

**Action Items From CAFII EOC Meeting
Tuesday, June 25, 2013**

Agenda Item	Action Item	Responsible	Deadline
3b. Board Minutes	Sara Gelgor to review the minutes and send edits to Leya Duigu.	S. Gelgor	
4bii. Advocacy with Policy-Makers	<p>Brendan Wycks to consult with Paul Yeung regarding a strategy for policy-makers, in his development of CAFII's Communications Strategy.</p> <p>The issue of differentiating CAFII members from other industry players to be added to next Media & Advocacy Committee meeting agenda. The committee to discuss three (3) top-of-mind Key Messages and Brendan Wycks to distill the discussion into a response that addresses the two issues recently raised by regulators.</p> <p>CAFII has interest in participating in FSCO's "Life Insurance Product Suitability Review" stakeholder focus groups; so Brendan Wycks to rsvp affirmatively to FSCO's invitation.</p>	<p>B. Wycks</p> <p>MAC and B. Wycks</p> <p>B. Wycks</p>	
6. CAFII Financial Statements	<p>Leya Duigu to follow-up on the outstanding bill from RBC Insurance for the 15th Anniversary Celebration.</p> <p>Brendan Wycks to follow-up with Associate Member Oliver Wynman Consulting, regarding its outstanding 2013 membership dues.</p> <p>Matthew Fabian to query and clarify the negative interest revenue that appears on the Statement of Operations for the five months ended May 31, 2013.</p>	<p>L. Duigu</p> <p>B. Wycks</p> <p>M. Fabian</p>	
5c. BC FICOM	Brendan Wycks to draft a letter to BC FICOM notifying them that the use of MGAs isn't a direct CAFII issue and therefore the Association will not be providing a response to the consultation.	B. Wycks	
5eii. Appointment of Louis Morisset, AMF CEO	Brendan Wycks to prepare a congratulatory letter from CAFII to Louis Morisset, new CEO of the AMF.	B. Wycks	
7ai. Logo Redesign & Rebranding	L. Duigu to pull together a package including commentary (Sara Gelgor and John Lewsen to review) for Mark Cummings approval. Once approval is received, the package to be sent to the Board of Directors.	L. Duigu	

7aii. Co-ordination with CCIR's Spring 2014 Meeting	B. Wycks to find out the dates and location of CCIR's 2014 Spring Meeting from Carol Shevlin, and determine if co-ordination of CAFII's Board meeting with that meeting is possible.	B. Wycks	
7bii. Event & Networking Committee	CAFII Board Member Linda Fiset, to reach out to Louis Morisset, new AMF CEO, to invite him to speak to CAFII at our October 8, 2013 Board meeting or the ensuing Regulator Reception. Andre Duval to coordinate.	A. Duval	
8b. CAFII Board Meeting Hosting Rotation	Leya Duigu to determine which member is next on the Board hosting schedule and see if they can host the October 2013 Board meeting instead of AMEX. J. Hines or B. Wycks will then contact AMEX to discuss.	L. Duigu B. Wycks	

CAFII EOC Meeting
Tuesday, June 25, 2013
Location: CIBC, Commerce Court
199 Bay Street, 4th Floor, Imperial Room
Toronto, ON

Present:

Emily Brown	BMO Insurance
Andre Duval	Desjardins Financial Security Life Assurance (teleconference)
Wayne Eccles	TD Insurance
Matthew Fabian	BMO Insurance (teleconference)
Sara Gelgor	ScotiaLife Financial
Moira Gill	TD Insurance (teleconference)
Greg Grant	CIBC Insurance
Jennifer Hines	RBC Insurance <i>Chair</i>
John Lewsen	BMO Insurance
Sue Manson	CIBC Insurance
John Poolman	Assurant Solutions (teleconference)
Maria Sanchez-Chung	MBNA Bank of Canada (teleconference)
Paul Yeung	RBC Insurance

Also Present: Leya Duigu T•O Corporate Services
Brendan Wycks CAFII

Regrets: Rose Beckford ScotiaLife Financial
Charles Blaquiere Canadian Premier Life Insurance Co.

1. Call to Order

The meeting was called to order at 1:05 p.m. Jennifer Hines acted as Chair and Leya Duigu acted as Recording Secretary.

2. Approval of Agenda

The agenda was approved with the addition of an Other Business item, by Sara Gelgor, as a minor amendment.

3. Minutes

a. EOC Minutes and Action Items, May 28, 2013

Members reviewed the Action Items from the previous meeting, noting that all had been completed. The Minutes were accepted as presented.

b. Board Minutes, June 11, 2013

Members reviewed the Action Items from the previous Board meeting, including items with future completion dates. S. Gelgor will be providing comments and edits on the Minutes after this meeting. No other changes were received.

Action: Sara Gelgor to review the June 11, 2013 Board minutes and send edits to Leya Duigu.

4. Policy Issues and Decision Items

a. Action on Board-Approved Recommendations Re CAFII Project Next Steps

The project is proceeding as planned.

b. Board Issues Re

i. Self-Regulation of the Incidental Sales of Insurance (ISI) Industry

EOC members discussed the recent regulator comment that the ISI industry needs to do a better job of self-regulation – to counteract some consumer protection issues arising from acts or omissions of peripheral ISI players -- and what, if anything, can be done to address this situation.

Possible solutions proposed included educating regulators on how CAFII members are currently regulated, including the OSFI guidelines. Education tools include developing Key Message materials and distributing the information via mail outs, presentations, and leave-behind materials after regulator meetings. A range of communications solutions would be better than just one.

ii. Advocacy with Policy-Makers in addition to Regulators

CAFII has been successful at getting on the CCIR agenda and reaching out to Superintendents of Insurance; however, another key target audience for the Association is government policy-makers.

P. Yeung can help identify who the policy-makers are, so we can start inviting them to networking receptions and events as well as including them in our Communications Strategy. The offices of policy-makers tend to experience higher turnover rates, so general information such as the “Creditor Insurance 101” piece would be most relevant, as well as providing information that is more granular. For positioning, define the problem and a possible solution. Make CAFII known to them, in the event they wish to reach out to us on any issues that come up in their offices.

Action: Brendan Wycks to consult with Paul Yeung regarding a strategy for policy-makers, in his development of CAFII’s Communications Strategy.

The challenge is to address the issues that regulators have identified to CAFII, without alienating other ISI industry players who may be CAFII members’ customers.

Action: The issue of differentiating CAFII members from other ISI industry players to be added to next Media & Advocacy Committee meeting agenda. The committee to discuss three (3) top-of-mind Key Messages and Brendan Wycks to distill the discussion into a response that addresses the two issues recently raised by regulators.

Brendan Wycks reported that FSCO will be holding focus group discussions on the selling of term life, whole life, and universal life as part of its Life Insurance Product Suitability Review. The results of the discussions will be incorporated into an online survey that will be released to a random sample of agents in the Fall. Based on the data gained from the survey and from follow-up site visits to a random sample of the agents who complete the survey, FSCO intends to write a report with recommendations for presentation to the Superintendent in the first quarter of 2014.

Action: CAFII has interest in participating in FSCO's "Life Insurance Product Suitability Review" stakeholder focus groups; so Brendan Wycks to rsvp affirmatively to FSCO's invitation.

5. Regulatory Update

a. **Manitoba's Draft ISI Amendments to Insurance Agents and Adjusters Regulation**

Brendan Wycks met with the Licensing committee recently and has enough information to create a first draft of CAFII's submission. CAFII members have some serious concerns with some items in the Draft Regulation. Therefore, M. Gill has offered to contact Jim Scalena, Manitoba's Superintendent of Insurance, directly to communicate this as well as to request an extension on the July 2 deadline so these issues can be addressed via further consultation. The EOC fully endorsed Ms. Gill's proposed approach.

Randy Hopkins at the Canadian Banking Association is in support of CAFII's position on the issues and has offered to cite this in the CBA's response submission to Manitoba.

Matthew Fabian joined the meeting by teleconference

b. **CCIR E-Commerce Position Paper**

Sue Manson reported that the Distribution & Market Conduct Committee will be meeting on July 18 to discuss a draft CAFII response to the CCIR E-Commerce Position Paper. EOC members will have an opportunity to review the submission before the submission deadline of July 26.

c. **BC FICOM Consultation on Use of Managing General Agents**

In discussion, the EOC was unanimous in the view that CAFII should not provide a submission in response to this consultation because this issue is being addressed in other ways by members.

Action: Brendan Wycks to draft a letter to BC FICOM notifying them that the use of MGAs isn't a direct CAFII issue; and therefore, the Association will not be providing a response to the consultation.

d. AMF's Commercial Practices Guideline

Brendan Wycks noted that while he had sourced this document from the AMF's web site, he had not seen a communication to stakeholders about its release as a final document. He would therefore be following up with Louise Gauthier, the AMF manager responsible for this initiative, about that.

e. Regulator Visits

i. June 7, 2013 CAFII Liaison Visit with AMF Executives

A written summary of the visit was included in the meeting materials and Brendan Wycks provided a high level verbal overview.

Moira Gill advised that during the meeting, AMF CEO Mario Albert remarked that the time had come to look at a passport-type system for multi-jurisdictional licensing, which was a breakthrough and great news.

Since the June 7 meeting, it had been announced that Mario Albert would be leaving the AMF for a CEO role with a different arm of the Quebec government. Louis Morisset has been appointed as AMF's new President and CEO.

Members briefly discussed inviting Louis Morisset to speak to the CAFII Board at its October 8, 2013 Board meeting or the ensuing Regulator Reception.

ii. Appointment of Louis Morisset as CEO of AMF

Action: Brendan Wycks to prepare a letter of congratulations to Louis Morisset, on behalf of CAFII.

iii. Regulatory Visit Plan

Moira Gill is following up with David Weir, New Brunswick's Deputy Superintendent of Insurance, regarding a CAFII joint visit with the Atlantic Canada Regulators.

iv. Regulatory Newsletter

Nothing new at this time.

6. CAFII Financial Statements as at May 31, 2013 - Review

Treasurer Matthew Fabian provided a verbal report based on the May 31, 2013 financial statements included in the meeting package.

The Balance Sheet is healthy and we are still within our Reserve Policy limits.

The Statement of Operations shows an increase in expenditures of approximately \$25K over the previous month, which is normal as spending has been within the anticipated range.

Action: Leya Duigu to follow-up on the outstanding invoice from RBC Insurance for the 15th Anniversary Celebration.

Action: Brendan Wycks to follow-up with Associate Member Oliver Wynman Consulting, regarding its outstanding 2013 membership dues.

Action: Matthew Fabian to query and clarify the negative interest revenue that appears on the Statement of Operations for the five months ended May 31, 2013.

Matthew Fabian departed the meeting

7. CAFII Priorities and EOC Committee

a. Media & Advocacy Strategy Committee

i. Logo Redesign & Rebranding Initiative

John Lewsen presented the options developed by the designer in consultation with the committee. The redesign is a modernization of the existing logo in both French and English and the colours are consistent with the colour scheme of CAFII's existing web site. Members liked the options presented and offered the following feedback:

- remove the exclamation mark after the CAFII tag line; and
- go with the business card design that features the solid blue colour on the bottom half of the card, with wording reversed out of the solid blue.

Next steps: Sara Gelgor to run the new logo design by Board Chair Mark Cummings for his feedback, prior to circulation of the design to the Board of Directors.

Action: L. Duigu to pull together a logo design package, including commentary, (Sara Gelgor and John Lewsen to review) for Mark Cummings' approval. Once approval is received, the package to be sent to the Board of Directors.

ii. Topic and Timing of Next CAFII Webinar for CCIR

The results of the next iteration of the Avalon Study were suggested as the topic/content for a future CAFII webinar for CCIR.

It was also suggested that webinars be put on the back burner for a period of time; and instead CAFII should focus on opportunities that get us in front of CCIR on a face-to-face basis.

CAFII could schedule its Spring 2014 Board meeting to coincide with the CCIR's meeting at that time, expected to be held in Quebec.

Action: B. Wycks to find out the dates and location of CCIR's Spring 2014 Meeting from Carol Shevlin, and determine if co-ordination of CAFII's Board meeting with that meeting is possible.

Members were reminded of the importance of communicating with Quebec regulators in French, as was learned during a previous reception hosted in Montreal.

b. Event and Networking Committee

The possibility of inviting new AMF CEO Louis Morisset to speak at the October 8, 2013 CAFII Board meeting or the immediately ensuing Regulator Reception was discussed. Based on his availability and response, we can determine whether to proceed or postpone this opportunity to a session that might coincide with CCIR's Spring 2014 meeting, expected to be held in Quebec.

At this time, Julie Dickson has been approached a number of times to speak and has declined each time.

Action: CAFII Board Member Linda Fiset to reach out to new AMF CEO Louis Morisset, to invite him to speak to CAFII at our October 8, 2013 Board meeting or the ensuing Regulator Reception. Andre Duval to coordinate.

John Lewsen left the meeting

c. Distribution and Market Conduct Policy Committee

In addition to reviewing the draft CAFII response to the CCIR E-Commerce Position Paper, this committee has active projects on the IAIS' Insurance Core Principles and industry complaint statistics. Other issues being addressed by the committee include the AMF Distribution Guide and Quebec Insurance Act Re-write. The next meeting will be held next week at which time these items will be discussed.

d. Licensing Efficiency Issues Committee

Submission to Saskatchewan Re Representation Via Restricted Licensee Advisory Committee

Moiria Gill provided a brief report on the committee's progress, noting that the work on Council representation for restricted licence holders is on track; and the CAFII document will be ready to send to Saskatchewan shortly. CLHIA has sent its letter already, but the CAFII submission will contain more detail.

8. Other Business

a. P&C Offerings on Website

Sara Gelgor summarized a web site issue related to consumers who may want to file a p&c insurance claim arising from the recent flooding in southern Alberta. Upon further consideration, it was felt that this was more a Canadian Bankers Association issue and therefore no action by CAFII was required.

b. CAFII Board Meeting Hosting Rotation

Action: Leya Duigu to determine which member is next on the Board hosting schedule and see if they can host the October 2013 Board meeting instead of AMEX. J. Hines or B. Wycks will then contact AMEX to discuss.

9. Termination

There being no further business, the meeting terminated at 3:00 p.m. The next EOC meeting is a teleconference tentatively scheduled for Wednesday, July 24, 2013. Next regular EOC meeting is September 24, 2013, in Toronto.

Date

Chair

Recording Secretary

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