



## **Certified Cash Flow Specialist™ in Calgary, Alberta, Says Cash Flow Planning™ Empowers Clients**

**May 16, 2016 Halifax, NS** – Certified Cash Flow Specialist™ Donna Ogston says that incorporating a standardized process for Cash Flow Planning™ into her practice has made her more aware of her clients' spending habits and how they view debt. In turn, she says that this enhanced level of knowledge allows her to more fully empower clients financially.

"The best thing about being a Certified Cash Flow Specialist™ is seeing a plan put into place and the reaction of clients," she says.

Ogston is no stranger when it comes to helping Calgarians make smart choices with their money. She started her career working in the Human Resources Department for the Calgary Board of Education. There, she was responsible for managing the deferred salary program providing teachers with advice on how to best bank a portion of their salary in order to take a year off. Her passion for finance and helping people sparked, Ogston enrolled in the CFP Designation and nineteen years later, she is now a CFP, CCS™, Divorce Specialist, Certified Professional Consultant on Aging, and is proficient in insurance as well.

"This designation supplements the other designations I have earned and allows me to stay current with new trends and information," she says.

When asked what she would say to someone wondering whether Cash Flow Planning™ is a fit for their situation, she said, "This process can help people of all ages and stages of life."

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### **About the CCS™**

[The Certified Cash Flow Specialist™ \(CCS™\) Designation](#) is the first program of its kind in Canada. Since its launch in November 2013, Financial Professionals in almost every province

have received the CCS™ Designation. Certified Cash Flow Specialists™ are tested for competency in the use of cash flow formulas, behavioural spending concepts, debt management, and on the review and creation of written cash flow plans. Designates must meet continuing education requirements, as well as follow a professional code of conduct. In order to renew the designation, qualified professionals will have their skills put to the test by completing an annual case study and will be required to prove they are actively and regularly writing cash flow plans for their clients. The CCS™ is worth 30.75 CE credits from the Institute for Advanced Financial Education.

The CCS™ program is managed and owned by The Money Finder. Find out more about The Money Finder <http://themoneyfinder.ca/>

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For a listing of CCS™ Professionals across Canada visit:

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