



**2020**  
**LIMRA and LOMA Canada**  
**Virtual Annual Conference**

September 29 - 30, 2020



***From Vision to  
Realization:  
Game Changers in  
the New Decade***

# ***From Vision to Realization: Game Changers in the New Decade***

*"Vision without execution is just hallucination"*

— Henry Ford

Great leaders are people with ambitious ideas who seem to perfectly embody that "visionary" moniker. But what's really remarkable about these leaders is that beyond the vision they have, they possess the ability to successfully implement that vision – to bring it to life by leveraging people, technology and resources. Too many leaders focus mainly on creating their grand vision, only to drop the ball where it counts – execution.

This conference offers ideas and insights from leaders who have put their vision into action. Learn how they created innovative strategies, harnessed their workforce talents and skills, and deployed technology to achieve success.



## **AGENDA**

### **TUESDAY, SEPTEMBER 29**

**10:00 – 10:15 am** Conference Opening Remarks

**Brent Lemanski**  
*Assistant Vice-President and Executive Director,  
LIMRA and LOMA Canada*

**10:15 – 11:00 am** What's Changing the Game?

**Gina Birchall**  
*Chief Operating Officer, LIMRA, LOMA and LL  
Global*

The pace of change is unprecedented. How will the evolving global trends in financial services impact the realization of your vision? Birchall will share the latest key research findings and insights to shape your strategy, support your actions, and achieve your goals.

**11:00 – 11:45 am** The Future of Insurance:  
A Brave New World

**James McKay**  
*Vice-President, Distribution, Sun Life*

In today's hyper-competitive and ever-changing marketplace, customer focus leads the way. McKay will reflect on trends and opportunities, and what it will take to win in this Brave New World, primarily from the human and digital aspect of distribution.

**11:45 – 12:45 pm** Who's Picking Your Pocket  
and How to Foil Them

**Russell Anderson, Head of Financial Crimes  
Services, LIMRA, LOMA and LL Global**

**Kevin Askew, Global Chief Financial Crimes and  
Anti-Money Laundering Officer, Manulife**

**Paul Stathopoulos, Chief Auditor, Manulife**

Fraudsters are more sophisticated, better organized, and have a greater impact on our industry more than ever before. A recent U.S. LexisNexis Risk Solutions study reported that for each dollar of fraud loss, financial services firms face US\$3.25 in costs – an 11.3% increase from \$2.92 in 2018. Aside from the immense tangible cost to recover customer accounts and settle potential fines, legal fees and lawsuits, companies also incur reputational risk and the erosion of consumers' trust. Anderson, Askew and Stathopoulos will crack the code on fraud trends in Canada and the U.S., and reveal the mitigation actions taken in response. They will also demo the FraudShare solution developed by LIMRA, LOMA and the Secure Retirement Institute in conjunction with the industry.

**12:45 – 12:50 pm** Day 1 Closing Remarks

**Brent Lemanski**  
*Assistant Vice-President and Executive Director,  
LIMRA and LOMA Canada*

## AGENDA

### WEDNESDAY, SEPTEMBER 30

10:00 – 10:05 am Day 2 Opening Remarks

*Brent Lemanski*  
Assistant Vice-President and Executive Director,  
LIMRA and LOMA Canada

10:05 – 11:00 am Imagine a World Where Insurance  
is Bought Rather Than Sold

*Wayne Miller, Associate Vice-President,  
Marketing and Business Development, Sun Life*

*Frank Miemiec, Vice-President, Page and  
Associates*

The life insurance industry continues to encounter the exact same challenges it has faced for many decades, including low public trust, aging advisor population, declining ownership, weak financial literacy, price/value misperceptions, and so on. But it is also said “the only constant is change.” And change – or disruption – is coming from things like new advice models and pandemics. If this is the new normal, shouldn't the industry change to not only combat the new disrupters but finally address the old ones? Miller and Miemiec will socialize the challenges and propose some steps that aim to grow the industry.

11:00 – 11:45 am Critical Lessons in Crisis  
Management

*Paul Grimes*  
Senior Vice-President, Sales, iA Financial Group

As we enter a decade of increased public exposure and scrutiny through regulations, board governance, social media and so on, insurers are confronted with greater risk and the imperative for continuous change. Their ability to mitigate risk and identify, respond to and implement strategic transformation throughout their organization is crucial. Ultimately, protecting their customer interests, shareholder value and corporate brand is paramount for their survival and success. Grimes will take a close look at six crisis management lessons acquired from public relations scenarios that had taken place over the last 30 years, and advise on how we can be better prepared for the next wave.

11:45 – 12:30 pm A Long and Bumpy Recovery  
for Canada's Economy

*Dawn Desjardins*  
Vice-President and Deputy Chief Economist, RBC  
Economics, Royal Bank of Canada

The global economy staggered as COVID-19 infected millions and measures to contain its spread shuttered businesses. In Canada, the economy slumped and job losses soared. As the number of infections slowed, the economy reopened fueling a partial recovery in the labour market and rebound in activity. Assuming no further lockdowns are required, the economy will continue to recover in the second half of the year, although even as conditions improve, the hole created by this crisis will take a long time to fill. In this session, Desjardins will share her insight and outlook for Canadian business and our industry.

12:30 – 12:35 pm Conference Closing Remarks

*Brent Lemanski*  
Assistant Vice-President and Executive Director,  
LIMRA and LOMA Canada



## BIOGRAPHIES



**Russell Anderson, CFE**  
*Head of Financial Crimes Services  
LIMRA, LOMA and LL Global, Inc.*

Anderson is currently responsible for leading LL Global, Inc.'s Financial Crimes Services program and is tasked with identifying, defining and building shared business solutions to help the industry better combat fraud. He is a certified fraud examiner with 30 years of industry experience working in and leading various auditing, compliance, finance, risk management and fraud prevention teams.



**Kevin Askew, MBA, CIA**  
*Global Chief Financial Crimes and Anti-Money Laundering Officer, Manulife*

Askew is Global Chief Financial Crimes and Anti-Money Laundering Officer and an executive sponsor for a corporate program aimed at moving Manulife towards an integrated governance operating model that coordinates and streamlines the activities of the Three Lines of Defence. He joined Manulife in 2008 as Chief Accountant for the U.S. Finance division where he managed the development of accounting models and position documents for key transactions, including the U.S. Legal Entity Reorganization involving \$8 billion in reinsurance transactions. He was also the accounting point person for the division's IFRS implementation and responsible for the ongoing accounting positions and policies associated with U.S. GAAP and NAIC reporting bases. In 2012, Askew was promoted to VP, Audit Services and assumed global audit responsibility for Insurance, Actuarial and Compliance and a team of 50 auditors in North America and Asia, and also managed the department's relationship with the U.S. division. Prior to joining Manulife, Askew had held leadership positions at ING, MetLife and the Legacy Marketing Group.



**Gina Birchall, LLIF, J.D.**  
*Chief Operating Officer  
LIMRA, LOMA and LL Global, Inc.*

Birchall joined LL Global as Chief Operating Officer in 2017 and is responsible for the organization's Research and Member Benefits, Professional Development, Talent Solutions, and Industry Solutions areas as well as Marketing, Information Technology, Legal, and Accounting departments. Prior to joining LL Global, Birchall held various positions at The Guardian Life Insurance Company of America. Most recently, she was Vice-President of Strategic Initiatives, leading initiatives across the enterprise to advance its business goals.



**Dawn Desjardins**  
*Vice-President and Deputy  
Chief Economist, RBC Economics  
Royal Bank of Canada*

Desjardins joined RBC Economics in 2006. She is a key contributor to the macroeconomic forecasts for Canada and the U.S. and is part of a team that is responsible for the interest rate forecasts for both countries. She delivers economic analysis to RBC's clients through a variety of publications and presentations, and is often interviewed by media from across North America to discuss developments in the economy and financial markets. Before joining RBC, Desjardins worked as a reporter for Bloomberg Financial News in Toronto covering the Canadian bond and currency markets and was the Canadian bond market strategist for a major U.S. bank for 10 years. She is a graduate of the University of Toronto.



**Paul R. Grimes, CFP, CLU, Ch.F.C**  
*Senior Vice-President  
iA Financial Group*

Grimes is a veteran of the insurance industry with over 30 years' experience, primarily in individual sales and new product development. He has a proven track record of driving business growth and profit improvement. His expertise, and dynamic and personable speaking style makes him a sought-after presenter on sales techniques, life and health insurance, and financial planning. In 2001, he published the first book in Canada on life insurance, entitled *The Facts of Life: How to Build Wealth and Protect Your Assets with Life Insurance*. A second edition was published in 2003.

## BIOGRAPHIES



**Brent Lemanski, CLU, LLIF**  
*Assistant Vice-President  
and Executive Director  
LIMRA and LOMA Canada*

As the primary liaison between LIMRA and LOMA Canada and its member firms, Lemanski manages client relationships; conducts workshops and presentations on industry issues; and promotes the organization's products to Canadian companies. He previously spent 20 years with Manulife in the Agency division and was responsible for strategic planning; expanding distribution through innovations to the traditional distribution system and supplemental channels; administering field compensation systems; and developing new products. Lemanski began his career as an agent and became an agency manager for The Dominion Life Assurance Company of Canada.



**James McKay, MBA**  
*Vice-President, Distribution, Sun Life*

McKay is passionate about the work that Sun Life does in partnership with advisors to help Canadians through the most important moments of their lives. He believes strongly that distribution is the differentiator in financial services and is committed to enabling advisors with leadership support and the capabilities that they need to serve clients and grow their businesses. His previous role was VP, Distribution Solutions for Individual Insurance and Wealth. He launched Distribution Solutions in 2016 to modernize how business is conducted in distribution, including introducing new capabilities in data analytics, video conferencing and e-Signature. His other roles included VP, Finance and Retail Business, Sun Life Global Investments and VP, Market Development, Client Solutions. Prior to joining Sun Life, McKay was an associate partner with McKinsey & Company, where he worked with top North American investment firms, banks and insurers, primarily on distribution and strategy.



**Frank Miemiec, MBA, CFP, CLU**  
*Vice-President, Page and Associates*

Miemiec began his financial services career in 1987, helping families and business owners develop financial plans. He was a marketing consultant at Sun Life's largest Canadian branch office, working with the Top 40 advisors to help them learn the function and application of new insurance and investment products. He then held management and

consulting roles with various organizations, including CCH Canadian Inc., the Canadian Securities Institute and Sun Life, and also established his own practice. Miemiec joined Page and Associates Ltd. in 2004, where he focuses on managing the infrastructure that supports the firm's advisors and consults on cases involving their affluent and business-owner clients.



**Wayne G. Miller, ASA, ACIA**  
*Associate Vice-President, Marketing  
and Business Development, Sun Life*

Miller oversees the B2B marketing function and a team of business development thought-leaders that disrupt, inspire and enable advisors on professional development, practice management, marketing and branding, and client engagement. His respect for advisors and the value of advice has grown during his 30-year tenure at Sun Life in various product development, marketing and distribution roles. He is acknowledged for leading the advice revolution, and is a popular speaker at CIA, CLHIA, CALU, ACPM, LIMRA and Advocis events. Miller has published many industry articles and the first disclosure booklet on participating life insurance, is a founding member and past chair of the CLHIA task force on sales illustrations, and is a member of Advocis, GAMA and CALU.



**Paul Stathopoulos, CA, CPA**  
*Chief Auditor, Manulife*

Stathopoulos joined Manulife in 2012 and as Chief Auditor, Audit Services leads audit services globally. He reports to Manulife's CEO, the Audit Committee Chair and the General Counsel. His 26-year career in financial institutions includes extensive experience in internal audit, supplemented by roles in risk management, corporate banking, compliance and treasury. Before Manulife, Stathopoulos was at RBC where he was responsible for enterprise regulatory risk governance practices and compliance policies, and had led the audit groups responsible for personal and commercial banking, insurance and finance. He had also worked at CIBC in the Investment and Corporate Banking Audit team; and preceding that, at Deloitte.

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## Platinum Sponsor



### Manulife

Manulife Financial Corporation is a leading international financial services group that helps people make their decisions easier and lives better. We provide financial advice, insurance, as well as wealth and asset management solutions for individuals, groups and institutions. As of June 30, 2020, we had 35,000 employees, serving 30 million customers worldwide, thousands of distribution partners, and had over \$1.2 trillion (US\$0.9 trillion) in assets under management. Our principal operations are in Asia, Canada and the United States where we have served customers for more than 100 years.

## Silver Sponsors



### iA Financial Group

Founded in 1892, iA Financial Group offers a range of life and health insurance products, mutual and segregated funds, savings and retirement plans, securities, auto and home insurance, mortgages and car loans, and a host of other financial products and services for individuals as well as businesses and groups. iA Financial Group is one of the largest Canadian life and health insurance companies and one of the country's most prominent public companies.



### Insurance

### RBC Insurance

RBC Insurance® offers a wide range of life, health, home, auto, travel, wealth, annuities and reinsurance advice and solutions, as well as creditor and business insurance services to individual, business and group clients. RBC Insurance is the brand name for the insurance operating entities of Royal Bank of Canada (RBC), Canada's biggest bank, and one of the largest in the world based on market capitalization. Among the largest Canadian bank-owned insurance organizations, RBC Insurance has approximately 2,900 employees who serve more than five million clients globally. The Canadian head office for RBC Insurance is in Mississauga, Ontario.

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### Munich Re

Munich Re is one of the world's leading providers of reinsurance and insurance-related risk solutions. Munich Re was founded in 1880 and is known for our unrivalled risk expertise, our sound financial position, and innovative strength. Our company is focused on driving forward the digital transformation of the insurance industry in all lines of business and the range of services that we offer. Munich Re entered the Canadian reinsurance market in 1959, and today, is a leader in the life and health reinsurance market. We serve clients across Canada, the Caribbean, and surrounding areas from offices in Toronto and Montreal.



### PwC Canada

At PwC Canada, our more than 7,600 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 250,000 people in 158 countries.



### Swiss Re

The Swiss Re Group is one of the world's leading providers of reinsurance, insurance and other forms of insurance-based risk transfer, working to make the world more resilient. We anticipate and manage risk – from natural catastrophes to climate change, from ageing populations to cyber-crime. The aim of the Swiss Re Group is to enable society to thrive and progress, creating new opportunities and solutions for our clients.



### The Co-operators

The Co-operators Group Limited is a Canadian co-operative with more than \$41.7 billion in assets under administration. Through our group of companies, we offer home, auto, life, group, travel, commercial and farm insurance, as well as investment products. The Co-operators is well known for our community involvement and our commitment to sustainability. The Co-operators is ranked as the Corporate Knights' #1 Best 50 Corporate Citizen in Canada and listed among the Best Employers in Canada by Kincentric (formerly AON).

## About LL Global, Inc.

LL Global is the non-profit parent company for LIMRA and LOMA. LL Global provides a unified management and board structure for both trade associations. LIMRA and LOMA have a combined membership of nearly 1,200 insurance and financial services companies in 71 countries worldwide.

## About LIMRA®

Serving the industry since 1916, LIMRA helps to advance the financial services industry by empowering nearly 700 financial services companies in 53 countries with knowledge, insights, connections, and solutions.

Visit LIMRA at [www.limra.com](http://www.limra.com).

## About LOMA®

Established in 1924, LOMA helps to advance the financial services industry by empowering more than 900 financial services companies in 57 countries with knowledge, insights, connections, and solutions.

Visit LOMA at [www.loma.org](http://www.loma.org).