

**CAFII EOC Meeting Minutes
Tuesday, January 8, 2013**

Action Items from the Meeting

Agenda Item	Action Item
3a. CAFII Board Minutes	L. Duigu to update minutes and circulate again.
4a. November 2012 Financials	M. Gill to follow-up on final invoice from Stikeman Elliott. S. Manson to follow-up on second invoice from Borden Ladner Gervais
5a. Regulatory Newsletter	M. Gill to forward a notice regarding the release of the anti-spam regulations that came out today. B. Wycks to make some enquiries with C. Shevlin about the merger between the Insurance Regulator and Securities in Manitoba and what the implications are for CAFII members (if any).
5b. Regulator Visits	<u>CISRO Meeting.</u> B. Wycks to coordinate additional volunteers and communicate with CISRO. <u>FSCO Call Centre Visits.</u> J. Hines and J. Lewsen to follow-up with their respective institutions regarding the visits. B. Wycks to coordinate with FSCO members.
6e. Event & Networking Committee	Speaker Presentation – Feb 5, 2013. L. Duigu to confirm if J. Poolman has secured Jane Carr to speak, then confirm venue. CAFII 15 th Anniversary – Apr 10, 2013. L. Duigu to circulate the list of member companies
7a. 2013 Meeting Dates	S. Gelgor to confirm M. Cummings availability for a CAFII Board meeting on December 3, 2013 J. Lewsen to confirm if BMO can host on December 3, 2013. L. Duigu to coordinate all.

CAFII EOC Meeting Minutes
Tuesday, January 8, 2013
Location: CIBC, Commerce Court
199 Bay Street, 4th Floor (Imperial Rm)
Toronto, ON

Present:	Rose Beckford	ScotiaLife Financial
	Charles Blaquiere	Canadian Premier Life Insurance Co.
	Emily Brown	BMO Insurance
	Wayne Eccles	TD Insurance
	Matthew Fabian	BMO Insurance <i>Treasurer (teleconference)</i>
	Sara Gelgor	ScotiaLife Financial
	Moirra Gill	TD Insurance
	Greg Grant	CIBC Insurance
	Jennifer Hines	RBC Insurance
	John Lewsen	BMO Insurance <i>Chair</i>
	Sue Manson	CIBC Insurance
	John Poolman	Assurant Solutions <i>(teleconference)</i>
	Maria Sanchez-Chung	MBNA Bank of Canada <i>(teleconference)</i>
	Paul Yeung	RBC

Also Present: Leya Duigu
Jill McCutcheon
Brendan Wycks

T•O Corporate Services
Borden Ladner Gervais LLP
CAFI

Regrets: Andre Duval Desjardins Financial Security Life Assurance

1. Call to Order

The meeting was called to order at 2:05pm. J. Hines acted as chair and L. Duigu acted as recording secretary.

2. Approval of Agenda

The agenda was approved as circulated. Action items from the December Board meeting were reviewed.

3. Minutes

a. EOC Minutes November 27, 2012

Amendments were put forward to the minutes.

b. Board Minutes, December 11, 2012

Amendments were put forward to the minutes.

Action: L. Duigu to update minutes and circulate again.

4. Financials

a. November 2012 Financials

M. Fabian presented the November 30, 2012 financials included in the meeting package. We are at 64% of budget with a few more anticipated expenses pending before year end. It's anticipated that we'll start 2013 with a good cash balance and will therefore need to decide whether to invest more funds. J. Hines provided an update to the EOC indicating that the Board was comfortable with the proposed changes to the financial reporting as discussed during the Board Meeting in December 2012.

Action: M. Gill to follow-up on final invoice from Stikeman Elliott.

Action: S. Manson to follow-up on second invoice from Borden Ladner Gervais

5. Regulatory Update

a. Regulatory Newsletter

B. Wycks is working on a January Newsletter and if anyone receives any news and information that should be included please send it to him.

Action: M. Gill to forward a notice regarding the release of the anti-spam regulations that came out today.

- Manitoba. It was noted that the Insurance Regulator was quietly amalgamated with Securities whereas Saskatchewan held a full consultation. It would be good to know what the implications of this are.

Action: B. Wycks to make some enquiries with C. Shevlin about the merger between the Insurance Regulator and Securities in Manitoba and what the implications are for CAFII members (if any).

b. Regulator Visits

Regulator Visit Plan

- FCAC Meeting. The purpose of having another meeting would be to continue the dialogue and touch base. They expressed interest in attending the Economic Club event in Ottawa last November which was cancelled. Another opportunity would be to deliver a webinar presentation.

CISRO Meeting

CAFII was invited to a meeting on January 17, 2013. B. Wycks will be attending and it would be ideal for a Licensing Committee member to attend as well.

Action: B. Wycks to coordinate additional volunteers and communicate with CISRO.

FSCO Call Centre Visits

B. Wycks shall confirm with G. Swanson once there are one or two CAFII members that have confirmed participation. RBC is coordinating internally. Ideally providing two member call centre visits will give FSCO staff a better view of the industry rather than just one.

Action: J. Hines and J. Lewsen to follow-up with their respective institutions regarding the visits. B. Wycks to coordinate with FSCO members.

6. CAFII Priorities and EOC Committee

a. CAFII Priorities by Committee

b. Distribution and Market Conduct Committee

Creditor Insurance Project. J. McCutcheon presented the initial findings of the project to the EOC for further direction and discussion.

c. Licensing Efficiency Issues Committee

No update.

d. Media and Advocacy Strategy Committee

- Branding. The tag line was approved at the last board meeting. L. Duigu and B. Wyckes are working on an Request for Proposal for the branding.
- Board Communications Committee is to be discussed and representation from Quebec to be considered.
- Media Protocol. B. Wycks will be updating this for the next MAC meeting.
- Key Scenarios. A review of previous marketplace stories to be conducted with the goal of developing a list of scenarios that CAFII can respond to.
- Regulator Kit to be reviewed by B. Wycks.
- Webinar. B. Wycks has connected with Davis Yoo (PwC) who has expressed interest in partnering with CAFII on a presentation about digital commerce in the financial world. Timing has been suggested for early to mid-March. MAC members were asked to ensure that this presentation include more Canadian content.
- Media Planet opportunity. B. Wycks reported that Media Planet has published several supplements in the past on insurance related issues and

have reached out to CAFII to participate in the next issue to be published at the end of January. Editor, Brendan Cleary, has agreed to modify the editorial line up to include products offered by CAFII member companies. CLHIA, IBC (P&C) and CARP have also confirmed participation in the upcoming supplement. Of note is IBAC, Brokers Association and CADRI are not involved.

For the upcoming supplement CAFII members would be called to be authoritative spokespersons on such topics as the benefits of having insurance. In return CAFII would inform members of advertising opportunities in the article. Toronto Star readership would be the audience and Insurance is covered approximately two times a year.

Decision: B. Wycks to decline offer from Media Planet and express CAFII's interest in participating in a future supplement.

- CAFII Announcements – Executive Director and New Chair to be distributed to targeted media only, regulators and members.

e. Event and Networking Committee

- Speaker Presentation - February 5, 2013.
Action: L. Duigu to confirm if J. Poolman has secured Jane Carr to speak, then confirm venue.
- CAFII 15th Anniversary – April 10, 2013
RBC has been booked and will be available only until 8:30pm. The current guest list is very large and therefore each member is tasked with reviewing their list for senior representatives only in addition to Board and EOC members. Industry representatives from CLHIA and CBA shall not be included. Members agreed that we should only secure entertainment for the evening. The suggested format for dinner will be stations rather than a formal sit down dinner so guests can network. Possible give-aways to be sought.

Action: L. Duigu to circulate the list of member companies.

7. Other Business

a. 2013 Meeting Dates

There is a conflict for members of TD Insurance with the board meeting on December 10, 2013. Alternative dates to be requested and/or CIBC to switch dates with BMO.

Action: S. Gelgor to confirm M. Cummings availability.

Action: J. Lewsen to confirm if BMO can host on December 3, 2013. L. Duigu to coordinate all.

8. Termination

There being no further business, the meeting terminated at 5:00 p.m. The next EOC meeting will be held on Tuesday, February 19, 2013 at 1:00 pm in Toronto.

Date

Chair

Recording Secretary