

# IEEE Kitchener-Waterloo Section

## *GOLD Chapter Presentation*

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### **“How Money Works”**

#### **Abstract:**

When it comes to trying to figure out the world of personal finance, there are two main camps of people. In one camp are the folks who find that they are under-informed about what tools they have at their disposal to forge a path towards their financial goals and dreams. In what is seemingly the polar opposite group are the ones who are overwhelmed by the information overload they are exposed to, drowning in an endless array of products offered by financial institutions. You may belong to one of these groups.

What is ironic is that both parties arguably share one common sentiment towards the world of personal finance: This combined lot find themselves quite lost while trying to plan their way towards their goals! (The former is lost from not knowing where to find the road, the latter is confused from signposts pointing all over the place.)

The “How Money Works” presentation offers very practical and useful insights into how to handle your own money, particularly in how to save it, grow it, and keep it. Integrating time-testing truisms with the introduction of powerful concepts and strategies, “How Money Works” will benefit those who are looking to take control of their financial future.

**DATE:** Wednesday, December 8, 2004

***ALL ARE WELCOME!!!***

**TIME:** 7:00pm – 8:00pm

**LOCATION:** DC1304, University of Waterloo

## **Biography:**

Bernard W.K. Wong is a product of the Computer Engineering undergraduate program at the University of Waterloo.

Participating in the co-operative education program and then graduating in the summer of 1999, he has already experienced, in his brief engineering career, both the euphoria of the technology market boom and the bursting of that same bubble. Riding the ups and downs of employment during that period, and understanding that the ideals of the corporate dream and job security was becoming an industrial age memory, Bernard started to explore business opportunities outside of his engineering background.

At first, the driving motivation was nothing much more than wanting added security and backup income, in case of unemployment. 3 years later, he is now into his financial consulting business on a full-time basis, also having opened his own office in July of this year. The mission of the company is to build a business from educating the regular, working class – a large market so far generally ignored by traditional banks and brokerages – in financial concepts, to help people take action towards their own dreams and goals.

An engineer coming from a middle-class family, Bernard has a personal passion and a special ability to relate and share his knowledge with others with in similar situations and from similar backgrounds.