

CAFII Priorities by Committee – February 2013

Executive Operations Committee

Membership: As per CAFII Bylaw 6.01. Sub-committees may strike taskforces drawing on expertise of other individuals associated with member companies.

Mandate	Activities	Issues of Interest
Recommend budget and priorities to Board	Draft and review Financial Reports	
Keep environment open to key products	Be aware of current and emerging issues (Regulatory Update).	
	Develop responses to regulatory initiatives. Forward to board for approval as necessary. Oversight of Distribution and Market Conduct Policy Committee (DMC)	Regulation of ISI
		International regulation of creditor products
		Market Conduct Regulation
		Electronic Commerce
Keep environment flexible /efficient	Identify barriers to efficient operations. Oversight of Licensing Efficiency Issues Committee	Provincial Insurance Act Reviews
		Licensing Irritants
		Provincial Insurance Councils and CISRO issues, including LLQP
		Electronic licensing
Develop communication plans and tools	Oversight of Media and Advocacy Strategy Committee(MAC)	Multi-jurisdictional licensing/mutual recognition
		Communications strategy, CAFII Branding Advocacy Strategy Website
Build relationships with key stakeholders	Connect with regulators. Manage and conduct regulator visits. (Manage Regulator Visit Schedule) Approve attendees at regulator meetings, review meeting notes and manage follow-up actions	
	Oversight of Networking and Events committee	
Other items	Continuance under new Not for Profit Corporations Act	Changes to be made by October 2014
	Changes to CAFII Management structure – development of Executive Director role and hiring of ED	Hire of new Executive Director effective December 2012

CAFII Priorities by Committee – February 2013

Distribution and Market Conduct Policy Committee

Membership: The committee will have 4 permanent members including 2 co-chairs all of whom are members of the EOC.

Co-Chairs:1) Sue Manson CIBC 2) Wayne Eccles TD Other members: 3)Emily Brown BMO 4) John Poolman, Assurant

5) Andre Duval, DSF 6) Rose Beckford Scotialife Financial

Mandate: Oversee development of CAFII policy positions as directed by EOC. Oversee taskforces as required

Activities: Draft CAFII submissions, Manage and interpret industry research projects as approved by EOC

Priorities	Issues	Currently Active Issues	Status
Regulation of ISI	Quebec DWR, distribution guide review, review of Distribution Act	✓	Input provided on Guide (signature, remuneration) letter sent June 2012 , meeting Nov 2012
	Alberta – review of medical questions on applications	✓	Project for review required by CAFII, response to Superintendent required -recommend referral to CLHIA
AML/ATF paper			Complete- Response sent March 1, 2012, follow up questions answered
Intn'l regulation of creditor	PPI	✓	review developments
	US Debt protection products		review developments
	IAIS core principles		Watch file - CCIR committee announced
Market Conduct Regulation	Quebec Commercial Practices Guideline		Awaiting re-release for comment, remove from priorities as AMF has lost interest in this
	MGA CCIR consultation		Complete-Letter of input -June 30 2012
	Input to provincial strategic plans and priorities		Complete- FSCO priorities submitted May 2012
Electronic Commerce	CCIR consultation released Feb 2012 -CCIR to produce a position paper for consultation on key issues spring 2013		Complete- Submission made May 2012
	AMF consultation released Feb 2012		Complete- Submission made May 2012
Provincial Insurance Act Reviews	Manitoba Insurance Act Review	✓	Insurance act changes made spring 2012
	Saskatchewan Insurance Act	✓	Comments sent November 2012
	Ontario Insurance Act review , AMP regulations		Insurance act changes made with budget bill
Research	Undertake research to support policy positions. Consider updating Avalon research on CGI		

AMF Distribution Guide Task Force

(Task Force of Distribution and Market Conduct Policy Committee)

Members: Emily Brown, John Poolman, Rose Beckford, Moira Gill, Sue Manson

Purpose: Recommend changes to the AMF Distribution Guide based on the Mutual Fund Guide, customized for exclusion disclosure

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CAFII Priorities by Committee – February 2013

Licensing Efficiency Issues Committee

Membership – 1 Chair who is a member of EOC and 3 members from representative companies.

Chair: Moira Gill TD 2) John O’Hoski Cdn Premier 3)Sara Gelgor , ScotiaLife Financial 4) John Poolman, Assurant 5)Greg Grant CIBC

Mandate: Identify and manage licensing efficiency issues for restricted and individual licensing processes.

Priorities	Issues	Currently active issues	Status
Licensing operation issues Streamlining and harmonizing licensing requirements (training, CE, other)	Request for restricted certificates for 3 rd parties Alberta	v	CAFII letter to the Council (2011). Council responded that they did not support the request. Committee decision to address the issue with the Council again in 2012.
	CISRO project to redesign LLQP – project completion target Sept 2014		Quarterly Update Forums being held by CISRO, incl. January 17/13 Next Forum in early April 2013
	Licensing process -streamlining and harmonization		Identification of issues on going.
ISI regime implementation	Manitoba – issues to be resolved with implementing regulations		Included in Insurance Act spring 2012 Letter sent in August 2012
Provincial Insurance Councils and CISRO issues	Opportunities to have restricted licensees represented or otherwise participate on Council discussed with Saskatchewan and Alberta. Committee identified a need for an analysis of options for BC, Alberta & Saskatchewan council representation needed	v	Legal assistance engaged and analysis of options underway. Meeting with AIC Jan 2012. Meeting with Sask. held Meeting with Manitoba held
Electronic licensing	Promote use of electronic licensing systems by provincial regulators Possible use of “business numbers” to link		Letter of support sent to CISRO May 2012
Multi-jurisdictional licensing/ mutual recognition	Trade Agreements - promote mutual recognition (Ontario – Quebec, New West Partnership)		Attended trade agreement update meeting May 2012

Media and Advocacy Strategy Committee

Membership: The committee will have 4 permanent members including 2 co-chairs, all of whom are members of EOC. EOC chair is co-chair.

Co-Chairs: 1) Sara Gelgor 2) John Lewsen

Members: 3) Paul Yeung, 4) Moira Gill 5) Greg Grant

Resources: Leya Duigu, Brendan Wycks

Mandate: Identify key stakeholders and develop, recommend and implement communication and advocacy strategy. Oversee CAFII branding. Oversight of Media Response taskforce.

Areas of Interest: Underserved market, Creditor Insurance(value proposition, disclosure), Counter broker lobby messages

Initiatives	Status/Explanation	Resp	Next steps
Develop a communications strategy	Update communications strategy: CAFII-branded “Regulatory Value Added Strategy” for website and regulator communication. Most materials exist but materials should be reviewed and recommendations made as to how to package and brand materials. Include concept of sending targeted messages to regulators when an issue is in the media. -bring strategy up to date, should be a refresher at every board meeting	ED	In process with ED B. Wycks; for review and discussion at next MAC meeting: Feb/March 2013
<u>Website</u> -collect testimonials, post on site	Testimonial (written or video)- 1 per member , have 7 or 8 available and determine how to rotate through (value –add to members)	J Lewsen	Website live May 2012. Email reminder sent w/o Oct 22 2012; One written testimonial received to date B. Wycks to follow-up with direct request to each Voting Member, via EOC
-Refresh CAFII mission statement	review mission statement to ensure it is in line with branding,	ED	In process with ED B. Wycks; for review and discussion at next MAC meeting: Feb/March 2013
-expand tabs to include other products & regulators/industry	-incorporate alternate distribution (underserved market)	ED	Underserved market material drafted, to be approved for website. In process with ED B. Wycks; for review and discussion at

CAFII Priorities by Committee – February 2013

Initiatives	Status/Explanation	Resp	Next steps
-Develop CAFII “Did you know” video to convey important facts	- Travel insurance product – ED to reach out to travel association and CLHIA; look at it from distribution perspective (Charles Blaquiere suggestion) Budget allocation request \$10,000	ED	next MAC meeting: Feb/March 2013 Pending; target completion in April/May 2013
-what’s new	In place, ongoing update of news	ED	In process as part of CAFII Re-Branding and Visual Identity Modernization initiative Ongoing
<u>CAFII Branding</u> -develop marketing tagline	several taglines to be sent to Board, -identify differentiating factor, eg advocating for insurance access , choice, all Canadians - include tagline on all submissions, website, swag, and letters to regulators	J Lewsen	Completed
-CAFII newsletter for regulators	Insurance regulatory news to be collected monthly and shared with regulators as a value added service Budget Request re formatting?	ED	In process; to be completed in conjunction with Re-Branding and Visual Identity Modernization initiative
-CAFII “look”	Develop a font and layout unique to CAFII to be used in letters, submissions and newsletter; assess if new logo needed Budget allocation request \$10,000	ED	February 2013 – first month RFP issued for CAFII Re-Branding and Visual Identity Modernization
-Acquire soft marketing tools (pads, pens etc),	Coasters suggested– include tagline and web address on next re-order - Budget allocation request		Pens, mugs and iphone holders are in stock
<u>Media Protocol</u> -Develop and manage protocol for handling media requests	Protocol needs to be revised for arrival of ED	ED	Completed; revised Media Protocol approved by MAC on January 17/13

CAFII Priorities by Committee – February 2013

Initiatives	Status/Explanation	Resp	Next steps
-media training for ED	Budget allocation request \$2,000		Schedule training for March 2013
-Monitor Media		ED	
-Develop List of Friendly media			Paul & Moira have draft list. In process; for review and discussion at next MAC meeting: Feb/March 2013
-Notify communications departments of member firms	To be done when messaging is reviewed		
-News Release	Send out notification of new ED		To each regulator and industry associations
Develop 2-3 likely scenarios		ED	B. Wycks reviewing material drafted by G. Grant. In process; for review and discussion at next MAC meeting: Feb/March 2013
Key Message Development - identify issues and develop key messages	Key message document: develop and review stock messages to be used in communication opportunities	ED	Key Messages document drafted by A. Riley for B. Wycks' review. In process; for review and discussion at next MAC meeting: Feb/March 2013
Regulator Kit	For new regulators. Compile package of information for regulators which can include	ED	Some content developed by RBC intern
-develop booklet /brochure	-booklet - past submissions, -testimonials and -key fact sheet. Booklet - take images from website, testimonials, designed to highlight major issues. Small 10 page booklet that can be given out with business cards.	ED	To be developed by ED as he reviews CAFII materials, and in harmony with CAFII Re-Branding and Visual Identity Modernization
-Key Facts sheet	-develop a "Key Facts" sheet to be part of regulator package	ED	

CAFII Priorities by Committee – February 2013

Initiatives	Status/Explanation	Resp	Next steps
Manage research to support message (eg. Pollara) - develop key messages - manage plan of use of research - determine when and what research must be undertaken or renewed	Pollara plan of use in place	MAC	Plan of use to be reviewed by ED and feedback brought to MAC meeting in April/May 2013
Industry Statistics	- identify and keep current statistics from LIMRA and CAFII research	ED	-overlapping responsibility with DMC. For possible referral/delegation to DMC.
Webinars Develop and offer webinar education Determine distribution of webinar material	-develop / oversee development of new webinars -review and keep webinars current -track who has seen which webinars -plan number of webinars per year, have list of upcoming webinars -deliver webinars Budget allocation request \$10,000	ED	Digital, apps and social media webinar in process with Davis Yoo and Debbie Dimoff of PwC; for delivery to CCIR audience during consultation period following release of CCIR's follow-up discussion paper on e-commerce, between mid-March and end of April 2013

Media Response Taskforce

Membership: Taskforce consists of any two members of the Media and Advocacy Strategy committee plus Brendan Wycks.

Purpose: Deal with media issues as they arise. Make recommendation to Board communications committee (Members: Mark Cummings, Scotialife Financial; Dave Minor, TD; Rick Lancaster, CIBC; Julie Barker-Merz BMO)

CAFII Priorities by Committee – February 2013

Networking and Events Committee

Membership: 1 Chair - 2 members , EOC chair is an ex-officio member

Chair: Paul Yeung RBC 2) Maria Sanchez –Chung TD 3)

Ex-officio: Jennifer Hines Resources: Leya Duigu, Brendan Wycks

Mandate : Operate CAFII events and receptions to maintain contact with regulators, associate members and other key stakeholders.

Priority	Activities	Status
Plan Quarterly Speaker and reception events, and member-only event	February Speaker Event (members only)	Moved to March 26, 2013, with Jane Carr, Vice-President and Managing Attorney, Assurant Solutions, Atlanta, speaking on “Issues, Challenges and Opportunities in U.S. Debt and Other Protection Products”
	March/April	
	June AGM	
	October	
	December Reception	
Keep current lists of key contacts		
Christmas cards to key contacts?		
Seek out other opportunities to meet with contacts (eg corporate table)		