iii)** to validate independent advice,
- iv)** to raise the bars of integrity and enhance safety protection,
- v)** to instill fairer play and a more level playing field, etc.

Jim, I can't achieve my capitalism goal to educate our consumer/investors to a Jack Welch GE "six-sigma" standard [3.4 or less dummy, uneducated and unknowing investors per 1,000,000 investors] without your help. **Please** help me to educate our consumer/investors. Best regards, Joe Killoran



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MEMORANDUM

TO: Honourable James M. Flaherty, M.P.P.
Deputy Premier of Ontario, Minister of Finance

FROM: Joe Killoran, Investor Advocate, 1979 Western MBA

DATE: September 6, 2001

SUBJECT: **Stromberg adopted, validated, recommended . .**

Glorianne Stromberg adopted, validated and recommended many of my consumer/investor best interest educating ideas in her recent *Strategies for the Millennium Report*.

You will have a better understanding and appreciation of the educating:

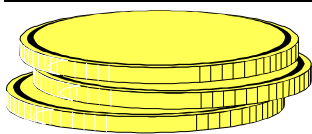
**Tell me and I forget
Show me and I remember
Involve me and I understand**

thesis and *raison d'être* behind my investment funds interactive **[remember, the key is the process of filling in the blanks]** point-of-sale one-pagers if you read the following seven (7) sections in Stromberg's Millennium Report:

- i) **Section 9.2** Reducing the Knowledge Gap
(which defines “informational asymmetry”)
- ii) **Section 17.8 & 17.9** Confirmation / Point-of-Sale Disclosure
- iii) **Sections 21.1 & 21.2** Switching and Churning Disclosure Document
- iv) **Sections 21.5 & 21.6** Recommendations For SOLD Leverage

Our OSC will never be able to achieve a Jack Welch GE “six-sigma” standard of investor education excellence **[i.e., achieve 3.4 or less dummy, uneducated and unknowing ‘sheeples’ per 1,000,000 investors]** until you require our investment funds industry to implement an interactive point-of-sale disclosure system that impregnates our **‘sheeple’** minds with education!

AN: Educating, decision facilitating, advice validating, safety protecting .



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MEMORANDUM

TO: Honourable James M. Flaherty, M.P.P.
Deputy Premier of Ontario, Minister of Finance

FROM: Joe Killoran, Investor Advocate, 1979 Western MBA

DATE: September 10, 2001

SUBJECT: **Mea culpa for my Sections 21.5 & 21.6 oversight**

Attached please find a complete copy of Glorianne Stromberg's *Strategies for the Millennium* Report. Please take a few moments to read the sections that apply directly to our need to provide better systems and processes that will educate our “sheeple” consumer/investors who were not given, and now very much need, their core curriculum missed “4th ‘R’ in Investing” education.

Very briefly, the present securities regulators approved process for investment fund sales is fundamentally flawed. Funds are purchased and / or SOLD. The prospectus is delivered to the consumer/investors home address after the sale has been consummated. Our “sheeple” investors, with no core curriculum learned foundation in investing will never self-study the prospectus. Ask any education curriculum professional. An adult consumer/investor has a better chance of winning a major lottery (being struck by lightning twice!) than they do of self-study reading and understanding an investment funds prospectus!

Sections 21.5 & 21.6 in Stromberg's Report cover the serious consequences of lack of **K**now **Y**our **C**lient Suitability that SOLD financial leverage scenarios can wreck upon our “sheeple” uneducated and unknowing investors. I've been trying to help too many lack of KYC suitability leverage SOLD investors, including some of our most dedicated teachers, who themselves have been scammed and abused because of their own lack of investing education! You'll find Sheila Noyes attached case study story to be soul wrenching.

Bottom line: *Caveat emptor* isn't acceptable when it comes to our society's failure to educate everyone with “investing” as a core curriculum subject.