

CAFII Priorities by Committee –2013 proposed

**Executive Operations Committee**

| 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<br>Advocacy Strategy<br>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                                          |

## CAFII Priorities by Committee –2013 proposed

### 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                                                                 |
|-----------------------------------------|---------------------------------------------------------------------------------------------------------|-------------------------|------------------------------------------------------------------------|
| <b>Regulation of ISI</b>                | Quebec DWR, distribution guide review, review of Distribution Act                                       | ✓                       | Recommendations expected spring 2013                                   |
| <b>Intn'l regulation of creditor</b>    | PPI                                                                                                     | ✓                       | review developments                                                    |
|                                         | US Debt protection products                                                                             |                         | review developments                                                    |
|                                         | IAIS core principles                                                                                    |                         | CCIR committee doing Financial Sector Assessment Program (FSAP) review |
|                                         | TPA CCIR review upcoming                                                                                |                         | CCIR project announced                                                 |
|                                         | FSCO Life Insurance Product suitability review                                                          |                         | Project commencement spring 2013                                       |
|                                         | Input to provincial strategic plans and priorities                                                      |                         | Input to FSCO priorities- each June                                    |
| <b>Electronic Commerce</b>              | CCIR to produce a position paper for consultation on key issues spring 2013                             |                         |                                                                        |
|                                         | AMF final recommendations expected                                                                      |                         |                                                                        |
| <b>Provincial Insurance Act Reviews</b> | Manitoba Insurance Act Review                                                                           |                         | Awaiting regulations                                                   |
|                                         | Saskatchewan Insurance Act                                                                              | ✓                       | Consultations expected                                                 |
|                                         | Ontario Insurance Act review                                                                            |                         | Awaiting regulations                                                   |
| <b>Complaint management</b>             | Determine what statistics are available, define what should be tracked, collect CAFII member statistics |                         | - new project, start in 2013                                           |

### 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

## CAFII Priorities by Committee –2013 proposed

### Licensing Efficiency Issues Committee

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

Chair: Moira Gill TD 2) 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><br>Streamlining and harmonizing licensing requirements (training, CE, other) | Request for restricted certificates for 3 <sup>rd</sup> parties Alberta                                                |                         |                                                            |
|                                                                                                                | 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                                                         |                         | Awaiting regulations                                       |
| <b>Provincial Insurance Councils and CISRO issues</b>                                                          | Opportunities to have restricted licensees represented or participate on Council - Manitoba, Saskatchewan and Alberta. | v                       | Legal assistance engaged and analysis of options underway. |
| <b>Electronic licensing</b>                                                                                    | Promote use of electronic licensing systems by provincial regulators<br>Possible use of “business numbers”             |                         |                                                            |
| <b>Multi-jurisdictional licensing/ mutual recognition</b>                                                      | Trade Agreements - promote mutual recognition ( Ontario – Quebec, New West Partnership )                               |                         |                                                            |

## CAFII Priorities by Committee –2013 proposed

### 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 6) Charles Blaquiere

**Resources:** L. Duigu,

**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.<br><br>-bring strategy up to date, should be a refresher at every board meeting | ED                           |                                                                  |
| <u>Website</u><br>-collect testimonials, post on site<br><br>-Refresh CAFII mission statement<br><br>-expand tabs to include other products & regulators/industry | Testimonial ( written or video)- 1 per member , have 7 or 8 available and determine how to rotate through ( value –add to members)<br><br>review mission statement to ensure it is in line with branding,<br><br>-incorporate alternate distribution ( underserved market)<br><br>- Travel product – ED to reach out to travel association and clhia, look at it from distribution perspective                             | J Lewsen<br><br>ED<br><br>ED | Underserved market material drafted , to be approved for website |

CAFII Priorities by Committee –2013 proposed

| Initiatives                                                                | Status/Explanation                                                                                                                            | Resp     | Next steps                                       |
|----------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------|----------|--------------------------------------------------|
| -Develop CAFII “Did you know” video to convey important facts              | (Charles Blaquiere suggestion )<br><b>Budget allocation request \$10,000</b>                                                                  | ED       |                                                  |
| -what’s new                                                                | In place, ongoing update of news                                                                                                              | ED       | Updating                                         |
| <u>CAFII Branding</u><br>-develop marketing tagline                        | -identify differentiating factor, - include tagline on all submissions, website, swag, and letters to regulators                              | J Lewsen | Suggestions collected, tagline decision required |
| -CAFII newsletter for regulators                                           | Insurance regulatory news to be collected monthly and shared with regulators as a value added service<br><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 –<br><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                                                                              | P Yeung  | Items are in stock                               |
| Media Protocol<br>-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 –2013 proposed

| 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<br>- 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<br><br>-develop booklet /brochure                                                                                                                                    | For new regulators.( Do not want to be proactive with media.) Compile package of information for regulators which can include<br>-booklet<br>- past submissions,<br>-testimonials and<br>-key fact sheet.<br><br>Booklet - Take images from website, testimonials, designed to highlight major issues. Small 10 page booklet that can be given out with business cards. | ED      | Possible RBC intern to do kit, testimonials                                      |
| -key facts sheet                                                                                                                                                                   | -develop a “Key facts” sheet to be part of regulator package                                                                                                                                                                                                                                                                                                            | ED      | To be developed by ED as he reviews CAFII materials                              |
| Manage research to support message (eg. Pollara)<br>- develop key messages<br>- manage plan of use of research<br>- 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<br>Develop and offer webinar education<br>Determine distribution of                                                                                                       | -develop / oversee development of new webinars<br>-review and keep webinars current<br>-track who has seen which webinars<br>-plan number of webinars per year, have list of upcoming                                                                                                                                                                                   |         | Digital, apps and social media webinar to be developed by an outside consultant. |

CAFII Priorities by Committee –2013 proposed

| Initiatives      | Status/Explanation                                                             | Resp | Next steps |
|------------------|--------------------------------------------------------------------------------|------|------------|
| webinar material | webinars<br>-deliver webinars<br><br><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 ED.

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

## CAFII Priorities by Committee –2013 proposed

### 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) |                                          |
|                                                                                | March/April                            |                                          |
|                                                                                | June AGM                               |                                          |
|                                                                                | October                                |                                          |
|                                                                                | December Reception                     |                                          |
| <b>15<sup>th</sup> anniversary event</b>                                       | Reception with CCIR                    | CCIR provided tentative date of April 10 |
| <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> |                                        |                                          |