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THE HISTORICAL ANATOMY OF A S'MORE

THE BACKSTORY ON A FAVOURITE CAMPFIRE PASTIME

The historical breakdown of your favourite campfire treat:

Graham Crackers

Sylvester Graham was an 18th century Presbyterian minister, an anti-processed flour advocate way before it became cool, and the inventor of the Graham cracker. Smithsonian Magazine describes Graham as one of the founding fathers of vegetarianism who believed people's sexual desire was brought on by fatty, flavourful, meat-based meals. He marketed the crackers as part of a diet intended to curb sexual urges. Today, they stand as the golden bookends to a delicious treat: the s'more.

Hershey's Chocolate

Milton Hershey created The Hershey Company in 1894. By 1900, the company was making their iconic milk chocolate bar, now often used as the perfectly melted chocolate center of a s'more sandwich.



Marshmallows

Though candy made from the marshmallow plant has been around since ancient Egypt, the marshmallow as we know it today wasn't created until halfway through the 19th century. Smithsonian Magazine describes it as a cross between a medicinal lozenge and a bonbon. In the 1950s, Alex Doumak modernized the marshmallow-making process. Today, marshmallows — arguably the foundational ingredient to s'mores — are easily found on the baking aisle of your local supermarket. Recently, they've even created square marshmallows, specially designed for campfire s'mores.

S'more History

By the middle of the twentieth century, each s'more ingredient was fully formed and ready to be combined into summertime bliss. But, who came up with the ingenious idea of putting all three together? A Girl Scout leader of course! Loretta Scott Crew is credited with creating "some mores." The recipe appears in a 1927 issue of "Tramping and Trailing with the Girl Scouts."

UPCOMING EVENTS

Boot Camp Edmonton: August 6 and 20

Boot Camp Calgary: Sept. 10 and 17

Calgary Radio AM 770 "Talk to the Experts":

Sept. 3

Edmonton Radio AM 630 "Talk to the Experts":

Sept. 24

THE BANKERS' SECRET

www.McGuireFinancial.ca

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'THE BEAST' WAS TAMED, BUT RECOVERY CONTINUES ANNUAL GOLF TOURNAMENT AIDS FORT MCMURRAY

McGuire Financial has been in business since 2004. We've made our home in Alberta, and for 12 years, the people here have been very good to us. And for the last couple months, our home has fallen under siege by a wildfire, appropriately named 'The Beast'.

When we heard news that the Fort McMurray fire was finally under control (with 82 percent of it contained) back in June, we were overjoyed. Firefighters came in from all over the world to stop the inferno. The blaze destroyed 2,400 buildings in Fort McMurray and forced families to flee their homes. It was so destructive that clouds of smoke were visible from space, and the fire moved as far as 30 to 50 metres per minute. But even though 'The Beast' is contained, the fight continues for displaced families and businesspeople.

Many McGuire Financial Group clients were affected by evacuations. Some came to Edmonton for housing, but returning people home will be a slow process. Our hearts and prayers go out to everyone. But more than thoughts and prayers, McGuire Financial Group has decided to focus our fundraising efforts on helping those affected by the fire.

On Friday, August 19, at the Coloniale Golf Club in Beaumont, we're hosting our annual golf tournament and fundraiser. And every dollar raised will benefit Fort McMurray recovery funds. While we normally choose a great cause to support, this year we couldn't think of anything more noble than supporting our friends, neighbours and fellow Albertans at home.

Not only will every donation from the tournament help, but over the summer, we've devoted enrolment from several Calgary and Edmonton Boot Camps to our cause. You might think you're just discovering the Bankers' Secret, but in doing so, you're also helping a family or local business get back on its feet.

Upcoming Boot Camps include: Edmonton, August 6 and 20; Calgary, September 10 and 17. Between Boot Camp enrolments and our upcoming golf tournament, we can come together to do a lot of good for Alberta. Plus, if you've tuned in to Calgary Radio AM 770, you've probably heard us speak about our drive to help citizens of Fort McMurray during our 'Talk to the Experts' segment. We'll be on the airwaves September 3 and September 24, so keep listening!

Then join us Friday, August 19, for 18 holes and a barbecue dinner. Then compete for your chance to win our \$10,000 hole-in-one prize! Register for \$190 per player — or \$700 for a team of four. We tee off at 1 p.m., so be prepared for a great day. Register and learn more at www.mcguirefinancial.ca/charity-golf-tournament.

See you there!

-Glen P. Zacher, CFP

THE ULTIMATE MARKETING ACE IN THE HOLE FROM PUBLISHING A BOOK TO BUSINESS SUCCESS

When you think of advanced marketing techniques, what comes to mind? Is it sophisticated SEO strategies, focus groups and data analysis? They all have their place in a marketing plan, but for many business owners, the most successful marketing tool of all may actually be a book.

Even today, it makes a serious impression when someone sees that you've written a book. You and your business can enjoy a huge boost in credibility when you're published through a traditional publisher. If you opt for self-publishing, you could still see a lot of benefits; especially since, after several major self-publishing success stories, the self-publishing stigma is a lot less pronounced than it used to be.

Regardless of the channel you use to publish your book, the benefits of a book in your name can be a huge advantage. You can send the book to prospects for lead generation, send them to journalists for press or have them in the waiting area of your office for clients and prospects who walk in.

All of this means credibility, authority and potential for further opportunities that you wouldn't necessarily have otherwise. Having a book even allows you to summarize your knowledge for customers, helping them get up to speed on how you do things without one-on-one explanations for every new person. There's also added trust established with your audience because being a respected author does wonders for your legitimacy and credibility.

That said, you still need to write something of value and worth for a book to have an impact. Fortunately, as an expert in your field or niche, you should already be familiar with what's being said in that space. What's your opinion? Do you have additional insights that the world should hear? Find an angle with your book that's press-worthy and get your message out there. If you don't feel up to the task of writing it yourself, you can always contract with a ghost writer, but take advantage of the opportunity to get a book under your belt.

MORE MONEY MEANS MORE FUN

Ever wondered what really matters in life? Your family, friends, your job, your spirituality, health and money might come to mind. And while we're often taught that money doesn't really matter in the grand scheme of things, you got to admit, it definitely makes life easier. A lifetime of wealth is imperative to your overall happiness and day-to-day livelihood.

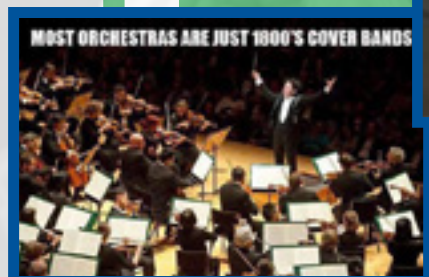
In order to become wealthy and have all four of the aforementioned items, you must become a whole new person. No, we're not talking about changing your hairstyle or moving to a different country, we're talking about becoming a new and improved version of yourself. You have all the potential to accumulate and attract wealth, you just have to tap into the wellspring and let it grow and feed the new you.

“Money has been said to be the root of all evil, but when your passion for success comes from a humble, morally good place, wealth is not evil, but a blessing.”

When it comes to wealth, there are four types that you may find yourself possessing: 1) Wealth gained from your heritage and family, 2) Wealth gained from life experiences and what you have been taught, 3) Tangible items that are strictly material and money-based, and 4) Freedom. If you haven't noticed, there is one item here that isn't like the others (bonus points if you said “item 3!”). Item three is a by-product of the other three items. You won't have material items if you don't nourish and protect the other three types of wealth you already possess.

Money has been said to be the root of all evil, but when your passion for success comes from a humble, morally good place, wealth is not evil, but a blessing. Your potential profit is already in you — the sooner you tap into it and become passionate about it, the sooner you will be able to achieve it. Arming yourself with a zest for wealth and a positive, honest and informed coach who can help you make decisions about your money are key to your wealth accumulation. So what are you waiting for? A lifetime of wealth is waiting for you!

BREAK CORNER



ROASTED SWEET POTATO, WILD RICE, AND ARUGULA SALAD

INGREDIENTS

Salad

- 2 cups cooked wild rice
- 2 large sweet potatoes, peeled and diced
- 1 tablespoon olive oil
- 1 teaspoon chili powder
- Salt and pepper to taste
- 3 cups arugula
- ½ cup cashew pieces

Dressing:

- ¼ cup freshly squeezed lemon juice
- Lemon zest
- ½ cup good quality olive oil
- 2 teaspoons agave nectar
- 2 cloves garlic
- ¼ teaspoon salt

DIRECTIONS

1. Cook wild rice. Meanwhile, make the dressing by pureeing all the ingredients in a food processor. When the rice is done, toss it with a little bit of the dressing and refrigerate.
2. Preheat the oven to 350 degrees F. Place the sweet potato pieces on a baking sheet. Drizzle with oil and add chili powder, salt, and pepper. Stir directly on the pan to mix. Roast for 20-25 minutes, stirring every so often. When the sweet potatoes are golden brown, remove from oven and set aside.
3. Toss the arugula, wild rice, sweet potatoes, cashews, and remaining dressing together. Serve warm or cold.

Recipe courtesy of Pinchofyum.com

DON'T TAKE OUR WORD FOR IT CLIENTS REACT TO 'EYE-OPENING' BOOT CAMPS



“Great information delivered in a very easy-to-understand format. Definitely a great vehicle that we will be participating in. This [Boot Camp] information needs to be delivered to more of the people in the country. Very exciting method of teaching children financial responsibility, and for parents, grandparents, etc. to leave/create a lasting legacy for the future generations of the family.”

— Dave McNamara

“The knowledge I received in this Boot Camp was incredible! Learning about how all the investments were higher risk and how they were taxed in retirement was eye opening! More so,

the information on life insurance was wonderful. It is amazing what you don't know. I have always known McGuire to be a wonderful group of advisors, but this course definitely separated them from all other financial and insurance advisors, by showing how much they care for people in order to teach this Infinite Banking Course.”

— Raeann Lefebure

“We want to control our own money, and becoming your own bank allows you the control to choose how you spend your money. It is really an unbelievable system that has so many options for life. It gives one the freedom to live, retire and enjoy life in a relaxed, secured way. Gives a chance to help family and friends as well, and leaves our family protected when we die. We will recommend this course and product to anyone who will listen. The course was incredible and has given us so much information and ideas to think about. Thank you.”

— Brandy Swanson and Trevor Gibsonstrong

“I really enjoyed learning all the information in the course. It opened my eyes to the potential possibilities of using whole life insurance as a guaranteed savings/lending vehicle. This is definitely a vehicle that I'm interested in using to my financial advantage. I believe the information taught in the course was clearly portrayed, and I strongly believe spreading the information over several days helped me digest it accordingly.”

— Joe Eldon