

2014

LIMRA and LOMA Canada Annual Conference

Ants and Rubber Tree Plants

*Achieving High Hopes for
Sustainable Growth*



The Fairmont Royal York
Toronto, Ontario
May 20, 2014



LIMRA and LOMA Canada Annual Conference

Ants and Rubber Tree Plants

Achieving High Hopes for Sustainable Growth

*Just what makes that little old ant
Think he'll move that rubber tree plant
Anyone knows an ant, can't
Move a rubber tree plant*

*But he's got high hopes
He's got high hopes
He's got high apple pie
In the sky hopes*

(Written by Jimmy Van Heusen and Sammy Cahn)

High Hopes is an Academy Award winning song first popularized by Frank Sinatra in 1959. The lyrics describe overwhelmingly insurmountable challenges – like an ant moving a rubber tree plant.

The theme for this conference is all about making the seemingly impossible a reality through a combination of smarts, drive and can-do attitude. Speakers will provide ideas and inspiration to achieve high hopes for sustainable growth at your company.

7:30 – 8:30 am **Registration and Breakfast**

8:30 – 8:45 am **Opening Remarks**

Brent Lemanski

*Assistant Vice President and Executive Director
LIMRA and LOMA Canada*

Caron Czorny

*Vice President, Business Development
BMO Life Assurance Company*

8:45 – 9:45 am

**Industry Trends: Current
Successes, Future
Opportunities in Canada**

Robert Kerzner

President and CEO, LIMRA, LOMA and LL Global, Inc.

LIMRA research has shown that three things can drive or deter sustained growth: demographics, regulation and innovation. Kerzner will offer perspectives on the current state of the industry in Canada, including insights on some innovative practices taking place throughout the industry worldwide, leveraging big data, predictive analytics and social media.

9:45 – 10:00 am

Break

10:00 – 11:15 am

**Non-Traditional Companies
Have High Hopes for
Capitalizing on Changing
Consumer Expectations**

Moderator: Robert Kerzner

President and CEO, LIMRA, LOMA and LL Global, Inc.

Panel:

Rino D'Onofrio

President and CEO, RBC Life Insurance Company

Louise Mitchell

Senior Vice President, Life and Health, TD Insurance

Terri Mitchell

*Executive Vice President and Chief Operations Officer
Life and Accident & Health Group, ACE Canada*

Increasingly, Canadian consumers are seeking to be educated (not just sold) on insurance and are using technology and social media to access information and products. At the same time, non-traditional players are emerging in the industry and are uniquely positioned to take advantage of these trends.

An executive panel will discuss how these companies may change the way in which consumers interact with financial institutions and how they can leverage technology, big data, mass customization, as well as innate strengths, to capitalize on potential market opportunities.

11:15 – 12:15 pm

**Social Media and the Future of
Financial Services**

Gary Liu

Vice President, Marketing, Hearsay Social

Margin compression, shifting customer demographics and buyer expectations, along with an aging advisor population and the need to grow distribution – this constant and unrelenting change is the “new normal” and there’s no other choice but to adapt. Social, digital and mobile technologies are transforming every aspect of your organization, and indeed, society at large.

Liu will share insights on the role social media plays in this transformation and the implications for distribution and marketing in our industry.

12:15 – 1:15 pm

Networking Lunch

1:15 – 2:15 pm

**Catch Me If You Can:
Understanding Life Insurance
Shopping Patterns**

Eric Sondergeld

*Corporate Vice President and Director
Distribution and Technology Research, LIMRA*

While life insurance is still more “sold” than “bought,” consumers are increasingly driving the process. Sondergeld will present pioneering research on life insurance shopping and buying behavior. His findings will help you better understand how your company should position itself to get customers through the purchase process in the most productive way.

2:15 – 2:30 pm

Break

2:30 – 3:30 pm

**Saying it Right:
Tablestakes for Relevance**

Luisa Uriarte

Executive Vice President and Partner, Maddock Douglas

Are your communication habits getting in the way of your intentions and compounding the growing number of households that do not own life insurance and other financial service products?

Recent research jointly conducted by Maddock Douglas and LIMRA uncovered the specific “pillars” of communication and their impact on perceptions and ultimately, trust. Uriarte will discuss how the status quo will affect the future as the landscape of language evolves over time and will convince you that changing communication paradigms is no longer optional.

3:30 – 4:45 pm

**Common Sense will Increase
Your Cents! Financial Planning
from the Customer’s POV**

David Chilton

Author, Investor and Television Personality

Chilton, author of Canada’s all-time best-selling book *The Wealthy Barber* and co-star of CBC’s *Dragons’ Den*, will deliver a closing keynote address that will amuse and enlighten by giving you the customer’s perspective on financial planning.

His humorous take focuses on the financial planning basics that, over time, have proven to be effective. It’s primarily common sense... but unfortunately, common sense that is not common knowledge.

4:45 – 5:00 pm

Closing Remarks

Brent Lemanski

*Assistant Vice President and Executive Director
LIMRA and LOMA Canada*

Caron Czorny

*Vice President, Business Development
BMO Life Assurance Company*



David Chilton

Author, Investor and Television Personality

Chilton's strategy for success is clear vision, hard work and clever marketing. He has a knack for recognizing great ventures from the get-go, including helping thousands of Canadians achieve personal financial success. As a co-star on CBC TV's *Dragons' Den*, Chilton proudly leverages that knack, regularly putting his business expertise to work.

His first book, *The Wealthy Barber*, sold an astonishing two million copies in Canada and his latest book, *The Wealthy Barber Returns*, is also a runaway bestseller. Working with authors Janet and Greta Podleski, he also published the best-selling cookbooks, *Looneyspoons*, *Crazy Plates* and *Eat, Shrink & Be Merry!*

Chilton is an economics graduate from Wilfrid Laurier University, where he won the award for the highest mark in the country on the Canadian Securities Course. He is a frequent guest on national television and radio shows.

Caron Czorny

Vice President, Business Development BMO Life Assurance Company

Czorny has been in her current role since 2008. Prior to joining BMO Insurance, she was Executive Vice President and Chief Operating Officer at PEAK Insurance Services. Her other former positions include several Senior Vice President roles at Hooper-Holmes Canada Ltd., Equinox Financial Group and Westbury Life (now RBC Insurance), and President of ReMark Canada Inc.

She is presently Treasurer of Advocis and Past Chair of The Institute for Advanced Financial Education ("The Institute"). Previously, she was also President of the ACGSF (a Quebec MGA association), President of CAILBA, a member of the Board of Directors of GeniSystems, and Chair, Finance Committee of the Canadian Marketing Association.

Czorny has earned the FLMI, ACS, CFP, CLU, ChFC, EPC and CHS designations. She recently completed the Directors Education Program of The Institute of Corporate Directors program at the Rotman School of Business and is now working towards a Certificate in Gerontology at Ryerson University.

Rino D'Onofrio

President and CEO RBC Life Insurance Company RBC General Insurance Company RBC Insurance Company of Canada

D'Onofrio is responsible for overall business plans, profitability, product development, pricing, marketing and client strategies for RBC's Canadian insurance businesses: Life and Health, Wealth, Creditor, Home and Auto, Travel and Group.

He was the former Head of Insurance Service and Operations, where he led the team responsible for operations, claims, underwriting and service for all of RBC Insurance's clients in Canada. He joined RBC Insurance in 2004 as Vice President and Actuary, Product Development and Pricing with the Life and Health insurance business. Prior to RBC, he held a variety of leadership positions with a major Canadian life insurance company.

D'Onofrio graduated with a Bachelor of Science and holds the FSA and FCIA designations.

Robert A. Kerzner

President and CEO LIMRA, LOMA and LL Global, Inc.

Kerzner leads the world's largest association of life insurance and financial services companies. In 2010, he steered the merger of LIMRA and LOMA, which together represent over 1,200 members across 64 countries.

Previously, Kerzner was Executive Vice President and Head of Individual Life at Hartford Life, Inc. During this time, he led the company into affiliated distribution with the acquisition of Woodbury Financial Services and subsequently became President of Woodbury. His career with The Hartford spanned 30 years where he held several roles in field sales and management before moving to senior management.

Kerzner is a prominent voice in the life insurance, retirement and financial services industry. He has spoken at events held by the Department of Treasury's Federal Insurance Office (FIO), the National Association of Insurance Commissioners (NAIC) and Life Insurance Commission of New York (LICONY), and is regularly sought out by the *Wall Street Journal*, *Bloomberg*, *USA Today* and other trade and business media outlets for his insight.

Kerzner graduated from Central Connecticut State University and holds the CLU and ChFC designations.

Brent Lemanski

**Assistant Vice President and Executive Director
LIMRA and LOMA Canada**

Lemanski serves as the primary liaison between LIMRA and LOMA Canada and its member firms. His responsibilities include managing relationships with executives, conducting workshops and planning sessions, applying benchmarking information in problem-solving sessions and speaking on industry issues and trends. He also promotes the wide range of products and services LIMRA and LOMA offer to Canadian companies.

An experienced insurance executive, Lemanski previously spent 20 years with Manulife Financial in the Agency division. His variety of responsibilities included strategic planning, expanding distribution through innovations to both the traditional distribution system and supplemental channels, designing and administering field compensation systems and developing and implementing new products. He began his career as an agent and became an agency manager for The Dominion Life Assurance Company of Canada.

Lemanski has an Honours Bachelor of Arts in Political Science and holds the LLIF and CLU designations.

Gary Liu

**Vice President, Marketing
Hearsay Social**

Liu is responsible for all aspects of marketing at Hearsay Social, leveraging his 20 years of experience in business strategy, marketing and strategic alliances.

Prior to Hearsay Social, Liu was at ServiceSource where he led marketing functions including solution marketing, as well as corporate, customer and field marketing to help the company grow from \$46 million in 2006 to over \$240 million in revenue. Earlier, he had worked at Siebel Systems where he held senior roles in product marketing and partner management.

Liu has an MBA from the University of Michigan and a Bachelor of Science in Mechanical Engineering from Carnegie Mellon University.

Louise Mitchell

**Senior Vice President, Life and Health
TD Insurance**

Mitchell has full P&L and end-to-end accountability for the Life and Health business at TD Insurance. This includes providing Creditor, Life and Health and Travel Insurance solutions to over three million Canadians through its network of branches, the Internet and telephone.

She joined TD Bank Financial Group over three years ago. Previously, she had spent 25 years in progressively senior roles in Insurance and Business Banking at RBC, including as Senior Vice President and Head of Sales and Distribution, RBC Insurance.

Mitchell is a graduate of McGill University.

Terri Mitchell

**Executive Vice President and Chief Operations Officer
Life and Accident & Health Group
ACE Canada**

Mitchell joined ACE Canada (a division of the ACE Group) in 2003 and currently runs the business operations of ACE INA Life Insurance, including the Affinity, Creditor and Special Risk units.

She began her insurance career over 30 years ago at Zurich Life where she specialized primarily in employee benefits. After leaving Zurich, she spent six years with the Maritime Life organization, working in distribution at Equinox Financial Group and as Vice President, Sponsored Markets.

Eric T. Sondergeld

**Corporate Vice President and Director
Distribution and Technology Research
LIMRA**

Sondergeld is responsible for ensuring LIMRA produces relevant research to help member companies maximize distribution effectiveness and the use of technology in marketing and distribution. His former roles at LIMRA include leading the Strategic and Developmental Research Program and serving as Corporate Vice President and Head of the Retirement Center.

He was previously Director of Retail Marketing at BlackRock, Inc. and had also spent 10 years at The Travelers working in a broad spectrum of areas.

A graduate of the University of Massachusetts, Sondergeld holds the ASA, CFA and MAAA designations. He is a noted authority and spokesperson on retirement issues and was named to the Top 10 "Who's Who in Annuities" by *Senior Market Advisor* in 2007.

Luisa Uriarte

**Executive Vice President and Partner
Maddock Douglas**

Uriarte is a researcher, innovation (ring)leader and writer, with over 20 years of experience in spearheading research engagements of international scope, covering more than 30 countries worldwide. At Maddock Douglas, she oversees innovation projects, including sizing innovation opportunities for clients, identifying unmet consumer needs and developing game-changing solutions that lead to greater returns on investment.

Formerly serving in leadership roles at Markitecture, Copernicus and Yankelovich Partners, she directed a wide range of segmentation, new product development, public relations and public polling studies for multinational clients.

Uriarte graduated with a Bachelor of Science in Foreign Service from Georgetown University.

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Dalhousie University

Dalhousie University is a leading Canadian institution offering more than 180 degree programs in 11 diverse faculties. Noted for its academic research and business programs, its Faculty of Management received the Global Business Education Award from *European CEO* magazine for Most Innovative Business School in Canada in 2010 and 2011.

The university's MBA Financial Services program is designed to provide enhanced management skills to financial services professionals. Courses focus on furthering the learners' ability to exercise leadership and make sound business decisions, along with sharpening their judgment and analytical skills. Delivered via the Internet, the program uses cutting-edge virtual classroom tools, while also including an on-site element that provides each learner with the benefits of face-to-face interaction with educational experts and fellow students.

LOMA's Fellow, Life Management Institute (FLMI) designation holders are eligible for significant credit towards Dalhousie's MBA Financial Services degree requirements.



Hearsay Social

Hearsay Social empowers global financial services teams to efficiently and successfully use social media to attract prospects, retain customers and grow business. The enterprise-ready solution helps agents and advisors quickly and easily move beyond yesterday's relationship building tactics and strengthen relationships with social media and its users. Tens of thousands of financial services professionals worldwide use Hearsay Social every day to hear and respond to everything their customers and prospects are saying on top social networks, including Facebook, LinkedIn, Twitter and Google+. The Hearsay Social platform boosts advisor and agent productivity while enabling brand integrity and compliance for even the most regulated industries.

Hearsay Social, a LIMRA Elite Strategic Partner and SIFMA strategic partner, has raised \$51M from Sequoia Capital, NEA and top executives from Facebook, Twitter and Google, and is headquartered in Silicon Valley with dedicated local presences in New York, Chicago, Atlanta, Austin, Toronto and London.



Industrial Alliance

Founded in 1892, Industrial Alliance Insurance and Financial Services Inc. (Industrial Alliance) is a life and health insurance company with operations in all regions of Canada as well as in the United States. The company offers a wide range of life and health insurance products, savings and retirement plans, RRSPs, mutual and segregated funds, securities, auto and home insurance, mortgage loans and other financial products and services for both individuals and groups.

The fourth largest life and health insurance company in Canada, Industrial Alliance contributes to the financial well-being of over three million Canadians, employs 4,300 people and manages and administers more than \$83 billion in assets.



Investigative Research Group

Investigative Research Group (IRG) has been providing expert investigative services to the corporate, life and health insurance industry since 1992. Its service offerings include but are not limited to surveillance, field visits and SIU investigations involving complex frauds, and background and financial examinations.

Since its inception, IRG has developed into one of Canada's leading private investigation companies serving many Fortune 500 firms. IRG guarantees that all of its investigative personnel are experienced professionals with specialized knowledge that is second to none in the industry.



PwC Canada

PwC Canada helps organizations and individuals create the value they're looking for. Its 5,700 partners and staff in offices across the country are committed to delivering quality in assurance, tax, consulting and deals services. PwC Canada is a member of the PwC network of firms with more than 184,000 people in 157 countries. Each member firm is a separate legal entity.



RBC Insurance®

RBC Insurance

RBC Insurance, through its operating entities, provides a wide range of travel, life, health, home, auto, wealth and reinsurance products and solutions, as well as creditor and business insurance services, to individual and group clients. RBC Insurance has more than five million clients globally.

It is the largest Canadian bank-owned group of companies, and among the fastest growing insurance organizations in the country. RBC Insurance, which employs more than 3,500 employees around the globe, is the brand name for the insurance operating entities of Royal Bank of Canada.



The Co-operators

The Co-operators is a Canadian-owned co-operative with more than \$34 billion in assets under administration. Through its group of companies, it offers home, auto, life, group, travel, commercial and farm insurance, as well as investment products. The Co-operators is listed among the 50 Best Employers in Canada by Aon Hewitt; Corporate Knights' Best 50 Corporate Citizens in Canada; and the Top 50 Socially Responsible Corporations in Canada by Sustainalytics and *Maclean's* magazine.

