



ODLUM BROWN

Investing for Generations®

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PHOTO BY KAREN MCKINNON

Pictured above from left to right: Shelley Gartside, Janine Martin, Terina Lefebvre

ODLUM BROWN CELEBRATES 20 YEARS IN THE COMOX VALLEY

This year, Odlum Brown Limited is celebrating its 20th year as an independent, full-service investment firm in the Comox Valley.

Janine Martin, Vice President, Director and Branch Manager joined Odlum Brown's Courtenay office in 1998 and a dynamic success story began for all. Since that time, Odlum Brown has been named one of Canada's Best Managed Companies for the past 18 consecutive years. The annual awards program, presented by Deloitte, recognizes excellence in Canadian-owned companies, and Odlum Brown's record with the program has granted them platinum status. "It's something we're very proud of," Janine says. "We're 100 per cent employee-owned. It's a special culture here. It's very family-based."

Over the past two decades, the Comox Valley team has grown from two to six, and their dedication to creating wealth for their clients is matched only by their commitment to the local community.

"Many of us volunteer through boards, participate in fundraising events, coach school basketball teams ... it's very much what the culture of Odlum Brown is about," Janine explains.

Odlum Brown's support for their employees' devotion to their clients and passion for investing in the community was noted by Waterstone Human Capital this past year, which recognized the firm as one of Canada's Most Admired™ Corporate Cultures for 2017. Odlum Brown President and CEO Debra Hewson was also honoured as one of Canada's Most Admired™ CEOs by Waterstone for her leadership in the business

community and support for the company's community initiatives.

Janine has a new community initiative of her own. Last year, she created the Janine Martin & Family Environmental Fund within the Comox Valley Community Foundation. As a grandparent to seven grandchildren, she feels strongly about the importance of preserving and improving their natural surroundings. "I've done a lot of travelling and I see what an amazing place we live in," she says.

And, as the Courtenay office commemorates 20

years in 2018, Odlum Brown will celebrate 95 years of providing investment advice to investors in B.C. (there are also offices in Vancouver, Kelowna, Victoria, and Chilliwack). As an independent firm, the interests of the advisors are aligned with those they serve. Janine and her team use a personalized investment approach to understand their clients' objectives and risk tolerance, and to create a customized portfolio unique to each person's needs.

Says Janine, "Our success totally relies on the successes of our clients."

3 QUESTIONS with Janine Martin:

Is there a charitable organization or cause that is close to your heart?

I believe strongly in the benefits of the Comox Valley Community Foundation. I have served on the board for nearly six years, and have recently created a fund (Janine Martin and Family Environmental Fund) within the Foundation. I feel it is important to give back to our community and the Comox Valley Community Foundation provides us an opportunity to help and grow our community in perpetuity.

What is your favourite inspirational quote?

"Watch your words, for they become thoughts. Choose your thoughts, for they become actions. Understand your actions, for they become hab-

its. Study your habits, for they will become your character. Develop your character, for it becomes your destiny." I think this says it all. I feel respect and integrity are of utmost importance in life. Following these simple directives will build a foundation for living a life you can be proud of.

If you could give some advice to yourself when you first started out in your career, what would it be?

As I reflect back on the early days in my career, fortunately I feel I did what I would advise today. Believe in yourself. Don't compromise, raise your bar high and set a standard you take pride in. Work hard and focus on the tasks at hand. Don't be looking over your shoulder at what everyone else is doing, carve your own niche. Find balance with career, family and what brings you joy.