

## HALL OF FAME 2019

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**CMP presents a new class of 20 Hall of Fame inductees who have helped mold the mortgage industry into its current form and continue to shape its future**

**IN AN INDUSTRY** where dramatic, frequent changes are all but expected, the careers of many mortgage professionals tend to be equally sporadic. And yet despite the challenges – or sometimes because of them – there are several individuals who, after 20-plus years in the Canadian mortgage industry, continue to dedicate their expertise and time to others with the goal of moving the industry forward.

The 20 men and women who make up *CMP's* second Hall of Fame class have set new courses for the mortgage world, have educated and mentored generations of current and future industry professionals, and have tirelessly sought new ways to better serve their employees, peers and clients.

### METHODOLOGY

This year's *CMP* Hall of Fame class was selected with the assistance of the Hall of Fame Advisory Panel, an independent judging panel composed of industry leaders, including:

- **Caroline Rapson**, secretary, CMBA-BC
- **David Reid**, immediate past president of the board of directors, OREA
- **Cliff Stevenson**, vice-president of the board of directors, CREA
- **Hali Noble**, past president, CMBA-BC, and past chair, CAAMP

When compiling the list, *CMP* considered the advisory panel's recommendations, as well as external nominations. The panelists confirmed the final inductee list based on all qualifying candidates' industry achievements, leadership and established history of 20-plus years of distinguished service to the mortgage profession. To avoid conflict of interest, any self-voting and voting for relatives was voided.

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**TODD POBERZNICK**

Vice-president, national sales  
BRIDGEWATER BANK

With an extensive background in financial management, mortgage product development, broker relations, marketing, industry training and sales, Todd Poberznick has done and seen it all in his 40 years in the mortgage industry.

Poberznick started in

the industry after working for a time in the Alberta oil patch. Upon moving back to Calgary, he followed the lead of a friend who was in the brokerage business and found that he enjoyed it. Since then, he has grown his career from licensed mortgage broker to managing the Western Canada branch network for CIBC's Firstline Mortgages, working on both the broker and lender sides of the business over the years. He is an Accredited Mortgage Professional; a member of MPC, AMBA and many other associations; and has taught mortgage finance at Mount Royal University and the Calgary Real Estate Board as a licensed instructor for the Alberta Real Estate Association.

In 2004, Poberznick joined Bridgewater Bank and has been a critical member of the executive team that founded the bank. He currently serves as vice-president of national sales and has led the business development team for 15 years, coaching and mentoring individuals to become leaders in their own right. Over his years in the business, Poberznick's focus has never changed: to educate, improve and serve the Canadian mortgage industry.

"It's an exciting career," he says. "My main advice for people just starting out is to be ready for change. Markets change often; mortgages are often affected – you have to be ready for that. If that doesn't scare you, find the spot you're passionate about and focus there. People are always drawn to someone who is really excited about what they do."