

# WHY WE LOVE: Wolfgang Klein

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## WHY WE LOVE:

# Wolfgang Klein

It starts with the name: Wolfgang. It's the kind of name you notice. And then there are the jackets, some of which come in shades of lime and orange, which force you to squint a little. In the world of 24-hour cable TV news – a product that is designed to drone in the background – Wolfgang Klein is the type of talking head that you actually stop what you're doing to watch. He appears almost every day on CP24 in Ontario, usually around 9:15 a.m. and 3:45 p.m. and, like a methed-up imp, he rolls through the latest market news, dropping catchphrases (“Cash is trash”) like Wal-Mart drops prices. Having done time on BNN and CBC Newsworld as well, he might be the closest thing Canada has to a Jim Cramer (of CNBC's Mad Money fame) – and Klein doesn't even have his own show.

Of course, he does have a product to sell: himself. As an adviser for RBC Dominion Securities, Klein is enjoying five minutes of free publicity for his business. But he, more than any of the politely pinstriped Chucks and Brads out there, understands the value of entertainment. Before landing the gig, Klein spent a decade working in the business of rock radio, starting as a sales rep at Toronto's CFNY 102.1. In between doling out investment advice to colleagues, he even planted the idea for Punkorama, a weekly punk music show. So, does Klein consider himself punk? Not quite. “I respect punk,” he says. “I respect it because it's pure, as is jazz, as is folk.” Funny, because we've come to appreciate him for the same reason.

DAVID FIELDING | DECEMBER 2007