

**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 <b>Financial Reports</b>	
Keep environment open to key products	Be aware of current and emerging issues ( <b>Regulatory Update</b> ).	
	Develop responses to regulatory initiatives. Forward to board for approval as necessary. Oversight of <b>Distribution and Market Conduct Policy Committee (DMC)</b>	Regulation of ISI
		International regulation of creditor products
		Market Conduct Regulation
		Electronic Commerce
Keep environment flexible /efficient	Identify barriers to efficient operations. Oversight of <b>Licensing Efficiency committee</b>	Provincial Insurance Act Reviews
		Licensing Irritants
		Provincial Insurance Councils and CISRO issues
		Electronic licensing
Develop communication plans and tools	Oversight of <b>Media and Advocacy Strategy Committee(MAC)</b>	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 <b>Regulator Visit Schedule</b> ) Approve attendees at regulator meetings, review meeting notes and manage follow-up actions	
	Oversight of <b>Networking and Events committee</b>	
Other items	Continuance under new Not for Profit Corporations Act	Changes to be made before 2014

**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, <b>review of Distribution Act</b>	√	Input provided on Guide ( signature, remuneration) <b>letter sent June 2012</b> , meeting Nov 2012
	Alberta – review of medical questions on applications	√	Project for review required by CAFII, response to Superintendent required <b>-recommend referral to CLHIA</b>
AML/ATF paper			<b>Complete- Response sent March 1, 2012, follow up questions answered</b>
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	▼		▼
	MGA CCIR consultation		<b>Complete-Letter of input -June 30 2012</b>
	TPA CCIR review upcoming		Awaiting CCIR project
	FSCO Life Insurance Product suitability review		Project commencement spring 2013
	Input to provincial strategic plans and priorities		<b>Complete- FSCO priorities submitted May 2012</b>
Electronic Commerce	CCIR consultation released Feb 2012 -CCIR to produce a position paper for consultation on key issues spring 2013		<b>Complete- Submission made May 2012</b>
	AMF consultation released Feb 2012		<b>Complete- Submission made May 2012</b>
Provincial Insurance Act Reviews	Manitoba Insurance Act Review	√	Insurance act changes made spring 2012
	Saskatchewan Insurance Act	√	<b>Provide input by October 2012</b>
	Ontario Insurance Act review		Insurance act changes made with budget bill
Complaint management	Determine what statistics are available, define what should be tracked, collect CAFII member statistics		- new project, start in 2013

**Deleted:** Quebec Commercial Practices Guideline

**Deleted:** Awaiting re-release for comment

**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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**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
<b>Licensing operation issues</b> Streamlining and harmonizing licensing requirements (training, CE, other)	Request for restricted certificates for 3 <sup>rd</sup> 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		
	Licensing process -streamlining and harmonization		Identification of issues on going.
<b>ISI regime implementation</b>	Manitoba – issues to be resolved with implementing regulations		Included in Insurance Act spring 2012 Letter sent in August 2012
<b>Provincial Insurance Councils and CISRO issues</b>	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
<b>Electronic licensing</b>	Promote use of electronic licensing systems by provincial regulators Possible use of “business numbers” to link		<b>Letter of support sent to CISRO May 2012</b>
<b>Multi-jurisdictional licensing/ mutual recognition</b>	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:** L. Duigu, Rick Evans

**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	Develop ideas at MAC cttee Nov 20
Website -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 to be sent w/o Oct 22 2012
-Refresh CAFII mission statement	review mission statement to ensure it is in line with branding,	ED	
-expand tabs to include other products&regulators/industry	-incorporate alternate distribution ( underserved market)	ED	Underserved market material drafted , to be approved for website
	- Travel product – ED to reach out to travel	ED	

CAFII Priorities by Committee –November 2012

Initiatives	Status/Explanation	Resp	Next steps
-Develop CAFII “Did you know” video to convey important facts	association and clhia, look at it from distribution perspective  (Charles Blaquiére suggestion ) <b>Budget allocation request \$10,000</b>	ED	
-what’s new	In place, ongoing update of news		Updating
CAFII Branding -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	suggestions to board for their input w/o Oct 22 2012
-CAFII newsletter for regulators	Insurance regulatory news to be collected monthly and shared with regulators as a value added service <b>Budget Request re formatting?</b>	ED	December 2012– first month
-CAFII “look”	Develop a font and layout unique to CAFII to be used in letters, submissions and newsletter – <b>Budget allocation request \$10,000</b>	ED	
-Acquire soft marketing tools (pads, pens etc),	Pens, mugs and iphone holders – include tagline on next re-order - <b>Budget allocation request</b>	P Yeung	Items are in stock
Media Protocol -Develop and manage protocol for handling media requests	Protocol needs to be revised for arrival of ED	ED	
-media training for ED	<b>Budget allocation request \$2,000</b>		Schedule training for March 2013
-Monitor Media		ED	
-Develop List of Friendly media			Paul & Moira have the list
-Notify communications department s of member firms	To be done when messaging is reviewed		

CAFII Priorities by Committee –November 2012

Initiatives	Status/Explanation	Resp	Next steps
-News Release	Send out notification of new ED		To each regulator and industry associations
Develop 2-3 likely scenarios		G Grant	By October 26, 2012
Key Message Development - identify issues and develop key messages	Key message document Develop and review stock messages to be used in communication opportunities	A Riley	Key messages document drafted for review
Regulator kit  -develop booklet /brochure         -key facts sheet	For new regulators.( Do not want to be proactive with media.) Compile package of information for regulators which can include -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.    -develop a “Key facts” sheet to be part of regulator package	         ED         ED	Possible RBC intern to do kit, testimonials         To be developed by ED as he reviews CAFII materials
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		
Industry Statistics	- identify and keep current statistics from LIMRA and CAFII research	ED	
Webinars Develop and offer webinar education	-develop / oversee development of new webinars -review and keep webinars current -track who has seen which webinars		Digital, apps and social media webinar to be developed by an outside consultant.

CAFII Priorities by Committee –November 2012

Initiatives	Status/Explanation	Resp	Next steps
Determine distribution of webinar material	-plan number of webinars per year, have list of upcoming webinars -deliver webinars  <b>Budget allocation request \$10,000</b>		

**Media Response Taskforce**

**Membership:** Taskforce consists of any 2 members of the Media and Advocacy Strategy committee plus Rick Evans.

**Purpose:** Deal with media issues as they arise. Make recommendation to Board communications committee ( Members: Cathy Honor, RBC; Mark Cummings, Scotia; Dave MinorTD; Rick Lancaster, CIBC, Julie Barker-Merz BMO)



CAFII Priorities by Committee –November 2012

**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: John Lewsen Resources: Leya Duigu

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

Priority	Activities	Status
<b>Plan Quarterly Speaker and reception events, and member-only event</b>	February Speaker Event ( members only)	Derek Yoo PWC on Ecommerce
	March/April	Byren Innes, NewLink Group Emerging products in Insurance and distribution trends
	June AGM	no speaker, Board meeting with AMF in Quebec city
	October	Janet Ecker, TFSA
	December Reception	
<b>Keep current lists of key contacts</b>		
<b>Christmas cards to key contacts?</b>		
<b>Seek out other opportunities to meet with contacts (eg corporate table)</b>		