


## **Exclusive Invitation To Become A "CAFII Associate" In 2024 and Benefit From a Significant Suite of Industry Intelligence and Insights Materials, as Well as Networking and Business Development Opportunities for a Modest \$5,000 Annual Fee**

Keith Martin <Keith.Martin@cafii.com>

Fri 2023-12-22 1:28 PM

To:Koker Christensen <kchristensen@fasken.com>;sbourdeau@fasken.com <sbourdeau@fasken.com>

Cc:Shanay Smith <Shanay.Smith@cafii.com>;Robyn Jennings <Robyn.Jennings@cafii.com>

 5 attachments (3 MB)

1.46 Weekly Digest ( December 1 -7).pdf; 1.47 Weekly Digest ( December 8 -15).pdf; 1.48 Weekly Digest ( December 15 - 22).pdf; November 2023 Regulatory FINAL.pdf; October 2023 Regulatory FINAL.pdf;

Hello, Kathleen and Sylvie,

As a key supplier of professional services to the Canadian insurance industry, including many of CAFII's 15 members which include the big 6 Canadian banks, credit unions including Desjardins, and leading Canadian insurance companies -- which collectively comprise the vast majority of the credit protection insurance/bancassurance sector in Canada -- you may be aware that our Association has a Member-like category of affiliate/supporter called "CAFII Associate."

Given your firm's status as an important supplier to and supporter of the credit protection insurance/travel insurance/bancassurance sector in Canada and your existing relationship with CAFII, the purpose of this outreach email is to invite Fasken to join CAFII as a new Associate in 2024.

For modest annual dues of \$5000, CAFII Associates gain access to a range of benefits which focus on (i) industry intelligence and actionable insights; and (ii) networking and business development opportunities through exposure to and engagement with senior representatives from CAFII Members.

CAFII Associates receive the following direct access benefits:

### **CAFII Alerts Weekly Digest**

#### **Insider information and industry intelligence delivered once a week**

The CAFII Alerts Weekly Digest is an insider information industry intelligence benefit which was introduced for both Members and Associates in 2020. The Weekly Digest is a compilation of domestic and international news items relevant to the Canadian credit protection insurance/travel insurance/bancassurance sector. Each issue of the Digest features synopses up to 10 of the week's most relevant articles, categories into "Government/Legal/Regulatory Developments" and "Other CAFII Member-Relevant News," along with a section on "Upcoming CAFII-Relevant Webinars & Events; and Related Education Content."

The Weekly Digest includes a summary of the articles themselves; links to the full articles at the source publications; and a helpful Table of Contents with embedded links to the synopsis articles in that week's issue. Each week, the Digest is distributed directly to the designated contacts at each Associate company, and those designates are invited to share the Digest with colleagues within their organization.

I am pleased to attach three recent issues of the CAFII Alerts Weekly Digest, as samples of this information/intelligence/insights compilation which you can expect to receive each week as a CAFII Associate.

### **CAFII Monthly Regulatory Updates**

**The Regulatory Update is a deeper dive and more precisely focused intelligence piece, filled with insights about industry and regulatory developments**

Produced monthly by the Association's new Research Analyst in conjunction with the Executive Director (except in July, August, and December) -- primarily for the CAFII Board of Directors and the Association's Executive Operations Committee, but with expanded distribution to CAFII Associates since early 2020 -- the Regulatory Update features information and insights about Canadian and international insurance policy-maker and regulator developments which are relevant to the credit protection insurance/travel insurance/bancassurance sector. We are pleased to attach two editions of the Regulatory Update that were produced in 2023, as samples of this insurance policy and regulation-focused intelligence and insights compendium which you can expect to receive nine months of the year as a CAFII Associate.

The Regulatory Update will also provide you to our insights in our ongoing meetings with regulators and policy-makers. In 2023 we met with 13 different groups of regulators and policy-makers in every province in Canada, and summaries of these meetings, and links to the full reports on these meetings, are available to you in the Regulatory Update.

**Annual Members and Associates Luncheon: Superb Profile-Raising, Networking and Business Development Opportunity**

**Annual in-person luncheon event with a leading industry guest speaker or panel of presenters**

The CAFII Annual Members and Associates Luncheon is a major networking/relationship-building, business development, and education opportunity for CAFII Associates. Up to five of your company's representatives can attend the Annual Members and Associates Luncheon, at no charge (additional attendees beyond five may attend at a fee of CAFII's marginal-cost-only). The Annual Members and Associates Luncheon is an in-person event, held at a premiere downtown Toronto location, which features a prominent guest speaker or panel of presenters on a thought leadership topic of high relevance to the credit protection insurance/travel insurance/bancassurance sector in Canada.

In 2024 the event will again be held at St. James' Cathedral in downtown Toronto, on 28 May. In 2023 we featured a panel with Partner Stuart Carruthers of Stikeman Elliott, and Jill McCutcheon of Torys (both of those firms are CAFII Associates), moderated by CAFII Co-Executive Director Keith Martin. In 2022 the event featured a "fireside chat" with FSRA CEO Mark White and CAFII Co-Executive Director Keith Martin.

**CAFII Reception Events: Three Tailor-Made Profile-Raising, Networking and Business Development Opportunities Each Year**

**Opportunity to network with executives from CAFII Member companies, as well as insurance regulators, policy-makers, and allied industry Association representatives**

CAFII's Receptions are in-person events typically held in April, June, and late November/early December each year, which are typically hosted by a Member company at its downtown Toronto corporate premises and usually feature a guest speaker who provides a short educational presentation of relevance to the CAFII Member and Associate audience. These recurring 2.5 hour, host bar Receptions (typically 5:00 to 7:30 p.m.) provide excellent networking and business development opportunities for CAFII Member and Associate representatives and other industry guests, which are enjoyed and eagerly anticipated by everyone in the CAFII community. The audience includes CAFII member executives, regulators and policy-makers, and representatives from other Associations like CLHIA and THIA.

In 2023 our guest speakers were Kartik Sakthivel, Global Chief Information Officer, LIMRA and LOMA, at a Reception on 4 April, 2023, and Anthony Ostler, CEO of the Canadian Bankers' Association, on 6 June. At our 5 December reception we substituted a guest speaker for speeches and presentations to honour soon-to-retire Co-Executive Director Brendan Wycks.

**CAFII Webinars**

**Intelligence and insights via exclusive webinars with insurance regulator, policy-maker, and industry leader presenters**

CAFII annually holds 6-7 highly-rated webinars on a variety of relevant topics. While we selectively invite people from the insurance community to attend, there is no limit on the number of attendees from Associate companies at CAFII webinars. In 2023 we held webinars on mental-health issues in the workplace, on inclusive language, on the Quebec Charter of the French language, on trends in the travel insurance industry, as well as regulatory webinars with the head of the FSRA Consumer Office Stuart Wilkinson, and with the CEO of the BCFA Bill Morrison. You can see the list of recent webinars here: <https://www.cafii.com/category/events/>

***With that as background, we cordially invite and encourage Fasken to join our Association and start to experience the benefits of CAFII Associate status in 2024.***

***We strongly believe that your company will find that the value of the benefits delivered far surpasses the \$5,000 price tag associated with this affiliate status (paid once per annum, in February each calendar year).***

***In that connection, I would like to offer to have a short virtual meeting with you and any colleagues you would like to bring (20 to 30 minutes over Zoom or MSTeams at any mutually convenient date/time between now and the end of January 2024) to discuss this invitation and answer any questions you may have about CAFII Associate status. Please let me know if that would be of interest to you.***

<b>CAFII Members</b>	<b>CAFII Associates</b>
BMO Insurance	RSM Canada
CIBC Insurance	Willis Towers Watson
National Bank Insurance	KPMG
RBC Insurance	Optima Communications
Scotia Insurance	RGA Life Reinsurance Company of Canada
TD Insurance	Torys
Desjardins	Stikeman Elliott
Canadian Tire Bank	Norton Rose Fulbright
Valeyo	Royal & Sun Alliance Insurance Company
Assurant	
Canada Life	
Chubb	
CUMIS	
Manulife	
Securian Canada	

#### **Keith Martin**

Co-Executive Director / Co-Directeur général

Canadian Association of Financial Institutions in Insurance

L'association canadienne des institutions financières en assurance

[keith.martin@cafii.com](mailto:keith.martin@cafii.com)

T: 647.460.7725

[www.cafii.com](http://www.cafii.com)

[Visit the CAFII LinkedIn Page](#)



*Making Insurance Simple and Accessible for Canadians*

*Rendre l'assurance simple et accessible pour les Canadiens*

This message, including any attachments, is intended only for the use of the individual(s) to which it is addressed and may contain information that is privileged, proprietary, or confidential. Any other distribution, copying, or disclosure is strictly prohibited. If you have received this communication in error, please notify us