

Advocis appoints Al Jones as Chair of Board of Directors

July 31, 2024



Advocis, The Financial Advisors Association of Canada, is pleased to announce the appointment of Al Jones, CFP, CLU, ICD.D, as Chair of the Board of Directors. Al has a distinguished history with Advocis and brings a wealth of experience and a proven track record of leadership to this role.

Al began his career with London Life in 1996 and is currently the President of A. Jones Wealth and Estate Planning Inc. in Barrie. His longstanding affiliation with Advocis and active membership in the Simcoe Muskoka Chapter underline his dedication to the industry and our association.

Al has previously served as the Chair of the TFAAC Board and the Institute Board. Notably, he was the first individual to complete the national trifecta by serving as the Past Chair of the Chapter Leadership Council, overseeing Advocis chapters across Canada. His commitment to excellence in the boardroom is evidenced by his ICD.D designation, earned in 2018, where he was recognized as class valedictorian of the Director Education Program.

His professional achievements are complemented by his dedication to community service. A Qualifying Life Member of the Million Dollar Round Table (MDRT), he shared his insights at MDRT's annual meeting in Boston in 2022. His mantra, "Tenacious & Versatile," mirrors his commitment to excellence, further exemplified by his role as the Honorary Colonel of the Grey & Simcoe Foresters Regiment, appointed by the Governor General of Canada.

"I am honored to once again serve as Chair of the Board of Directors for Advocis," said Jones. "I look forward to working alongside our dedicated members to continue advancing the profession and supporting financial advisors across Canada. Together, we can uphold the highest standards of excellence and foster a community of growth and innovation."