



Media Release

Campbell to audience: Be proactive with your finances and understand change

November 24, 2011

Despite the blustery weather, hundreds of people braved the wind and rain to hear business analyst Michael Campbell speak at the Port Theatre last Wednesday. Coastal Community presented the best-selling author and host of *Money Talks* at its complimentary event for members, clients and community members.

During Campbell's appearance, the audience learned the importance of understanding the economic changes taking place in our world. Campbell went into particular detail on three key events: the emergence of the economic powerhouses of Brazil, China and India; the end of welfare states; and Canada's aging population and the implications it will have on future pensioners.

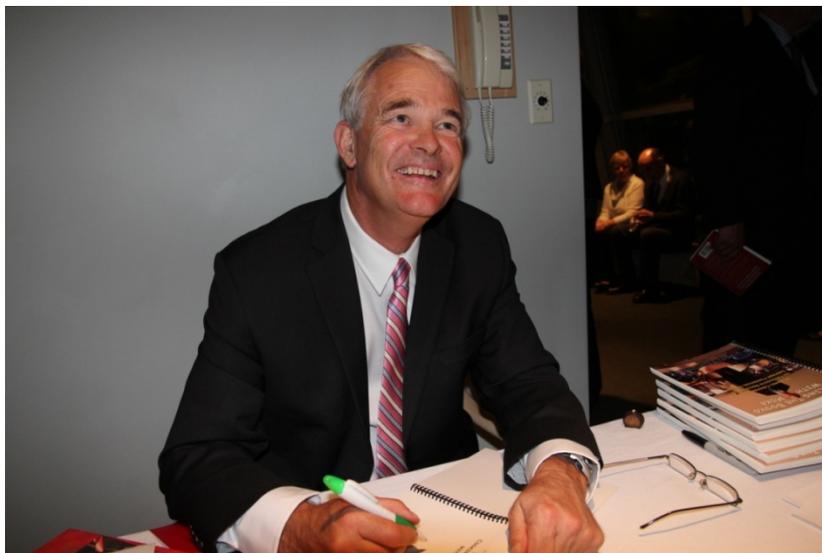
Campbell discussed these economic issues to emphasize his point that it's a global community—and we have to understand it if we want to make sense of our own financial situation. He further stressed the importance of taking action with our personal finances. "Don't take your financial well-being for granted," Campbell told his audience.

To get more involved with our finances, Campbell suggested viewing them as a hobby rather than a chore. And as we go about maximizing our financial situation, the number one investing rule to follow should be to preserve our capital while focusing on managing debt and risk. According to Campbell, when it comes to investment risk, the main question we should be asking ourselves is if it's appropriate based on our individual circumstances.

Michael shared that our investment strategies should also reflect our level of certainty or uncertainty, with investment decisions being made knowing that something can always come up—what he called, "unknowable events." According to the business analyst, drawing upon the expertise of a financial professional for further assistance is a wise idea to help you make these investment decisions.

Coastal Community would like to thank those who braved the weather to join us for this special event. As one audience member shared, "Spending an evening with Michael Campbell was inspiring, thought provoking and entertaining."

If you would like further assistance with improving your own financial health, our caring and helpful experts found across all our business lines—personal and business banking, general and personal insurance, and investment and financial planning services—are here to help. Visit your nearest [Coastal Community location](#) to learn more.



Michael Campbell signs copies of his book before his appearance at the Port Theatre. "Engage yourself with your own financial situation," Campbell told his audience.

[Credit Union](#) | [Insurance](#) | [Investments](#) | [Business Services](#)