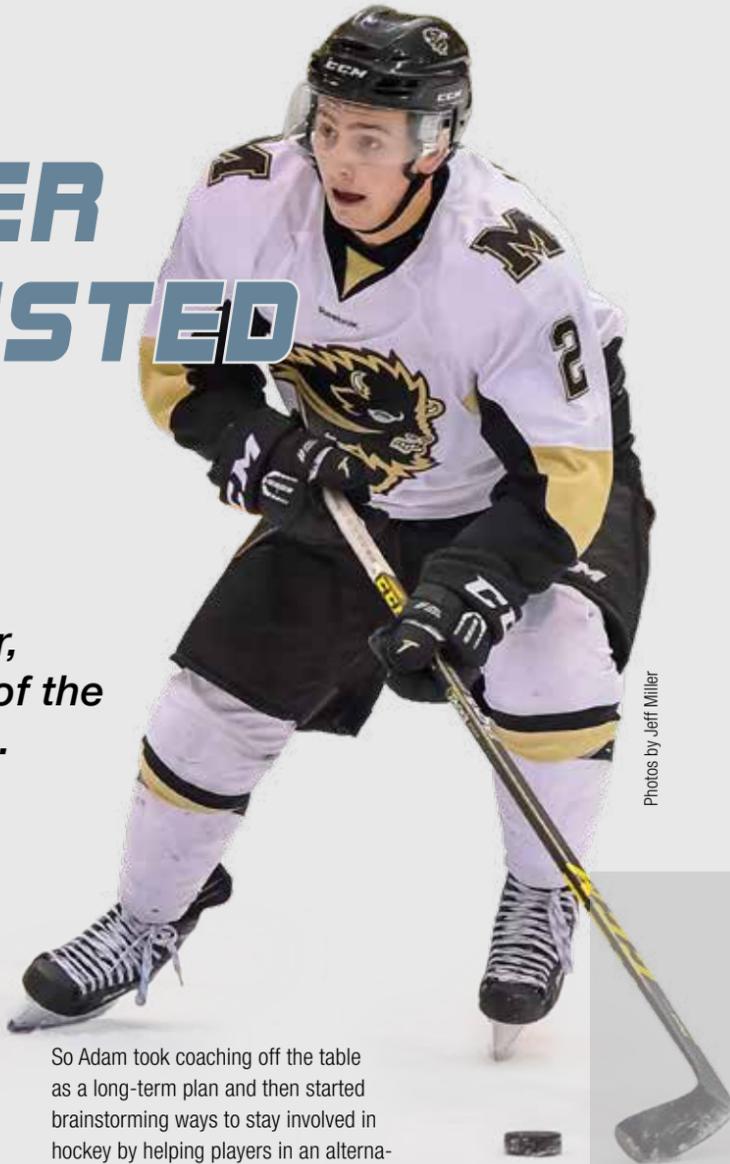


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FORMER PLAYER TAKES ON TRUSTED ADVISOR ROLE



Photos by Jeff Miller

Former University of Manitoba Bisons star, Adam Henry, has been an active member of the Winnipeg hockey community his entire life.

Growing up in St. James, Adam played his minor hockey with the St. James Canadians, Winnipeg Hawks and won a Telus Cup with the Winnipeg Thrashers in 2011.

Then, after a four-year Western Hockey League career, five years at the University of Manitoba where he captained the Bisons, and a stint with the Fort Wayne Komets of the ECHL, Adam has also maintained an active role as assistant director of player development with the Laker Hockey Academy on the city's south side.

Those who have spent time with Adam know that he carries a passion for the game of hockey that is contagious, but what many don't know is that although his playing days are done, Adam has found a way to stay involved with professional hockey as a financial advisor for players in the American and National Hockey League.

As a graduate from the Asper School of Business with a double major in accounting and finance, it was a no-brainer for Adam to enter into a professional field that pairs passion with knowledge.

"My whole life, I've been told the line 'Do something you love, and you'll never work a day in your life.'" Henry said. "That's always resonated with me, and I knew that for me to feel fulfilled in my day-to-day career, it needed to involve the game of hockey."

As a younger player, Adam believed that coaching could be an option down the road. He has spent time with various minor hockey associations in the city, coached spring teams and worked as an on-ice instructor with the RINK and the Laker Hockey Academy. But coaching couldn't give Adam the ideal life that he wanted.

"I've always loved coaching and felt I had a pretty good mind for the game," he explained. "But I also understood that coaching comes with many challenges and the risk of having to relocate your family numerous times throughout your career. It also doesn't provide the camaraderie that you experience from your teammates because, as anyone that's played knows, your coach isn't there to be your friend."

So Adam took coaching off the table as a long-term plan and then started brainstorming ways to stay involved in hockey by helping players in an alternative fashion. That's how he arrived at his current role as a trusted financial advisor to professional players and their families.

You don't have to look too hard to find examples of professional athletes who have squandered their career earnings and retired with little to show for their athletic successes. Adam's philosophy is clear: "Help my fellow players avoid this path."

"Unfortunately, there are too many examples of players mismanaging their assets," Henry said. "Either on their own or by entrusting them to someone who

has taken advantage of them. It is scary that it can be anyone from a friend, family member, financial advisor or insurance agent. What motivated me to enter this profession is that I felt I could truly connect with players on a personal level, become someone who they trust and guide them towards their life goals so that they can focus on playing the game."

Adam has adopted what he calls a "values-based financial advising service," where he makes his investment, insurance and budgeting decisions for players based on what each individual wants in their life – both tangibly and emotionally.

"What I've found is that the easiest thing to do is sell people on investment returns, but it isn't the right thing to do," Adam explained. "Money is a complicated, touchy subject for many, and I feel like

a financial advisor is doing a player a disservice if they don't get to know their player (and their spouse) on a personal level. I look at their values and goals first and invest their money second – and I feel that should be a requirement for all players. My motto is that if you're playing in the NHL, you've won the lottery in life; you don't need to try and win the lottery a second time with your investments."

Thanks to his extensive network in the Manitoba hockey community, Henry has already started working with several American and National Hockey League players. He plans to become the go-to source for quality financial advice as he continues to grow his business.

If you're a player, a parent or know someone you think could benefit from

Adam's services, he encourages you to reach out sooner rather than later.

"The biggest advantage that pro hockey players have from a financial perspective is time," Henry said. "I believe it is really valuable to begin a relationship with someone earlier rather than later so that when the more complex financial decisions arise later in your career, you're prepared for them."

Adam Henry is a Winnipeg-based financial advisor with Harbourfront Wealth Management. His practice is tailored towards working with professional hockey players looking for investment, cash-flow management and tax advice.

Disclaimer: The views expressed are those of Adam Henry, investment advisor, and not necessarily those of Harbourfront Wealth Management Inc., member of the Canadian Investor Protection Fund, an IIROC regulated firm.



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