

CAFII Board of Directors Special Purpose Teleconference Meeting

Date:	Wednesday, February 7, 2018		
Location:	Teleconference Only		
Chair:	P. McCarthy		
Time:	3:00 – 4:00 p.m.		
Dial-in:	Local Dial-in Numbers:	For all other areas, dial toll-free: 1-888-543-2449	
CAFII's teleconference system provides local	Toronto: 416-477-0921	Dial in pin#: 1500	
dial-in numbers for most major Canadian	Montreal: 514-447-8925	Leader pin#: 1501	
cities. It is important to use the appropriate	Vancouver: 604-283-9145		
dial-in number when in one of the local calling	Kamloops: 778-765-4294		
areas. The alternate toll-free number provided	Edmonton: 780-851-9101		
below (accessible from anywhere in	Calgary: 406-879-9564		
continental North America) should only be	Winnipeg: 204-202-9971		
used when you are not within one of the local	Windsor: 226-946-2949		
calling areas.	London: 226-289-2968		
	Kitchener/Waterloo: 226-336-8029		
	Niagara Falls: 289-932-1713		
	Kingston: 613-817-1215		
	Ottawa: 343-883-2198		
	Halifax: 902-932-9459		
	St. John's, NFL: 709-700-6798		

Agenda

	Item		Presenter	Document	Action
1.	Call to Order and Confirmation of Meeting	3:00 p.m.	P. McCarthy		
	1.1. Confirmation of Quorum				
	1.2. Approval of Agenda			~	Approval
2.	Strategy, Financial Management, and Governance Matters	3:02 p.m.			
	2.1 CAFII 2018-2020 Strategic Plan (presented at November 28/17	meeting)	K. Martin	→ (2)	Approval
	2.2 CAFII 2018 Operating Budget		T. Pergola	•	Approval
	2.3 Proposed New CAFII "Initiation Membership" Category		B. Wycks	•	Approval
	2.4 CAFII Media Awareness/Training Session		K. Martin	•	Information
	2.5 CAFII Associate Status Application from OneMain Solutions Car	nada	B. Wycks	✓	Approval

Next Board Meeting: Tuesday, April 17/18, 3:00 to 5:00 p.m., Toronto location TBA.

CAFII Strategic Options Proposal to the Board of Directors

November 2017



Objective of Today's Strategic Plan Presentation

- First, to share the process and output of the effort made by the EOC on the Strategic Plan
- Second, to give the Board the opportunity to reflect on the proposed priorities, and to offer feedback and areas for adjustment
- Third, to identify the key recommendations that will be the subject of an eventual request for approval

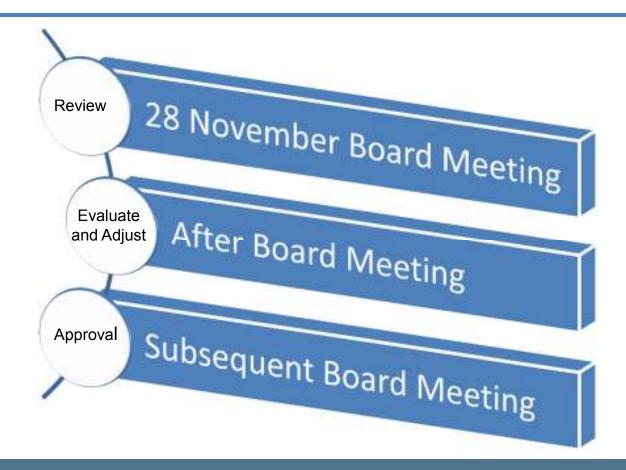


EOC Recommendation: Full Review and Discussion at 28 Nov. Board Meeting; Approval Deferred to Subsequent Board Meeting

Review process 28 November 2017 **Board Meeting** Highlight key documents **Summarize Recommendations** Leave time for Discussion and Feedback



Possible Process for Board Approval of the Strategy





High Level CAFII Strategic Plan Recap

- Three documents have been developed—the Strategic
 Plan Backgrounder, the Strategic Prioritization Exercise,
 and the Strategic Options and Prioritization document
- We have reviewed and discussed these documents at three EOC meetings—20 June 2017, 25 July 2017, and 22 August 2017



CAFII Strategic Plan Timeline to Date

Preliminary discussions with EOC members on strategic options Discussion on Strategic Review Backgrounder 20 June 2017 EOC Meeting

Survey of EOC members around Strategic Options

Prioritization
Document based on
EOC Survey
25 July 2017 EOC
Meeting

Review of the

Review of Prioritization and Strategic Initiatives 22 August 2017 EOC Meeting Review of Strategic Process and Recommendations from EOC

28 November, 2017 Board Meeting



CAFII Strategic Plan Process and Analysis



First, We Explored "Where Are We?" as an Association?

Focus on Regulator and Policy-Maker Relationship-Building, Communications, and Advocacy



Limited Research and Public Relations



Then we Asked "Where Do We Want to Go?"

To Explore this Question, We Reviewed Possible Strategic Options

	Maintain strength in regulatory affairs	
	Develop new products and services in the regulatory sphere	
—[Develop a significant new research stream	
	Hold more meetings, symposia, workshops to showcase our research	
	Develop a proactive media relations program	
—[Develop our capacity in understanding Insurtech by partnering with organizations in this space	
—[Continue to invest in our website	
	Enhance the Value Proposition for Associates	
	Develop a Certification Program	



We Utilized a Methodology around Current State and Future State

Where are We?

Where do We Want to Go?

How do We Get There?



Where Do We Want to Go?

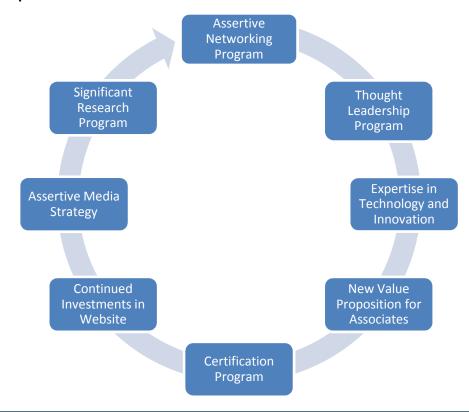
We Identified Specific Initiatives we could Pursue—related to our existing regulatory focus





Where Do We Want to Go?

We Identified Specific Initiatives we could Pursue—based on new initiatives





We explored and discussed each in detail

Maintain regulatory expertise

Maintaining our strength in regulator and policy-maker monitoring and submissions

- We have this expertise already
- Developing a relationship strategy where we have an in-person touchpoint with every key regulator and policy-maker at least once every 18 months.
- Could supplement our regulatory strategy on available of affecting undeslined regulatory developments, by having a stronger and more presettive focus on activering our key long-farm regulatory objectives





Build on regulatory competency

Leverage our knowledge of the changing environment with new products, services

Meet the leaders of Human Resources of our members and the leaders of their learning institutes, to identify ways CAFII can develop internal learning modules to increase the strategic, regulatory, and external environment expertise of the staffs

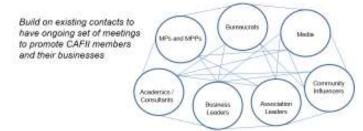






Enhanced Networking and Communications program

An assertive communications program that broadens CAFil's sphere of influence beyond regulators and policy-makers ...



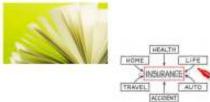


We explored and discussed each in detail

Significant Research Program

A significant research program that both generates and synthesizes / interprets third party data and research reports, thereby producing insights and actionable intelligence which allows CAFII to tell its story both externally and internally (within our FI parent banks)





An assertive thought leadership program that builds upon our research program, with seminars, symposia, and workshops

More Meetings and Events





Thought Leadership in Technology and Innovation

Develop a demonstrated commitment to innovation by pertnering with and supporting insurech initiatives and sharing leading potential new technology opportunities both internally and externally with key stakeholders







We explored and discussed each in detail



Building on a revamped website that is ever-more consumer / media-focused, easy to navigate, and visually pleasing - over time, explore building on this with a social media presence

- Phase 1: We are revamping our publicly facing website and changing our look and feel to make it more consumer friendly, with a target date for internal review of June 2017 and a public release in the Fall of 2017
- · Phase 2: We could make a series of ongoing enhancements in the new morefriendly WordPress environment, over time, including videos and tools



new revenue stream for CAFII

Attract More Associates I

Sell the benefits of this new Value Proposition to drive an increase in the number of Associates joining CAFIT



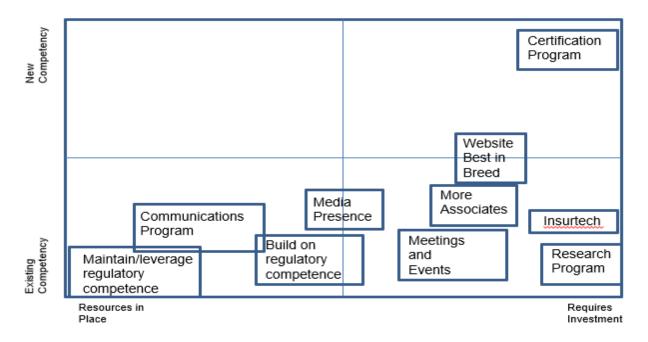
Develop a Certification Program ===

Intelligence gathering—what sorts of programs are available, how were they developed, what resources were required Strategic options around types of certification programs we could develop, time commitment to make it happen, associated expenses Once an option is chosen, develop a business and implementation plan, including identifying partners who we could work with in developing the program



We Also Asked "How Do We Get There?"

To Understand "How Do We Get There?" We Reviewed the Implications of the Strategic Options by Reviewing a Matrix of Development Challenges for Competencies and Resources





Prioritization Exercise

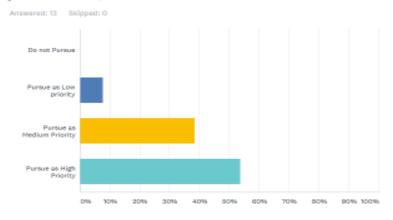


We Surveyed EOC Members to Prioritize the Initiatives

We asked EOC Members to Respond to the Strategic Options with a Choice—"Do not Pursue" "Pursue as a Low Priority" "Pursue as a Medium Priority" "Pursue as a High Priority"

04

Complement our response to current regulatory developments with proactive, long-term regulatory objectives that align with our long-term goals as an Association. (An example of a long-term goal could be increased regulatory standardization across different jurisdictions.)



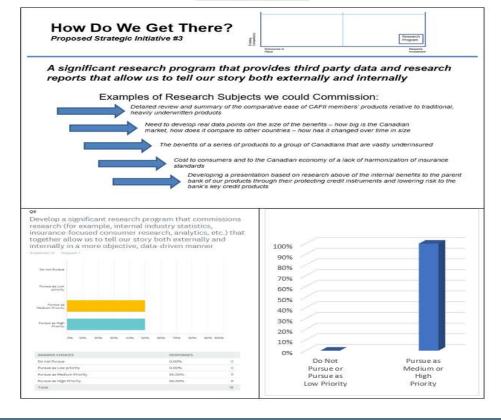
ANSWER CHOICES	RESPONSES	
Do not Pursue	0.00%	0
Pursue as Low priority	7.69%	1
Pursue as Medium Priority	38.46%	5
Pursue as High Priority	53.85%	7
TOTAL		13



We Surveyed EOC Members to Prioritize the Initiatives

We Discussed the Results at a portion of our July 2017 EOC Meeting, reviewing the Results in a Strategic Prioritization Exercise document

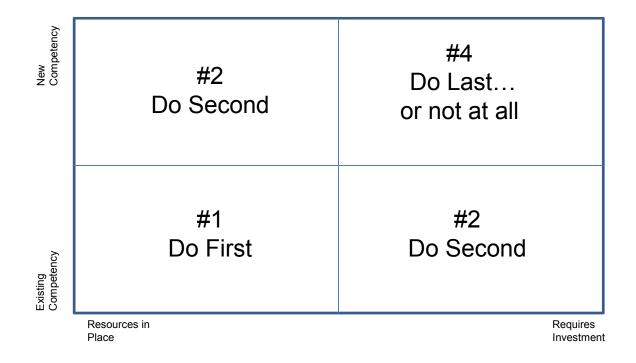
Strong Support





We Applied Strategic Methodologies to our Analysis

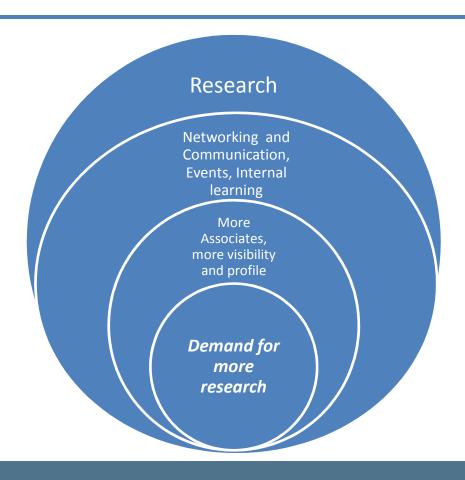
We Noted the Sequencing Traditionally Associated with a Matrix for Competencies and Resources





We Were Not Mechanical in our Ordering of Priorities

We noted that prioritizing between options in the second and third quadrants is not mechanical—for example, expensive research is higher priority because it is a catalyst for other strategic initiatives like meetings, communication, more events, a better website, and an enhanced value proposition...

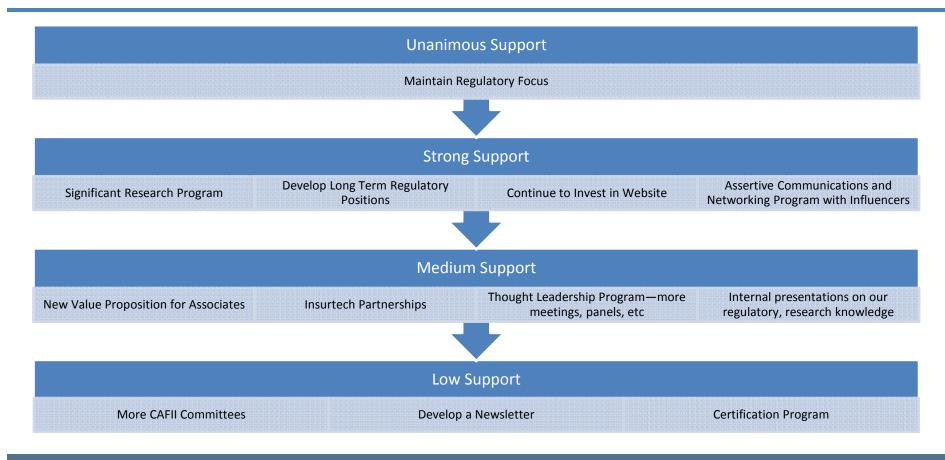




Bundling and Prioritizing the Strategic Options



Summary of the Survey Results





Where there Was Clarity—Areas of Unanimous or High Support

Maintain and Build on Regulatory Strength

Develop a Significant Research Program

Assertive Communication and Networking Program with Influencers

Continue to Invest in Website

Develop Long Term, Proactive Regulatory Positions



Where there Was Clarity—Areas of No Support

More CAFII Committees

 Develop a Newsletter

Develop a Certification Program

Where there Was Less Clarity—Areas of Medium Support

Insurtech Programs via Partners

Thought Leadership Program—more meetings, panels, etc.

Internal Presentations to Members (executives, call centre employees)



on our regulatory and research knowledge

We Needed to Determine an Approach to Medium Priorities

Thought Leadership More events, Partnerships with nternal Presentations Presenting, Associates Leverage high Insurtech panels, speakers insurtech leaders: perhaps on a priorities—such less formal requested basis as research, relationships only, to internal greater public involving less member profile—to audiences spend attract more Associates opportunistically Keep them and prioritize Strategically remove them, but behind high them priorities Sequence them to do Keep them but don't allocate budget to them Keep them on a Keep them only if they "watching brief" for later don't incur money, review, re-evaluation resources, time



There are Many Ways to Interpret Medium Support

No consensus

Good initiative, but other initiatives are required for it to work—just a question of timing

Interpretations of Medium Support

Good initiative, but right now we have other more pressing initiatives—sequence it for later

May be worthwhile, but need to study and consider it more— keep it under review



We Discussed our Approach to Medium Priorities

More events, panels, speakers

Thought Leadership

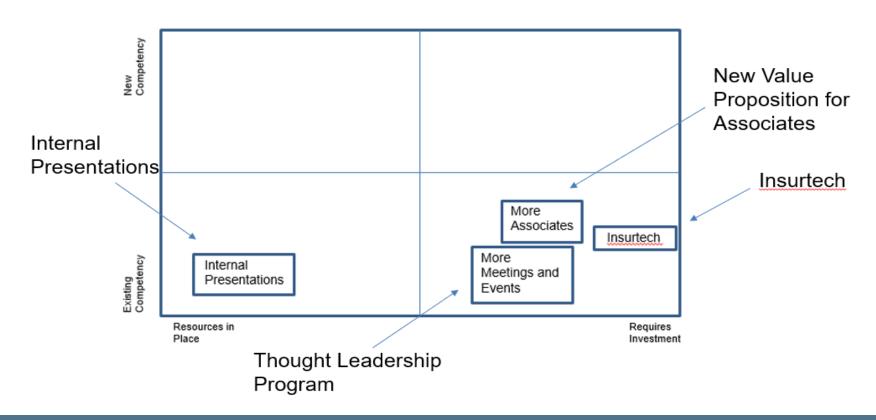
nsurtech, Technology Developments, Digitiation, and Innovatior

Partnerships
with innovation
leaders; less
formal
relationships
involving less
spend

Presenting,
perhaps on a
requested basis
only, to internal
member
audiences

Leverage high priorities—such as research, greater public profile—to attract more Associates opportunistically

Medium Support Initiatives Were Reviewed in the Matrix of Competencies and Resources





We Agreed to Retain these Medium Priorities, but to Focus on Top Priorities

Watching Brief

Insurtech, Technology Developments, Digitization, and Innovation

Thought Leadership (more sessions, panels, symposia)

Put Behind Other Priorities

Internal Presentations to Members

Improve the Value Proposition for Associates Board Approval Requested



The EOC Developed a Proposed Core Board Approval Requested Strategic Prioritization Statement

Core Statement

CAFII's **mission** remains the same:

CAFII will represent, promote and advance the interests of financial institutions in insurance and affiliated organizations. Its express goal is fostering an open and flexible marketplace that is efficient and effective and allows consumers an expanded choice in the purchase of insurance products and services. CAFII will work with other industry associations, where appropriate, to ensure public policy supports a legislative and regulatory environment that is healthy for future growth.

In support of this mission, CAFII's fundamental strategic priority will be to develop outstanding relationships and communications with insurance regulators and policy-makers across Canada. To promote this objective, we will meet in-person with representatives of these groups at least once every 18 months.

We will deepen these relationships by embarking on a significant research program that will provide us with interesting and relevant content to share, and which can gain us public profile. Our research program will dovetail with a proactive element to our regulatory focus through which we will seek to educate and influence key constituents about our long-term objectives.

Our research findings and our regulatory expertise will also serve as the foundation for an assertive communications and networking strategy through which we will meet on an ongoing basis with key influencers including policy-makers, senior bureaucrats, politicians, thought leaders, Association leaders, academics and others with whom we will share our research insights and key messages. As part of our efforts to increase our focus on and relevance to consumers and to heighten our public profile, we will continue to invest in the CAFII website and explore expanding and enhancing our media profile.

In addition to these strategic priorities there are other initiatives that CAFII will continue to promote, but as lower priorities. We will keep a watching brief on Insurtech, Technology Developments, Digitization, and Innovation, and on increasing our thought leadership through additional meetings and presentations in our areas of expertise. We will leverage our regulatory expertise and research with presentations to internal audiences within our membership; and we will explore ways to enhance the value proposition of being an Associate, with the objective of attracting more to join CAFII.



Where Things Stand

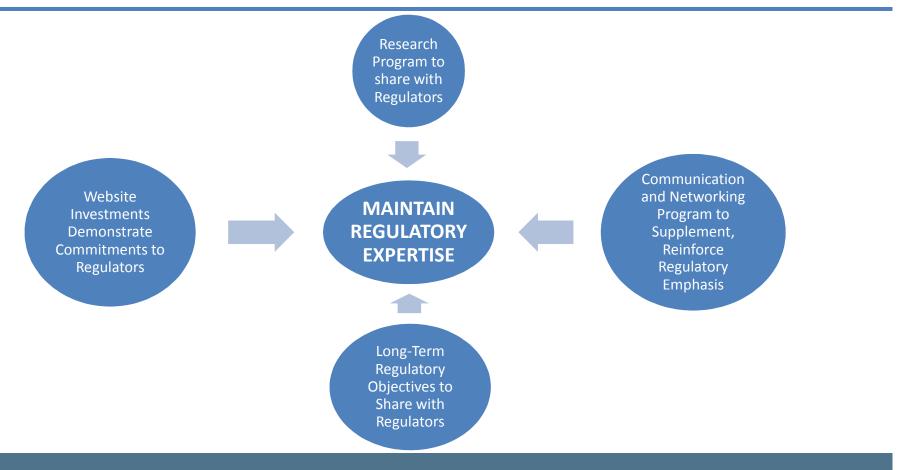


A Key Observation: Research is a Foundation for the Success of the Strategy





We Noted that Areas of Strong Support Reinforce each Other





The Largest Proposed Investment in the Strategic Plan is for Research

Partnered Research with other organizations can lower costs

Detailed white paper on a specific issue or subject, by an expert involving original research \$75K-125K

Anonymous Internal
Data Summary
(premiums written,
number of employees):
\$35-50K



Custom Surveys (Pollara): \$30-50K

Syndicated/omnibus research: \$10-20K



We Explored Options to Find Additional Funds for Research

Prioritize

Try to reallocate funds from other priorities; find savings and apply to research

Increase Membership Fees--General

Increase membership dues generally with the intention of using the additional resources for research

Increase Membership Fees--Dedicated

Increase Membership dues one-time, under special assessment for dedicated research fund

Request Funds for Specific Research

"Pass the Hat" for dedicated research—models may include some members, more interested in a particular topic, giving more for that research effort

Sponsors

Secure sponsors / partners for CAFII research (would take time to build out this approach)



What Comes Next?



Making Insurance Simple and Accessible for Canadians Rendre l'assurance simple et accessible pour les Canadiens

After Approval, a Business and Implementation Plan is Next

A successful strategy requires exquisite execution



Establish timelines for the Strategic Objectives



Develop a Budget and Implementation Plan



Establish Metrics to Measure Success



Making Insurance Simple and Accessible for Canadians Rendre l'assurance simple et accessible pour les Canadiens

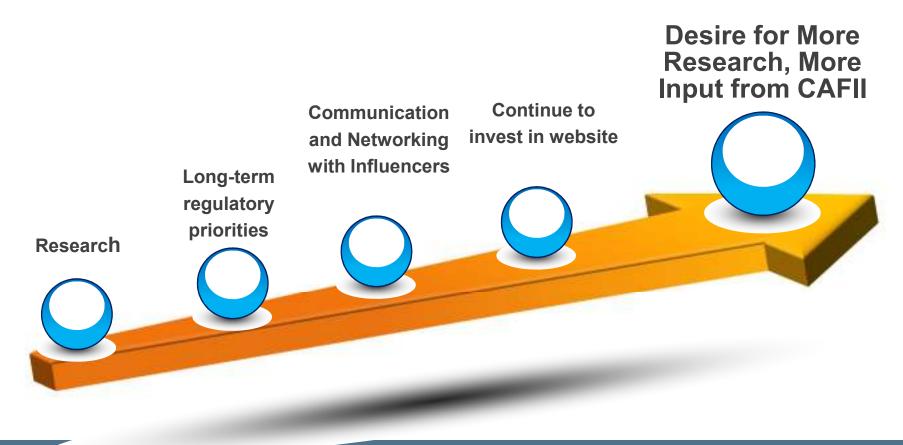
Budgetary Constraints Mean that Implementing the Strategic Plan will Need to be Done in Phases

Year 1: limited additional research, website investments

Year 2: review success of Y1 initiatives, invest further as appropriate

Year 3: review Strategic Plan, identify where to continue investing more

We will Develop Detailed Timelines and Goals with Measures





Key CAFII Committees will be Critical to the Successful Implementation of the Strategy

Research & Education Committee – Chaired by Diane Quigley, CUMIS / Co-operators Group	Media Advocacy Committee— Chaired by Charles Blaquiere, Valeyo	Licensing Efficiency Issues Committee – Chaired by Moira Gill, TD Insurance	Market Conduct Committee – Chaired by Rose Beckford, ScotiaLife Financial
Will be critical to recommending research priorities	Will be focused on our media strategy, website enhancements, and identifying key influencers to share our message with	Will play a key role in our long-term regulatory objectives and will input into research priorities	Our regulatory priority means a continued key role for this Committee, including input into research topics
This Committee focuses on: CAFII Value Proposition IAIS Core Principles Complaint Statistics Underserved Market Research	This Committee focuses on: Media Relations Public Advocacy Website	This Committee focuses on: LLQP Modernization Representation on Provincial Councils ISI Regime / Restricted Licensing	This Committee focuses on: Regulatory Submissions Distribution Guide E-Commerce Insurance Act & Related Legislative / Regulatory Reviews

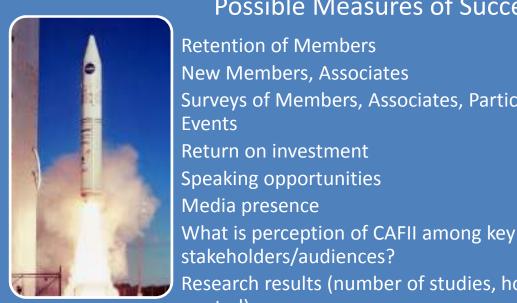




How do we Measure Success after 6/12/18 Months?...did we choose the Right Initiatives?

A successful execution requires measures





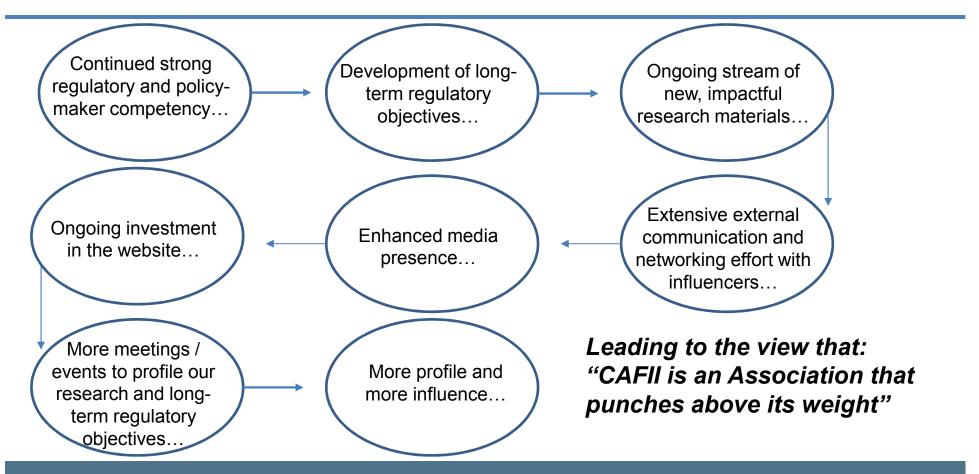
Retention of Members New Members, Associates Surveys of Members, Associates, Participants at **Events**

Return on investment Speaking opportunities Media presence

stakeholders/audiences? Research results (number of studies, how often quoted)



If this Strategic Plan is Successful...What Might CAFII Look Like...in 2021?





Thank You

CAFII Strategic Options— Recommended Directions for Board Approval

February 2018



Making Insurance Simple and Accessible for Canadians Rendre l'assurance simple et accessible pour les Canadiens

Recommend Board Approval of Areas to **Invest In—Unanimous or High Support**

Board Approval Requested Maintain and Build on Regulatory Strength Develop a Significant Research Program Assertive Communication and Networking Program with Influencers Continue to Invest in Website Develop Long Term, Proactive Regulatory Positions



Recommend Board Approval of Areas to Not Invest In—Little Support

Develop a Newsletter

Develop a Certification Program

Recommend Board Approval of Areas that Board Approval Requested are Medium Priorities

Watching Brief

Insurtech, Technology Developments, Digitization, and Innovation

Thought Leadership (more sessions, panels, symposia)

Put Behind Other Priorities

Internal Presentations to Members

Improve the Value **Proposition for Associates**



Recommend Board Approval of Proposed Core Strategic Prioritization Statement

Core Statement

CAFII's **mission** remains the same:

CAFII will represent, promote and advance the interests of financial institutions in insurance and affiliated organizations. Its express goal is fostering an open and flexible marketplace that is efficient and effective and allows consumers an expanded choice in the purchase of insurance products and services. CAFII will work with other industry associations, where appropriate, to ensure public policy supports a legislative and regulatory environment that is healthy for future growth.

In support of this mission, CAFII's fundamental strategic priority will be to develop outstanding relationships and communications with insurance regulators and policy-makers across Canada. To promote this objective, we will meet in-person with representatives of these groups at least once every 18 months.

We will deepen these relationships by embarking on a significant research program that will provide us with interesting and relevant content to share, and which can gain us public profile. Our research program will dovetail with a proactive element to our regulatory focus through which we will seek to educate and influence key constituents about our long-term objectives.

Our research findings and our regulatory expertise will also serve as the foundation for an assertive communications and networking strategy through which we will meet on an ongoing basis with key influencers including policy-makers, senior bureaucrats, politicians, thought leaders, Association leaders, academics and others with whom we will share our research insights and key messages. As part of our efforts to increase our focus on and relevance to consumers and to heighten our public profile, we will continue to invest in the CAFII website and explore expanding and enhancing our media profile.

In addition to these strategic priorities there are other initiatives that CAFII will continue to promote, but as lower priorities. We will keep a watching brief on Insurtech, Technology Developments, Digitization, and Innovation, and on increasing our thought leadership through additional meetings and presentations in our areas of expertise. We will leverage our regulatory expertise and research with presentations to internal audiences within our membership; and we will explore ways to enhance the value proposition of being an Associate, with the objective of attracting more to join CAFII.



Making Insurance Simple and Accessible for Canadians Rendre l'assurance simple et accessible pour les Canadiens

Board Appr

Thank You

Board-Endorsed 2018 CAFII Operating Budget, Updated To Reflect Economizing Measures And Known Current Reality; Board Approval Sought Version: 10:30 a.m., February 2, 2018

	2017 Actuals	2017 Budget	2017 Actuals to Budget Variance	2018 Budget (25% Dues Increase & Scaled Back Expenses)	Comment/Rationale
Revenue					
Membership Dues	\$475,425	\$559,125	-15.0%	\$608,38	Assumes 5 Members @ upper tier dues; 5 Members @ lower tier dues; and 12 Associates @ \$4800; for conservatism, does not assume any Member growth
Interest	\$126	\$250	-49.6%	\$20	
TOTAL REVENUE \$	\$ 475,551	\$ 559,375		\$ 608,585	
1					
EXPENSE	4	4			
Management Fees1	\$442,012	\$500,115	-11.6%	\$455,000	includes two Co-Executive Directors, transition to Managing Matters AMC support @ 3 days per week; and new EOC meetings model (only 5 in-person meetings). See Explanatory Note #1 below.
CAFII Legal Fees/Corporate Governance	\$2,954	\$7,000	-57.8%	\$5,00	
Audit Fees	\$14,271	\$14,560	-2.0%	\$14,60	
Insurance	\$5,238	\$5,500	-4.8%	\$5,50	
Website Ongoing Maintenance	\$46,341	\$33,700	37.5%	\$14,00	
Website SEO and Enhancements		, ,		\$14,22	
Telephone/Fax/Internet	\$6,119	\$5,000	22.4%	\$5,80	
Postage/Courier	\$380	\$375	1.3%	\$40	
Office Expenses	\$1,286	\$3,300	-61.0%	\$2,00	
Bank Charges	\$38	\$40	-5.0%	\$50	
Amortization Expense	\$0	-		Ś	
Depreciation Computer/Office Equipment2	\$1,603	\$468	242.5%	\$1,20	
Miscellaneous Expense	\$433	\$0		\$50	
Board/EOC/AGM	·			Ś	
Annual Members Luncheon	\$10,247	\$13,200	-22.4%	\$10,00	
Board Hosting (External)	\$7,500	\$15,000	-50.0%	\$15,00	
Board/EOC Meeting Expenses	\$25,493	\$11,000	131.8%	\$26,00	
Industry Events	\$36	\$2,000	-98.2%	\$1,00	
EOC Annual Appreciation Dinner	\$8	\$2,200	-99.6%	\$80	
Provincial Regulatory Visits	\$11,011	\$8,000	37.6%	\$12,00	
Research/Studies	\$17,807	\$50,000	-64.4%	\$52,50	includes \$17.5K for 2018 portion of refresh of Pollara travel insurance research; and provison for one(1) major new research project in 2018, rather than R&E Ctte's originally requested two(2) projects
Regulatory Model(s)	\$16,958	\$20,000	-15.2%	\$27,00	includes provision for legal advice re RIA representation on Sask, Alta, Manitoba; possible new RIA regime in BC; new single integrated regulators in Ontario and Alta; and additional provision re Regulations supporting Quebec Bills 141 and 150
Federal Financial Reform	\$0	\$2,000	-100.0%	\$50	
Media Outreach	\$40,256	\$20,000	101.3%	\$30,00	includes media training session; and media consultant support but at a reduced level (down from \$3700/month to \$2000/month after Q1 2018); and no provision for outreach to key influencers
Marketing Collateral	\$0	\$7,000	-100.0%	\$2.00	budget provision requested by Media Committee
Tactical Communications Strategy	\$379	\$.,500	100.070	\$2,000	
Media Relations, CAFII Consultant	\$164	\$0		Şi	
Speaker fees & travel	\$0	\$4,000	-100.0%	\$2,00	
Gifts	\$452	\$500	-9.6%	\$500	
CAFII 20th Anniversary Celebration	\$26,495	\$27,685	-4.3%	ŚI	
Networking Events	\$350	\$0		\$50	
	\$ 677,831		-9.9%	\$ 698,070	
Excess of Revenue over Expenses	(\$202,280)	(\$193,268)	4.7%	(\$89,485	
Unrestricted Net Assets (beginning of year)	\$380,758	\$380,758		\$ 178,478	
Unrestricted Net Assets (end of year)	\$178,478	\$187,490		\$ 88,993	

Explanatory Notes:

(1) Assumes Two Co-Executive Directors, one @ 5 days per week; one @ 4.5 days per week; plus TO Corp Admin support for January @ 4 days per week and Managing Matters Admin support @ 3 days per week for Feb thru December in keeping with shift to only 5 in-person EOC meetings per year.

(2) Amortization of office equipment based on 4 year straight line depreciation

Actual/Forecasted Financial Reserves	2017 Actuals	2018 Budget
		Option;
		Including
		Incremental
		Membership
		Dues and All
		Expenses
Minimum 3 months (25%) of Annual Operating Expenses =	\$169,458	\$174,518
Maximum 6 monhts (50%) of Annual Operating Expenses =	\$338,916	\$349,035
Actual/Forecasted Level of Financial Reserves :	\$178,478	\$88,993
Actual/Forecasted Level of Financial Reserves %:	26%	13%



Agenda Item 2.3 February 7/18 Special Purpose Board Teleconference Meeting

Concept Proposal For CAFII "Initiation Membership" Category CONFIDENTIAL DRAFT ONLY (not for distribution beyond CAFII Board and EOC Members)

Eligibility

Companies/organizations which are distributors and/or underwriters/manufacturers of creditor's group insurance and/or other forms of life and health insurance sold through alternate distribution channels in Canada; and which support the mission, vision, and values of the Canadian Association of Financial Institutions in Insurance may apply for admission as a "CAFII Initiation Member."

Initiation Membership applicants may not have been a Member of CAFII for at least the past five years.

Term

CAFII Initiation Membership status is limited to two membership years, following which the related Initiation Membership Dues Incentive shall cease, and the Initiation Member must transition to CAFII Regular Member status or depart as a Member of the Association.

Initiation Membership Dues Incentive

An applicant approved by the CAFII Board for Initiation Membership status will receive, for each of the first two years only, a 40% discount and pay 60% of the CAFII Member Dues that would otherwise be payable.

For example:

	2018 Dues	2019 Dues ¹	Savings over 2 years
CAFII Regular Member (>\$75 billion assets)	\$73,438	\$73,438	
Initiation Member (>\$75 billion assets)	\$44,000	\$44,000	\$58,876
CAFII Regular Member (<\$75 billion assets)	\$36,719	\$36,719	
Initiation Member (<\$75 billion assets)	\$22,000	\$22,000	\$29,438

¹assumes no change in Member Dues for 2019.

Privileges and Benefits

The privileges and benefits of CAFII Initiation Member status shall be identical to those of CAFII Regular Member status, including all of the following representation, voice, and influence dimensions:

- having a Director on the CAFII Board of Directors;
- participation/involvement in the Association's Executive Operations Committee (EOC) and other committees;



- input to and involvement in CAFII submissions to insurance regulators and policy-makers;
- participation/involvement in CAFII regulator and policy-maker meetings and visits tours; and
- preferred access to CAFII-commissioned research results, etc.

The following limitations on the privileges and benefits of CAFII Initiation Membership shall apply:

- an Initiation Member's Director on the CAFII Board of Directors may not serve as Chair of the Board or Vice-Chair of the Board; and
- an Initiation Member representative may not serve as Chair of the CAFII Executive Operations Committee/Secretary to the Board.

Application Process

CAFII Initiation Membership applicants must apply using the standard CAFII Membership Application Form and submit the completed Form to CAFII's Co-Executive Directors; and, in addition,

- submit any additional information which may be requested on behalf of the CAFII Board of Directors; and
- undergo a review/vetting process which will include an interview between members of the applicant's senior management team and a CAFII membership review committee.

The CAFII Board of Directors will review and make a determination on all Initiation Membership applicants, with the benefit of a recommendation from the Association's membership review committee. The decision of the CAFII Board of Directors shall be final.



Agenda Item 2.4 February 7/18 Special Purpose Board Teleconference Meeting

CAFII Media Proposal

S2C (David Moorcroft) will deliver a three-part Media Awareness and Training program as follows:

Part One (1 hour) - Setting Expectations (Keith, Brendan and interested board & EOC members)

- How the media works
- Risks and Rewards
- Implementing an effective engagement strategy

Part Two (1 1/2 hours) - Managing the Media (Keith and Brendan)

- Theory and best practices
- How to become an effective spokesperson for CAFII
- How to become a desireable spokesperson for the media
- How to avoid pitfalls

Part Three (1 1/2 hours) - Simulated Media Interviews (Keith)

- Conduct & video-tape simulated media interviews with CAFII spokesperson
- Critique and provide feedback on each interview

Budget:

- \$2,750 plus HST
- Includes leave-behind copies of presentation, use of S2C video camera
- CAFII to provide training room, projector, screen





ASSOCIATE APPLICATION FORM

Organization Name: OneMain Solutions Car Triton Insurance Company	nada - American Healtl	h and Life Insurance Company and			
Representative's Name and Title: Henryka	Anderson - Chief Agent	t			
Address: 1420 - 380 Wellington Street					
City: London	Province: Ontario	Postal Code: N6A 5B5			
Phone - Main: 844-621-8014	Direct: 817-820-8014				
Fax: 866-897-8985	Email: henryka.anderson@onemainfinancial.com				
Website:					
Parent Company: OneMain Financial					
Description & Fees:					
I. Associates 🔀 \$4,800					
Organizations that are business partners of CAFII members or otherwise support the Association's goals are eligible to apply for Associate status. Associates receive periodic CAFII communications and invitations to CAFII events. Associates pay \$4,800 per annum in one instalment.					
Associate Status is valid from January 1 to December 31 each year.					
Henricof Applicant: Date:					

As a signing authority, I hereby acknowledge that as an applicant for Associate status in CAFII, my organization supports the Association's mission, objectives, and policy positions. For more information visit www.cafii.com.