

ISSUE XVII | SUMMER 2023

OCEANFRONT NAVIGATOR

Our seasonal lifestyle newsletter focuses on finding fulfilment in our daily lives and optimizing our **Return On Life™**.

OUR OWN SHANE MCMAHON SHARES HIS CORE VALUES

IN THIS ISSUE:

Read about Shane's memorable trip to Northern Ireland to honour his late father.

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WEALTH INC.



**"A PERFECT
SUMMER
DAY IS WHEN
THE SUN IS
SHINING,
THE BREEZE
IS BLOWING,
THE BIRDS
ARE SINGING,
AND THE
LAWNMOWER
IS BROKEN."**

-JAMES DENT

In this **Summer 2023** edition of the OceanFront Navigator, we are proud to feature Shane McMahon, a founding partner and Senior Wealth Advisor with OceanFront Wealth Inc., and share his unique life journey dedicated to two of his most cherished values, family and freedom.

SHANE MCMAHON

EXECUTIVE SPOTLIGHT



Shane's parents Eugene and Mena fled the troubles of Northern Ireland in 1969 and immigrated to Canada with an infant baby boy. They settled in Pitt Meadows and thrived as a family with Shane and his little sister growing up in the Lower Mainland. Shane ultimately married Dina and they had two sons, Jake and Gavin, who are now young adults. **Shane values family above all else** so it was very difficult to hear that his father was diagnosed with terminal lung cancer in early 2022. In the months following, Shane accompanied his father on emotional trips to the cancer clinic which brought into greater realization the short time we have to share with loved ones.

His father Eugene was adamant he didn't want a traditional funeral but was enthused when Shane suggested they could have a celebration of life.

In fact, Shane went on to propose to his father that they could make it a joint celebration of life to also honor his mother Mena, who was still living but with advanced Alzheimer's Disease. Shane's father was very pleased and even relieved that the celebration would include his wife Mena. **The event would be filled with live music to honor Eugene**, who was an accomplished musician, along with the sharing of old family stories, food, drink, laughter and some tears.



"he wanted to know as much as possible about the family history from his father so he could share their story"



Shane recounts that he wanted to know as much as possible about the family history from his father so he could share their story and allow their memory to live a little longer. He remembered hearing someone once say,

"We all die twice, once when you take your last breath and again when your memory fades away".

During one of the cancer clinic car trips Shane asked his father, "Dad, when looking back over your life what do you think was your greatest achievement". Shane fully expected his father to say that he raised a great son and daughter, or something about having a healthy and successful family, but he immediately responded with,

"My biggest achievement was winning the 1963 Gaelic Football County final in Crossmaglen, even though I broke my leg at the end of the first half". Shane's father rarely spoke of this achievement, but here he was 60 years later and nearing the end of his life, recanting with pride how much that win meant to him.

Shane says **his father's only concern in those final days was to whom he would give his coveted Ovation guitar.** His father purchased the instrument in 1976 with eight-year-old Shane by his side. Knowing this was a real concern, Shane stammered, "Dad, I will take the guitar and endeavor to learn how to play it." His father was pleased if somewhat skeptical that his well-meaning son could ever actually learn how to play it.



In May 2023 Eugene passed away. Mindful of his father's greatest life achievement, Shane took his ashes back to Crossmaglen in Northern Ireland. Dina had intended to join Shane on the trip but with such a daunting number of family visits to be done he elected to make it a solo journey. **Shane's uncles made arrangements with the Gaelic Athletic Association to allow the family onto the football pitch**

"Mindful of his father's greatest life achievement, Shane took his ashes back to Crossmaglen"

where they held an emotional tribute that was also attended by two former players from the infamous 1963 Championship team. Eugene's ashes, which included a lock of hair from Mena, were scattered on the field, with Shane and others saying their emotional goodbyes.

Afterward, they all went to a local pub for dinner and drinks where they shared stories around the table, which allowed not only his family to grieve and remember, but also for Shane to honor his top value of family.

The trip to Northern Ireland coincided with a family reunion on Shane's mother's side. It was held at a cousin's country farmhouse where tents and trailers were set up to accommodate extended family. Over the next three days, they enjoyed continuous music and barbeques, which gave it a mini-Woodstock feeling.



After the reunion, **it was time to honor his other top value: Freedom.** Shane has always valued freedom from early on, and for him it meant carving out time from work to coach his sons' sports teams when they were kids, taking family trips, enjoying golf with his buddies, and into later years helping to care for his aging parents. Now entering his next phase of life with adult sons, he feels this freedom value is more important than ever.

Shane's last days in Ireland combined two of his favorite passions, live music and golf. He ventured solo to some favourite places, including Eyre Square in Galway, one of the best live music scenes anywhere. He explored rugged mountains, stunning coastlines and amazing hiking trails along the Ring of Kerry.

Golfing in the south was highlighted with the links style courses of Ballybunion and Waterverville, simply stunning. **Having the freedom to be on his own gave Shane the ability to look back and reflect on his life.**

"I have been blessed with my family, friends, clients and my OceanFront team, and having that time for self-reflection allowed me to appreciate how valuable these people are in my life." Having numerous friends and colleagues fall ill recently is also a sobering reminder tomorrow is not guaranteed and

"I have been blessed with my family, friends, clients and my OceanFront team"

each day is a unique experience that must be embraced. Now tip toeing into his mid-50s, Shane believes life has taught him to identify and live by his values, and to surround himself with, positive, loving and energy giving people.

We thank Shane for sharing his unique life journey dedicated to honoring 2 of his core values of family and freedom, which maximizes his Return on Life. And in case you're wondering, **Shane is still trying to master that guitar his father gave him.** He says, "I only know a few chords and it's driving my wife crazy. Dad made it look so easy, but I will keep at it."





THANK YOU

We hope you have enjoyed our Summer Edition of the Navigator featuring **Shane McMahon** and his unique life journey.

We look forward to connecting with you in our next edition of the Navigator.