
Agenda Item 4.4
November 28/17 Board Meeting

From: Brendan Wycks [mailto:brendan.wycks@cafii.com]
Sent: Thursday, November 16, 2017 11:03 AM
To: 'Bourdeau, Joane'
Cc: 'keith.martin@cafii.com'
Subject: CAFII Launches New Consumer-Focused Website

Bonjour, Joane. Comment ça va?

I trust that all is well with you and the team at National Bank Insurance.

We want to bring to your attention the launch, earlier this week, of a new consumer-focused CAFII website in English and French.

The new CAFII site is designed to provide consumer-friendly information on life and health insurance in general; and, in particular, on the simple and accessible creditor and travel insurance products which our members make available to Canadians. Every effort has been made to use consumer-friendly language and to make the content as straightforward and understandable as possible.

You can check out our new site at <http://www.cafii.com/fr/fr-home/>; and www.cafii.com.

I've also attached the French and English Media Releases we sent out when the new site was launched on November 14.

You may also be interested in two industry trade press articles that were published about our new website on Tuesday:

Conseiller.ca

InvestmentExecutive.com

If appropriate, please feel free to share this information about CAFII's new website with your colleagues at National Bank Insurance.

On a side note, we definitely miss your presence and contributions from NBI's perspective around the CAFII Board table.

In that connection, we are very busy at this time with critically important insurance regulator and policy-maker relationship-building, communications, and advocacy.

And a dominant focus at present is the Quebec Ministry of Finance's recently tabled omnibus Bill 141 and the related Bill 150; and their implications for financial institutions' offering of creditor insurance, travel insurance, and other forms of simple, accessible life and health insurance products to Quebecers through alternate distribution channels.

We will likely be making representations on those two Bills to the National Assembly legislative committee that will be reviewing them in the near future; and then having significant consultation interaction with the AMF thereafter, when it drafts the Regulations that are necessary to add flesh to the bones and implement the two Bills.

Warm regards,

Brendan Wycks, BA, MBA, CAE
Co-Executive Director
Canadian Association of Financial Institutions in Insurance

De : Brendan Wycks [mailto:brendan.wycks@cafii.com]
Envoyé : 16 novembre 2017 12:41
À : Oum Caroline <caroline.oum@banquelaurentienne.ca>
Cc : 'Keith Martin' <keith.martin@cafii.com>
Objet : CAFII Launches New Consumer-Focused Website

Bonjour, Caroline.

I trust that all is well with you and the team at Laurentian Bank Insurance.

I want to bring to your attention the launch, earlier this week, of a new consumer-focused CAFII website in English and French.

The new CAFII site is designed to provide consumer-friendly information on life and health insurance in general; and, in particular, on the simple and accessible creditor and travel insurance products which our Members make available to Canadians. Every effort has been made to use consumer-friendly language and to make the content as straightforward and understandable as possible.

You can check out our new site at <http://www.cafii.com/fr/fr-home/>; and www.cafii.com.

I've also attached the French and English Media Releases we sent out when the new site was launched on November 14.

You may also be interested in two industry trade press articles that were published about our new website on Tuesday:

[Conseiller.ca](http://conseiller.ca)

InvestmentExecutive.com

If appropriate, please feel free to share this information about CAFII's new website with relevant colleagues at Laurentian Bank Insurance.

In that connection, we will be back in touch with you in the near future to see if we can arrange a meeting for two or three CAFII representatives with the relevant LBI senior executive(s), at your office in Montreal, to present and discuss the opportunity for LBI to become a full Member of CAFII, and to reap the significant benefits of involvement and participation in our Association – initially by having an LBI executive appointed to our Board of Directors; along with the option to have (an)other senior representative(s) join our Executive Operations Committee (EOC).

At this time, our Association is very involved and engaged in critically important insurance regulator and policy-maker relationship-building, communications, and advocacy with several jurisdictions across the country.

But a dominant focus at present is the Quebec Ministry of Finance's recently tabled omnibus Bill 141 and the related Bill 150; and their implications for financial institutions' offering of creditor insurance, travel insurance, and other forms of simple, accessible life and health insurance products to Quebecers through alternate distribution channels.

We will likely be making representations on those two Bills to the National Assembly legislative committee that will be reviewing them in the near future; and then having significant consultation interaction with the AMF thereafter, when it drafts the Regulations that are necessary to add flesh to the bones and implement the two Bills.

In CAFII's view, it would be a win-win if, in the near future, our Association can welcome Laurentian Bank Insurance as a new Member and have the benefit of its perspective and contributions at our Board of Directors and EOC tables; and in the Association's strategic initiatives in support of Canada's financial institutions in insurance.

Warm regards,

Brendan Wycks, BA, MBA, CAE
Co-Executive Director
Canadian Association of Financial Institutions in Insurance

From: Oum Caroline [mailto:caroline.oum@banquelaurentienne.ca]
Sent: Friday, November 17, 2017 8:59 AM
To: 'Brendan Wycks'
Subject: RE: CAFII Launches New Consumer-Focused Website

Hello Brendan,

I will discuss internally and let you know our position.

Regards,

Caroline Oum
Directrice principale, Produits d'assurance | Senior Manager, Insurance Products
Gestion de l'offre | Product Management
Banque Laurentienne | Laurentian Bank