



**DANIEL COLLISON B.A., CFP, TEP**  
**Managing Partner, Advice to Advisors**

Daniel Collison is the Managing Partner with financial education firm Advice2Advisors, which trains, mentors and coaches financial advisors of all tenures. Dan is a CFP, a Member of the Society of Trust and Estate Practitioners (TEP), and a member of the Financial Therapy Association (FTA).

Dan is a Board Member of the FP Foundation and Chair of its Research Committee. He has taught *Personal Financial Management*, in the MBA Program, at Schulich School of Business, York University, since 1998. Dan is the author of *The Financial Advisor's Guide to Excellence*, Carswell, 2015 (rated one of the "10 Books Financial Advisors Need to Read in 2019", by ReminderMedia).

At DAC, Dan will speak on the topic of **MODERN PROSPECTING THEORY**.