

November 13, 2019

Ms. Judith Robertson  
Commissioner, Financial Consumer Agency of Canada (FCAC)  
427 Laurier Avenue West, 6th Floor  
Ottawa ON K1R 5C7  
[judith.robertson@fsrao.ca](mailto:judith.robertson@fsrao.ca)

Dear Ms. Robertson:

**Re: Invitation To Be Guest Speaker At CAFII's 2020 Annual Members' Luncheon**

On behalf of the CAFII representatives who had the pleasure of meeting with you and, by extension, on behalf of all Members of our Association, thank you for your hospitality and for the time and considered attention you devoted to what we felt was a very productive *CAFII/FCAC Get Re-Acquainted and Dialogue Meeting* at the Agency's office on October 28/19.

We also thank your senior team members Teresa Frick, Jérémie Ryan, and Maria Vranas for attending the meeting – as key, CAFII-relevant FCAC staff executives – and for participating actively in the dialogue, which we believe bodes well for a mutually beneficial CAFII/FCAC relationship under your leadership as Commissioner, one we expect will be marked by open, transparent, and regular communication; consultation; and co-operation.

In that connection, we will also be writing to you shortly, under separate cover, for the purpose of arranging – as was discussed in our October 28/19 meeting, and with all in attendance supporting the merits of the proposal – a follow-up *CAFII/FCAC Information-Sharing and Dialogue Meeting*, early in 2020, around a CAFII presentation on *Credit Protection Insurance/Authorized Insurance Products Sales Practices and Related Fair Treatment of Consumers Considerations*.

We are aiming for a late January 2020 date; and, as your team indicated might be the case, we anticipate that a broader contingent of FCAC staff members will be able to attend. We recommend allocating a minimum of two hours for this follow-up meeting, to allow for an interactive session. We are able to tailor our presentation to the level of detail your team would prefer, and could expand the meeting into a session of up to a half-day if that would be helpful. Alternatively, we would be amenable to providing the presentation twice over the course of the day, to accommodate the commitments of different groups of FCAC attendees, if you have a preference for that approach.

As promised in our October 28 meeting, the main purpose of this letter is to extend an official, written invitation to you to be the guest speaker at our 2020 CAFII Annual Members' Luncheon. Here are the key particulars about that event:

**Date:** Tuesday, March 3, 2020. *While this is a tentatively confirmed date, CAFII has some flexibility to reschedule the date of the Annual Members' Luncheon, to an alternate date in February or March 2020 (Tuesdays through Thursdays), to accommodate the guest speaker's availability. See **Appendix A** for a list of alternate dates which would work for CAFII.*

**Time:** 11:30 a.m. to 2:15 p.m.

**Location:** A downtown Toronto (financial district) venue. Exact venue is TBA, but The Arcadian Loft at 401 Bay St. (at Queen St., across from Old City Hall) is the probable location.

**Audience:** Between 100 and 150 CAFII Member representatives. (See **Appendix B** for more Audience Profile details.)

**Format:** CAFII would be comfortable with either of the following approaches, whichever you be more comfortable with or prefer:

- (a) a regular speech/TED Talk-style presentation of approximately 50 minutes duration, followed by a Q&A session of interactive dialogue with the audience for 10 to 15 minutes; or
- (b) a “fireside chat” approach in which a CAFII moderator would dialogue with you and guide/facilitate discussion of a number of pre-approved, vetted, and semi-scripted questions and answers on the chosen topic over the course of about 50 minutes, followed by an open Q&A session of interactive dialogue with the audience for 10 to 15 minutes.

(See **Appendix C** for the Tentative Order of Proceedings for CAFII’s 2020 Annual Members’ Luncheon.)

**Title/Topic of Presentation:** Any topic of your choosing which will give rise to an information-sharing and update presentation on the FCAC’s current and future priorities and your vision for the Agency would be very audience-relevant and meet our needs. (However, we do wish to receive from you a catchy/grabber title for the presentation, which will aid in our promotional efforts around the event.)

While the audience will be made up almost entirely of senior executives and management staff from federally regulated financial institutions (FRFIs) and the FCAC is the federal market conduct regulator of those entities, if some of the presentation can be tailored to the “bancassurance” and “Authorized Insurance Products” sub-sector within FRFIs, that would be desirable.

If the issue of “harmonization” between federal (FCAC) and provincial/territorial (members of CCIR) market conduct regulators can be touched on in the presentation, that would be of great interest to our member audience.


If your vision around the role of FRFIs in “Consumer Financial Literacy”; and the future plans for the role/mandate of the former National Financial Literacy Leader position can be addressed in the presentation, that would be of keen interest to the audience.

**Example (Only) Of A Topic/Title That Would Appeal To A CAFII Member Audience:**

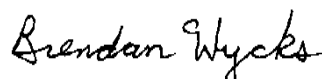
*Defining The ‘Fair’ In ‘Fair Treatment Of Customers’; and Finding The Sweet Spot In Financial Consumers’ Rights and Responsibilities: A Vision-Sharing Dialogue With FCAC Commissioner Judith Robertson On The Agency’s Mission and Mandate; And Taking Its Work To The Next Level.*

Everyone associated with CAFII very much hopes that you will be accept to this CAFII speaking engagement invitation, Madam Commissioner; and we ask that you respond to us at your earliest convenience.

Sincerely,



Keith Martin, Co-Executive Director, CAFII  
647.460.7725



Brendan Wycks, Co-Executive Director, CAFII  
647.218.8243

c.c. Teresa Frick, Director, Supervision Division  
Jérémie Ryan, Director, Financial Literacy and Stakeholder Engagement

#### **Appendix A**

##### **Possible Alternate Dates For 2020 CAFII Annual Members' Luncheon**

- Tuesday, February 11/20
- Wednesday, February 12/20
- Thursday, February 13/20
- Wednesday, February 19/20
- Thursday, February 20/20
- Tuesday, February 25/20
- Wednesday, February 26/20
- Thursday, February 27/20
- Wednesday, March 4/20
- Thursday, March 5/20
- Tuesday, March 10/20
- Wednesday, March 11/20
- Thursday, March 12/20
- Tuesday, March 24/20
- Wednesday, March 25/20
- Thursday, March 26/20

#### **Appendix B**

##### **CAFII 2020 Annual Members' Luncheon Audience Profile: 100 to 150 Member Attendees Expected**

- 12 CAFII Board members who are senior executives within the insurance arms of CAFII member financial institutions (mainly bank/credit union distributors of credit protection insurance, travel insurance, and other forms of life and health insurance; but also some insurer underwriters/manufacturers of those insurance products); and
- majority of audience will be management and professional staff from CAFII member organizations who typically work in the following areas: regulatory compliance; legal compliance; consumer complaints handling/ombudsman roles; strategy; product design; marketing; and operations.

## **Appendix C**

### **CAFII 2020 Annual Members' Luncheon: Tentative Order of Proceedings**

When: Tuesday, March 3, 2020 from 11:30 a.m. to 2:15 p.m. (tentative)  
 Where: Arcadian Loft, 401 Bay St., Simpson Tower, 8th Floor, Toronto, Ontario (tentative)

- **11:30 am** Guest speaker arrives; gets set up for presentation with CAFII assistance
- **11:45 am – 12 Noon** Arrival of CAFII members and guests; networking
- **12 Noon to 12:40 pm** Lunch
- **12:40 pm** Welcome Remarks and Introduction of Guest Speaker
- **12:45 to 1:35 p.m.** Guest Speaker Presentation
- **1:35 – 1:50 pm** (flexibility to extend to 2:00 pm): Q&A session with Guest Speaker
- **1:50 – 1:55 pm** Thank You to Guest Speaker; and Adjournment
- **1:50 – 2:15 pm** Dessert, coffee and tea available at buffet table; networking continues
- **2:15 pm** Luncheon concludes; Departure

## **Appendix D**

### **About CAFII**

CAFII is a not-for-profit industry Association dedicated to the development of an open and flexible insurance marketplace. Our Association was established in 1997 to create a voice for financial institutions involved in selling insurance through a variety of distribution channels. Our members provide insurance through client contact centres, agents and brokers, travel agents, direct mail, branches of financial institutions, and the internet.

CAFII believes consumers are best served when they have meaningful choice in the purchase of insurance products and services. Our members offer travel, life, health, property and casualty, and creditor's group insurance across Canada. In particular, creditor's group insurance and travel insurance are the product lines of primary focus for CAFII as our members' common ground.

CAFII's diverse membership enables our Association to take a broad view of the regulatory regime governing the insurance marketplace. We work with government and regulators (primarily provincial/territorial) to develop a legislative and regulatory framework for the insurance sector that helps ensure Canadian consumers get the insurance products that suit their needs. Our aim is to ensure appropriate standards are in place for the distribution and marketing of all insurance products and services.

CAFII is currently the only Canadian Association with members involved in all major lines of personal insurance. Our members are the insurance arms of Canada's major financial institutions – BMO Insurance; CIBC Insurance; Desjardins Financial Security; National Bank Insurance; RBC Insurance; ScotiaLife Financial; and TD Insurance – along with major industry players Assurant, Canadian Premier Life Insurance Company, CUMIS Services Incorporated, Manulife (The Manufacturers Life Insurance Company), and The Canada Life Assurance Company.