

# CAFII Priorities by Committee –June 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 Media Response Plan 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>	

## CAFII Priorities by Committee –June 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) Jennifer Hines RBC **Other members:** 3) Wayne Eccles TD 4) Emily Brown BMO 5) John Poolman, Assurant 6) Andre Duval, DSF 7) John O'Hoski Cdn Prem **Resource:** A. Riley

**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>	Manitoba ISI regime in 2011/2012		Included in Insurance Act spring 2012
	Quebec DWR, distribution guide review	√	Input provided on Guide ( signature, remuneration)
	Alberta – review of medical questions on applications		Project for review required by CAFII, response to Superintendent required
	ISI recommendations-industry response		Consultation expected in 2012-Ontario only
	AML/ATF paper	√	<b>Response sent March 1, 2012, follow up questions answered</b>
<b>International regulation of creditor</b>	PPI –develop member questions, seek legal opinion on privilege	√	<ul style="list-style-type: none"> <li>· Board to review survey at meeting in June 2012.</li> <li>· Completion and results due by August/September 2012.</li> <li>· Recommendations presented at board meeting Dec '12</li> <li>· 2 legal firms being interviewed re privilege</li> </ul>
	IAIS core principles		Watch file - CCIR committee announced
<b>Market Conduct Regulation</b>	Quebec Commercial Practices Guideline		Awaiting re-release by March 31 for comment
	Input to provincial strategic plans and priorities	√	<b>FSCO priorities submitted May 2012</b>
<b>Electronic Commerce</b>	CCIR consultation released Feb 2012		<b>Submission made May 2012</b>
	AMF consultation released Feb 2012		<b>Submission made May 2012</b>
<b>Provincial Insurance Act Reviews</b>	BC and Alberta regulations		Now final, BC revising final regulations
	Manitoba Insurance Act Review	√	Insurance act changes made spring 2012
	Ontario Insurance Act review		Insurance act changes made with budget bill
<b>Webinars</b>	Develop and test webinar capability	√	Done, webinar testing ongoing
	Education program	√	Webinar series designed, CCIR to advise of priority, first webinar for CCIR in mind August

**AMF Distribution Guide Task Force**  
(Task Force of Distribution and Market Conduct Policy Committee)

**Members:** Emily Brown, John Poolman, Rose Beckford (ScotiaLife Financial), Moira Gill

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

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## 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:** A. Riley, L. Duigu, Media Advisor (currently Ian Blair), Rick Evans

**Mandate:** Identify key stakeholders and develop, recommend and implement media and advocacy strategy.  
Oversight of Media Response taskforce.

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

Priorities	Issues	Currently Active Issues	Status
<b>Media Strategy</b>	Develop a CAFII communications strategy	√	Developed , revised strategy for board review June 2012
	Manage new CAFII website , collect testimonials, refresh CAFII description, expand tabs, create tab for regulators , develop tagline	√	Website live –updates to web materials in progress
	Media protocol – develop and manage protocol for media requests	√	Complete , pilot test complete
	Develop list of key media contacts		
	Notify member media staff when key messages are ready		
<b>Advocacy Strategy</b>	Key messages Development <ul style="list-style-type: none"> <li>Identify issues and develop key messages for audiences, feed into submissions, develop 2 or 3 scenarios ,</li> <li>Regulator kit ( formerly media kit), develop booklit and soft marketing materials</li> <li>Manage research to support messaging</li> <li>Keep current industry statistics</li> </ul>	√	Messages prepared, review stock messages  3 questions for Pollara omnibus survey complete
	<b>CCIR Complaints-</b> Respond to any issues identified		
	<b>Industry Statistics</b> Identify and keep current statistics from LIMRA and CAFII research		

**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, Gord Henderson, BMO)

## CAFII Priorities by Committee –June 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) Jennifer Hines RBC 4) John Poolman, Assurant Greg Grant CIBC Resources: A Riley

**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.
	Licensing process -streamlining and harmonization		Identification of issues on going.
<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.
<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

## CAFII Priorities by Committee –June 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	April 10 John Collins
	June AGM	no speaker
	October	OSFI invited
	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</b> (eg corporate table)		