

**Agenda Item 5(b)**  
**October 11/22 Board Meeting**

**From:** Brendan Wycks

**Sent:** September-15-22 10:35 AM

**To:** CAFII EOC and Market Conduct & Licensing Committee Members and Member Company Licensing Experts

**Cc:** Keith Martin <Keith.Martin@cafii.com>; Jake Becker <jake.becker@cafii.com>

**Subject:** Request For CAFII Member Representative Informal Feedback/Perceptions Re Alberta Insurance Council (AIC): Input Requested By Monday, September 19/22 At 12 Noon EDT

**CAFII EOC and Market Conduct & Licensing Committee Members and Member Company Licensing Experts:**

See below, beneath my signature block, for the context for this outreach request from Keith Martin and me for informal feedback/input/perceptions re the Alberta Insurance Council (AIC).

We appreciate that the AIC's senior management (Joanne Abram, CEO; and Brent Rathgeber, Chief Operating Officer & General Counsel) have designated CAFII as a key industry stakeholder, so we have accepted the invitation to have a confidential half-hour feedback discussion with Alberta-based Berlin Communications, an independent "integrated communications agency firmly embedded in Alberta's government, media and public policy landscapes."

That discussion will take place on Monday, September 19/22 from 1:00 to 1:30 p.m. EDT.

Therefore, we ask that if your Member company has any perceptions, perspectives, etc. about the AIC which you would like to share with us for inclusion in CAFII's confidential/anonymous input to Berlin Communications, **please send us that input via email by Monday, September 19/22 at 12 Noon EDT.**

Thanks, in advance, for any AIC-related feedback/input/perceptions you may wish to share,

**Brendan Wycks, BA, MBA, CAE**

Co-Executive Director

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**From:** Kelly Wegert <[kwegert@abccouncil.ab.ca](mailto:kwegert@abccouncil.ab.ca)>  
**Sent:** September-06-22 4:48 PM  
**To:** Brendan Wycks <[brendan.wycks@cafii.com](mailto:brendan.wycks@cafii.com)>  
**Cc:** Heather Roy <[hroy@brln.ca](mailto:hroy@brln.ca)>  
**Subject:** Berlin Communications Introduction to Stakeholders

***On Behalf of Brent Rathgeber***

Dear Brendan Wycks

I am reaching out to see if you could help out our organization. We are in the process of gathering consumer research to understand how the general public perceives the AIC and insurance regulation as a whole. We have identified **Canadian Association of Financial Institutions in Insurance (CAFII)** as an important stakeholder in this matter and we would love to set up a 30-minute interview with you to ask your opinion and point of view on the matter. Your response will be kept strictly confidential. It is purely for our own research and insight.

I have cc'ed Heather Roy from Berlin Communications, who will be helping AIC coordinate this interview. Please let us know if this is something that you, or a team member, would be interested in participating in.

Sincerely,



**Brent Rathgeber QC**  
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**General Counsel**  
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