

# CAFII Priorities by Committee –November 2012

## 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<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                                          |
|                                           | 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 –November 2012

**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                                                   | ✓                       | 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<br>-recommend referral to CLHIA |
| <b>AML/ATF paper</b>                    |                                                                                                                     |                         | <b>Complete- Response sent March 1, 2012, follow up questions answered</b>                                |
| <b>Intn'l regulation of creditor</b>    | PPI                                                                                                                 | ✓                       | review developments                                                                                       |
|                                         | US Debt protection products                                                                                         |                         | review developments                                                                                       |
|                                         | IAIS core principles                                                                                                |                         | Watch file - CCIR committee announced                                                                     |
| <b>Market Conduct Regulation</b>        | Quebec Commercial Practices Guideline                                                                               |                         | Awaiting re-release for comment, remove from priorities as AMF has lost interest in this                  |
|                                         | MGA CCIR consultation                                                                                               |                         | <b>Complete-Letter of input -June 30 2012</b>                                                             |
|                                         | Input to provincial strategic plans and priorities                                                                  |                         | <b>Complete- FSCO priorities submitted May 2012</b>                                                       |
| <b>Electronic Commerce</b>              | CCIR consultation released Feb 2012<br>-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>                                                                 |
| <b>Provincial Insurance Act Reviews</b> | Manitoba Insurance Act Review                                                                                       | ✓                       | Insurance act changes made spring 2012                                                                    |
|                                         | Saskatchewan Insurance Act                                                                                          | ✓                       | <b>Comments sent November 2012</b>                                                                        |
|                                         | Ontario Insurance Act review , AMP regulations                                                                      |                         | Insurance act changes made with budget bill                                                               |
| <b>Research</b>                         | Undertake research to support policy positions.<br>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

CONFIDENTIAL

# CAFII Priorities by Committee –November 2012

## 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><br>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<br><b>Letter sent in August 2012</b>                                                                                             |
| <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.<br><b>Meeting with AIC Jan 2012.</b><br><b>Meeting with Sask. held</b><br><b>Meeting with Manitoba held</b> |
| <b>Electronic licensing</b>                                                                                    | Promote use of electronic licensing systems by provincial regulators<br>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-CAFIL 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                                     | Develop ideas at MAC cttee Nov 20                                                                                                                                                 |
| <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                                                                                             | J Lewsen<br><br>ED<br><br>ED<br><br>ED | Website live May 2012<br>Email reminder sent w/o Oct 22 2012<br>1written testimonial received to date<br><br><br>Underserved market material drafted , to be approved for website |

CAFII Priorities by Committee –November 2012

| Initiatives                                                                                              | Status/Explanation                                                                                                                                                                                                       | Resp     | Next steps                                         |
|----------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|----------------------------------------------------|
| -Develop CAFII “Did you know” video to convey important facts<br><br>-what’s new                         | association and clhia, look at it from distribution perspective<br><br>(Charles Blaquiere suggestion )<br><b>Budget allocation request \$10,000</b><br><br>In place, ongoing update of news                              | ED       | Updating                                           |
| <b>CAFII Branding</b><br>-develop marketing tagline                                                      | several taglines to be sent to Board,<br>-identify differentiating factor, eg advocating for insurance access , choice, all Canadians,<br>- include tagline on all submissions, website, swag, and letters to regulators | J Lewsen | 3 recommendations to be sent to board for Dec 2012 |
| -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 , assess if new logo needed<br><b>Budget allocation request \$10,000</b>                                                     | ED       |                                                    |
| -Acquire soft marketing tools (pads, pens etc),                                                          | Coasters suggested– include tagline and web address on next re-order - <b>Budget allocation request</b>                                                                                                                  | P Yeung  | Pens, mugs and iphone holders are in stock         |
| Media Protocol<br>-Develop and manage protocol for handling media requests<br><br>-media training for ED | Protocol needs to be revised for arrival of ED<br><br><b>Budget allocation request \$2,000</b>                                                                                                                           | ED       | Schedule training for March 2013                   |
| -Monitor Media                                                                                           |                                                                                                                                                                                                                          | ED       |                                                    |
| -Develop List of Friendly media                                                                          |                                                                                                                                                                                                                          |          | Paul & Moira have the list                         |
| -Notify communications                                                                                   | To be done when messaging is reviewed                                                                                                                                                                                    |          |                                                    |

CAFIL Priorities by Committee –November 2012

| Initiatives                                                                                                                                                                        | Status/Explanation                                                                                                                                                                                                                                                                                                                                                                                                                                  | Resp                                                                         | Next steps                                                                                                                         |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------|
| department s of member firms                                                                                                                                                       |                                                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                              |                                                                                                                                    |
| -News Release                                                                                                                                                                      | Send out notification of new ED                                                                                                                                                                                                                                                                                                                                                                                                                     |                                                                              | To each regulator and industry associations                                                                                        |
| <b>Develop 2-3 likely scenarios</b>                                                                                                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                                                     | 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                                                                                           |
| <b>Regulator kit</b><br><br>-develop booklet /brochure<br><br><br><br><br><br><br><br><br>-key facts sheet                                                                         | 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.<br><br><br><br>-develop a “Key facts” sheet to be part of regulator package | <br><br><br><br><br><br><br><br><br>ED<br><br><br><br><br><br><br><br><br>ED | Possible RBC intern to do kit, testimonials<br><br><br><br><br><br><br><br><br>To be developed by ED as he reviews CAFIL 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 CAFIL research                                                                                                                                                                                                                                                                                                                                                                                | ED                                                                           |                                                                                                                                    |
| Webinars<br>Develop and offer webinar                                                                                                                                              | -develop / oversee development of new webinars<br>-review and keep webinars current                                                                                                                                                                                                                                                                                                                                                                 |                                                                              | 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 |
|------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------|------------|
| education<br>Determine distribution of<br>webinar material | -track who has seen which webinars<br>-plan number of webinars per year, have list of<br>upcoming 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 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> |                                        |                                                                                   |