

**cafi acifa**

The Canadian Association of  
Financial Institutions in Insurance

L'Association canadienne des  
institutions financières en assurance

# Member & Volunteer Leader Recognition and Annual Report

2019!



THANK YOU

## CAFII Member and Associate Representatives:

Thank you for your organization's important participation in and support of CAFII over the past year, and for renewing your commitment to our Association in 2020.

In 2019, CAFII had a very active and productive year -- especially in the area of regulatory relations, communications, and advocacy, our core focus and strength. We had written communications dialogue and productive meetings with provincial and federal insurance regulators and policy-makers -- on important issues relevant to the simple, accessible insurance solutions that our members offer to Canadians from coast-to-coast. We were actively involved in formal regulatory consultations and made key written submissions; and we advanced the interests of our Members and Associates through strategic relationship-building with regulators and policy-makers across the country.

In 2020, CAFII's sustained involvement and action on behalf of Members is required, as many of the issues we've been working on remain active and new regulatory challenges are emerging.

The CAFII 2019 Accomplishments Summary included in this Member & Volunteer Leader Recognition and Annual Report highlights just a sample of the Association's accomplishments on behalf of Members and Associates over the past year. I hope you enjoy perusing it and will keep it as memento.

Sincerely,



**NICOLE BENSON**

Chair, CAFII Board of Directors and  
CEO & President,  
Valeyo (Canadian Premier Life Insurance)

# CAFIL 2019 ACCOMPLISHMENTS SUMMARY

- played an industry Association leadership role in dealing with the AMF on its emergent issue related to the offering of credit protection insurance coverage to spouses and other non-debtor related parties, where the insurer cannot demonstrate, to the AMF's satisfaction, that it has a pecuniary interest in the life and/or health of the non-debtor spouse/related party. Secured a win for the industry by advocating, negotiating, and convincing the AMF to modify its initial position with respect to a workable run-off/attrition plan for such coverage.
- strengthened our already well-established, collegial relationship with the management team and Board of Directors of the Financial Services Regulatory Authority of Ontario (FSRA), which launched as that province's new financial services regulator on June 8, 2019. Resulted in FSRA's appointment of CAFIL Co-Executive Director Keith Martin to its Stakeholder Advisory Committee for the Life and Health Insurance Sector.
- played a strong communications and advocacy role on behalf of the industry in dealing with Saskatchewan's Financial and Consumer Affairs Authority (FCAA) with respect to its plans for bringing into force the province's new Insurance Act and related Regulations on January 1, 2020.
- made a visits tour to insurance regulators and policy-makers in the four Western Canada provinces, thereby strengthening CAFIL's relationships with and gathering intelligence from the Manitoba Superintendent of Insurance; Insurance Council of Manitoba; Saskatchewan Financial and Consumer Affairs Authority (FCAA); Insurance Councils of Saskatchewan; Saskatchewan Deputy Minister of Justice; Alberta Superintendent of Insurance and insurance regulation colleagues in Alberta Treasury Board and Finance (ATBF); Alberta Insurance Council; BC Ministry of Finance, Policy Division; BC Financial Services Authority (BCFSA), which succeeded the former BC Financial Institutions Commission (FCOM) on November 4, 2019; and the Insurance Council of BC.
- met in Fredericton with New Brunswick's new Deputy Superintendent of Insurance and its Senior Technical Advisor (pre-lead), and advanced CAFIL's viewpoints related to the FCAB's initiative to introduce a Restricted Insurance Agent (RIA) licensing regime in the province.
- as a key stakeholder, CAFIL participated in CCIR's 2019 Stakeholder Dialogue meeting, focused on the Council's draft 2020-2 Strategic Plan. CAFIL provided substantive feedback and had an engaged discussion with CCIR Members regarding CCIR's proposed strategic priorities and initiatives. CCIR's 2020-2 Strategic Plan reflected changes to the draft, including items CAFIL had discussed at the Stakeholder Dialogue meeting.
- strengthened our existing cordial and effective liaison relationship with the Financial Consumer Agency of Canada (FCAC), by securing an October 2019 get acquainted and dialogue meeting with newly appointed FCAC Commissioner Judith Robertson and three FCAC senior staff executives. In addition to the relationship-building and mutually beneficial information-sharing results of that Fall 2019 meeting itself, its further positive outcomes included Commissioner Robertson's agreement to be the guest speaker at CAFIL's 2020 Annual Members' Luncheon (postponed from March 26/20 due to COVID-19) and a follow-up March 9/20 CAFIL "Presentation and Dialogue Meeting on Credit Protection/Authorized Insurance Sales Practices and Related Fair Treatment of Customers Considerations" with a large group of FCAC staff at the Agency's Ottawa office.
- acting on CAFIL Board's Strategic Plan-based commitment to utilize evidence-based consumer and industry research, issued a Media Release on the results of CAFIL-commissioned, independent third party research conducted by Pollara Strategic Insights on consumers' satisfaction with credit protection insurance on mortgages and home equity lines of credit (HELOCs). This and other CAFIL Media Releases resulted in publication of several industry trade press stories, which were shared with insurance regulators and policy-makers, and enhanced CAFIL's website content.
- added two new Pollara consumer research results-based videos to CAFIL's consumer-friendly website; and new content to the News/Research section. Through search engine optimization, significantly improved the CAFIL site's ranking results with respect to credit protection insurance-related and travel insurance-related searches.
- based on Member value satisfaction, secured agreement of the Association's first two Initiation Members -- Manulife and Canada Life Assurance -- to remain as full dues-paying Regular Members of the Association in 2020, after two years of discounted dues as Initiation Members. Also secured a CAFIL Initiation Membership application from Sun Life Financial (which was welcomed into the Association on February 10/20, upon the CAFIL Board's approval of its application).



**Nicole Benson,**  
**Chair**

CEO & President,  
Valeyo (Canadian  
Premier Life Insurance)

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President, Business Partnerships  
Assurant Canada

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Life & Health Insurance  
TD Insurance

**Zack Fuerstenberg,** *Director*  
Senior Vice-President, Insurance Canada  
ScotiLife Financial Insurance

**Louie Georgakis,** *Director*  
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The Canada Life Assurance Company

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Development, Group Benefits  
Sun Life

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Measurement & Insights  
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Senior Vice-President,  
Insurance and President, NBI  
National Bank Insurance

**Wally Thompson,** *Director*  
Vice-President, Head of Distribution,  
Affinity Markets  
Manulife Financial



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**Vice-Chair**

Vice-President,  
Creditor Insurance  
RBC Insurance



**Peter McCarthy,**  
**Immediate Past-Chair**

President & CEO  
BMO Insurance

# BOARD OF DIRECTORS

# EXECUTIVE OPERATIONS COMMITTEE



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*Board Secretary & EOC Chair*  
BMO Insurance



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*CAFI Treasurer*  
ScotiaLife Financial



**Peter Thorn,**  
*Immediate Past Board Secretary & EOC Chair*  
TD Insurance



**Moira Gill,**  
*Past EOC Chair*  
TD Insurance



**John Lewsen,**  
*Past EOC Chair*  
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The Canada Life Assurance Company

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Desjardins Insurance

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Valeyo (Canadian Premier Life Insurance)

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Sun Life

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National Bank Insurance

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RBC Insurance

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RBC Insurance

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**Shawna Sykes**  
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ScotiaLife Financial

**Kamana Tripathi**  
TD Insurance



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## RESEARCH & EDUCATION

**Andrea Stuska, Committee Chair**, TD Insurance

**Rob Dobbins**  
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ScotiaLife Financial

**Cecilia Xiao**  
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CUMIS/The Co-operators



## TRAVEL MEDICAL EXPERTS WORKING GROUP

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**Lisa Voisin**  
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**Martin Plante**  
Desjardins Insurance



## MEDIA ADVOCACY

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ScotiaLife Financial

**Greg Skinner**  
RBC Insurance

**Andrea Stuska**  
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**Laura Nourcy**  
Desjardins Insurance

**Brian Smith**  
BMO Insurance





**CREDIT PROTECTION INSURANCE INDUSTRY  
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**Karyn Kasperski, Committee Co-Chair**, RBC Insurance



**CAFII COMMITTEES**

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The Canada Life  
Assurance Company

**Nathalie Baron**

Desjardins Insurance

**Emily Brown**

Sun Life

**Greg Caers**

BMO Insurance

**Caroline Cardinal**

National Bank Insurance

**Isabelle Choquette**

Desjardins Insurance

**Michelle Costello**

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**Asma Desai**

Canadian Premier  
Life Insurance

**Rob Dobbins**

Assurant Canada

**Luce Doyon**

National Bank Insurance

**Dana Easthope**

Canadian Premier  
Life Insurance

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TD Insurance

**Kathy Hawkins**

TD Insurance

**Michele Jenneau**

National Bank Insurance

**Hassan Khawaja**

TD Insurance

**Scott Kirby**

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**Rebecca Saburi**

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**Monika Spudas**

Manulife Financial

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TD Insurance

**Kathy Tetford**

TD Insurance



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**Martin Boyle**

BMO Insurance

**Michelle Butler**

ScotiaLife Financial

**Silvana Capobianco**

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**Benita Chan**

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**Caroline Jimdar**

RBC Insurance

**Karyn Kasperski**

RBC Insurance

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RBC Insurance

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Manulife Financial

**Peter Thorn**

TD Insurance

**Tracey Torkopoulos**

Assurant Canada



**NETWORKING AND EVENTS COMMITTEE**

**Scott Kirby, Committee Co-Chair**, TD Insurance  
**John Lewsen, Committee Co-Chair**, BMO Insurance



# CAFI MEMBERS





# CAFI ASSOCIATES



# CAFII MANAGEMENT TEAM

**Keith Martin**, Co-Executive Director

**Brendan Wycks**, Co-Executive Director

**Albert Lin**, Association Coordinator

**Tara Moran**, Accounting Manager

**Martha Feenstra**, Event Coordinator

**Mujtaba Mirza**, IT Coordinator

**Astrid Marschall**, Graphic Designer

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Financial Institutions in Insurance

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