

***Agenda Item 5(c)(ii)  
January 21/20 EOC Meeting***

**From:** Keith Martin <Keith.Martin@cafii.com>

**Sent:** January-16-20 11:21 AM

**To:** CAFII Board of Directors (Cc: EOC Members and Other Committee Members)

**Subject:** Invitation to CAFII to Submit a 1500 Word Article to the Canadian Business Quarterly (CBQ), an Online Business Magazine

**CAFII Board of Directors (Copy to EOC Members and Committee Members):**

CAFII media consultant David Moorcroft has been asked by the Canadian Business Quarterly (CBQ), an online business focused magazine, whether CAFII would like to submit a 1,500 word column/opinion piece on a topic of our choice. David's view is that this is a safe venue for us to share key CAFII messages, and would be another positive piece of content to add to our website after the article is published.

Yesterday, David, Brendan, and I had a teleconference meeting with Media Advocacy Chair Charles Blaquiere to discuss, among other issues, this opportunity, **and it is our collective recommendation to the Board that we accept this invitation.**

The proposed topic would be "Credit Protection Insurance and How It Benefits Canadians," and the column/opinion piece would explain the benefits of these products, and would reference the recent Pollara research on consumers' views on credit protection insurance on mortgages and home equity lines of credit to support our key points.

The proposed column would be shared with this distribution list for review and comment prior to being submitted by 14 February, 2020.

We need to let the CBQ know if we intend to take them up on this invitation by **Monday, 20 January, 2020**. Please let Brendan and me know before then if you have any concerns with moving forward with this initiative.

Thank you,

--Keith

Hello Keith, Brendan and Charles.

As discussed, CAFII's leadership has been invited to contribute a 1,500 word opinion column for the next edition of the [Canadian Business Quarterly](#) (CBQ). They are looking for a column that would explain the issues taking place in the credit protection insurance industry, and/or share current news & issues, or take a position on a particular topic. If we agree, CBQ would like to receive CAFII's submission by February 14.

Headquartered in Calgary and published in digital format quarterly, CBQ provides an in-depth view of business and economic development issues taking place across the country. The magazine features articles and columns from Canadian writers focused on all aspects of the Canadian business landscape. It claims to have 24,000 subscribers, and an estimated readership of 55,000.

Here are some examples of columns written by other Canadian associations that were published in past issues:

Mary Van Buren, President of the Canadian Construction Association

<https://thecbq.ca/the-canadian-construction-association-president-mary-van-buren-building-a-better-canada/>

Jay Wilson, Manager for Risk Mitigation Programs and Assurance at the Canadian Electricity Association

<https://thecbq.ca/canadian-electricity-association-manager-for-risk-mitigation-programs-and-assurance-jay-wilson-the-qualities-of-highly-effective-regulations/>

Next generation seed systems enabling agricultural growth in the 21st century

<https://thecbq.ca/canadian-seed-growers-association-executive-director-glyn-chancey-next-generation-seed-systems-enabling-agricultural-growth-in-the-21st-century/>

Canadian Institute of Management: Is Management a Profession?

<http://thecbq.ca/canadian-institute-of-management-ceo-dr-matthew-jelavic-is-management-a-profession/>

One possible topic for an opinion piece would be "Credit Protection Insurance and how it benefits Canadians." In explaining the various benefits, we would reference the Pollara consumer research which would support our key points.

In my opinion, this is a very safe and worthwhile media opportunity for CAFII that we could also leverage in future communication on our website. Whatever you decide, we should aim to get back to the CBQ by Monday with a response.

Thanks, David Moorcroft, CAFII Media Advisor