



# WINNING STRATEGIES: MAKING THE RIGHT MOVES



1<sup>th</sup>

## CPBI ATLANTIC REGIONAL CONFERENCE

SEPTEMBER 24, 25 & 26, 2014  
DIGBY PINES GOLF RESORT & SPA  
DIGBY, NS



CANADIAN PENSION & BENEFITS INSTITUTE



# WINNING STRATEGIES: MAKING THE RIGHT MOVES

## **CPBI Atlantic Conference Planning Committee**

### **Co-Chairs**

**Kevin Hollis**

Belmont Health & Wealth

**Virginia Wickstrom**

University of Prince Edward Island

### **Committee**

**David Harding**

Industrial Alliance

**Ryan Johnston**

**Jeff Turnbull**

Eckler Ltd.

**David Tutty**

Sobeys Inc.



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## Schedule At A Glance

### Wednesday, September 24<sup>th</sup>

11:00 a.m. - 6:00 p.m.	Registration
12:00 p.m. - 5:00 p.m.	Golf – Digby Pines Golf Course
12:00 p.m. - 4:30 p.m.	Annapolis Royal Tour
6:00 p.m. - 7:00 p.m.	Reception
7:00 p.m.	Lobster Dinner & Entertainment Featuring <i>Mike Cowie -Vibe Trio</i>

### Thursday, September 25<sup>th</sup>

7:00 a.m. - 8:15 a.m.	Breakfast
7:00 a.m. – 6:00 p.m.	Registration Desk Open
8:15 a.m. - 8:30 a.m.	Conference Opening
8:30 a.m. - 9:30 a.m.	Forum A
9:30 a.m. - 9:45 a.m.	Break
9:45 a.m. - 10:45 a.m.	Sessions 1 & 2
10:45 a.m. - 11:45 a.m.	Sessions 3 & 4 ( <i>note that Session 4 will end at 12:00 noon</i> )
11:45 a.m. - 1:00 p.m.	Lunch
1:00 p.m. - 2:00 p.m.	Forum B
2:00 p.m. - 2:15 p.m.	Break
2:15 p.m. - 3:15 p.m.	Sessions 5 & 6
3:15 p.m. - 4:15 p.m.	Sessions 7 & 8
6:00 p.m. - 7:00 p.m.	Reception
7:00 p.m.	Dinner & Entertainment Featuring <i>Comedian Dave Hemstad</i>

### Friday, September 26<sup>th</sup>

7:00 a.m. - 8:30 a.m.	Breakfast
8:30 a.m. - 8:45 a.m.	AGM
8:45 a.m. - 9:00 a.m.	Closing Remarks
9:00 a.m. - 10:00 a.m.	Forum C
10:00 a.m. - 10:15 a.m.	Break
10:15 a.m. - 11:45 a.m.	Panel Session
11:45 a.m.	Lunch and Departure



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## Forum A – Thursday morning

### Why Customers Have to Feel, Not Just Understand

Terry O'Reilly, CBC Radio Host and Author

If you truly want to connect with your customers, if you truly want to attract potential customers – you must make them feel your message, not just understand it. Most decisions are made 20% with the brain, 80% with the heart, yet most advertising is aimed at the head. Discover how the most effective advertising uses emotion, empathy, and an ability to identify obstacles and tear them down with outstanding creativity.



Terry O'Reilly is the familiar voice behind the hit CBC radio shows O'Reilly on Advertising, The Age of Persuasion, and his current program, Under the Influence, where he explores the business, the craft, and the promise of promotion. In his intriguing talks, O'Reilly explores how our culture is shaped by marketing, as well as providing his expertise on branding, campaigns, spin, and more.

## Forum B – Thursday afternoon

### The Big Shift: the Battle Between Old Canada and New Canada

Darrell Bricker, CEO, Ipsos Public Affairs Worldwide

Canada, once one of the world's most consensual countries, is polarizing; with the west versus the east, suburban versus urban, immigrants versus old school, coffee drinkers versus consumers of energy drinks. The winners—in politics, in business, in life—will figure out where the people are and go there too.



Dr. Darrell Bricker is the world-travelling CEO of Ipsos Public Affairs, a division of the world's second largest market research firm with offices in 25 countries. He is a frequent guest as a media commentator on political, social and business issues. On the speaking circuit, he's popular at industry, government and academic conferences. Based in Toronto, Dr. Bricker is also an acclaimed researcher, having been director of public opinion research in the Office of Canada's Prime Minister. Dr. Bricker holds a Ph.D. in political science and a B.A. and an M.A. from Canadian universities.

## Forum C – Friday morning

### Fixing the Productivity Malaise

Don Drummond, Former Senior Vice President and Chief Economist,  
TD Bank Financial Group

After a brilliant career as a senior federal finance official and bank chief economist, in which he has been a force in shaping and interpreting the modern Canadian economy, Don Drummond, the former senior federal civil servant and Chief Economist at the TD Bank, is now the Matthews Fellow and Visiting Scholar in the School of Policy Studies at Queen's University.



Drummond has been present at the defining moments of recent Canadian economic history. As a key strategist in the Department of Finance in the 1990s, he helped tame the deficit and debt crises and set the country on the road to substantive tax reform.



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## Session 1

### **Sustainability of Retiree Benefit Programs**

Lee Crowell, Dalhousie University

Kirk Shand, Mercer

Employer plans that offer benefits to retirees face ongoing challenges that are only getting more difficult for plan sponsors. These challenges range from the rising cost of delivery that impacts the financial statement to an ever increasing active retiree population that is living longer. Some plan sponsors have moved away from providing benefits to their retirees, while many others are exploring alternate approaches and strategies to make their plans more affordable and sustainable.

For those who do provide retiree benefits, a number of strategies can be employed to better manage these plans. In this session, you will learn how the current challenges have impacted a large plan sponsor and how working collaboratively with their retirees has helped them face the challenges head on.

## Session 2

### **DC Plans Should Look South**

Natasha Monkman, Hicks Morley

The Canadian defined contribution landscape continues to evolve, but little in the way of legislation or litigation has surfaced yet, 10 years after the introduction of the Capital Accumulation Plan (CAP) Guidelines. Default fund litigation is still in its infancy in Canada. However, in the U.S., DC members are coming to retirement and realizing they don't have enough funds so they sue. The U.S. experience shows default fund returns are not the only relevant consideration. Courts there will look to see if fees are excessive compared to other funds offered by the plan. They will also compare returns to other funds and will look to see if the plan administrator acted properly when picking funds. Canadian plan sponsors and trustees can look at these for guidance on how to prevent similar litigation here.

## Session 3

### **Winning Strategies and Best Practices For Managing Medical Leave: A Plan Sponsor's Approach to Absenteeism and Managing Medical Expenses**

Janet Beaton & Reid Estey, Saint Francis Xavier University

With the high cost absenteeism and sick leave places on organizations, there is pressure on Employers to come up with solutions to manage medical leaves and absenteeism to bring these costs down. Reid Estey and Janet Beaton will share the approach, process and results they have achieved at Saint Francis Xavier University in managing sick leave through employee engagement, education and leveraging of existing vendor relationships. In this session, delegates will learn practical and applicable approaches to effectively manage medical leaves in their own work environments.



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## Session 4

### **New Perspectives on Shared Risk Plans**

Derek Gerard, Eckler Ltd.  
Murray Gold, Koskie Minsky  
Dylan Moser, Towers Watson

Much has happened since New Brunswick introduced shared risk plan (SRP) legislation in 2012. As others in New Brunswick and jurisdictions across Canada look to the SRP model as a possible solution to their defined benefit pension woes, our expert panel will share fresh perspectives on SRPs based on their own hands-on experience with these plans.

This session will include an overview of how New Brunswick's SRPs work and where they fit within the spectrum of traditional retirement savings plans.

Come and hear about the opportunities and challenges that might lay ahead when considering the SRP as a model for further pension change and reform.

## Session 5

### **Can Employers Afford to Continue Paying For Specialty & Biologic Drugs?**

Greg Caines, Morneau Shepell

Biologics - or "specialty meds" as they have been called - have been around the Canadian market for many years and for most employers now represent a significant and growing share of their drug spend each year. By now, plan sponsors are familiar with both the nature of specialty meds and how they have impacted their own plans. With new specialty meds on the way and utilization of current products growing steadily, it's time to get beyond the basics and talk about the full range of impacts and strategies to address the issues.

In this session, we will move the dialogue forward, using real plan sponsor data to highlight the potential for improved outcomes. By assessing these strategies, complete with the impacts and results - both for the plan and the members - you will no doubt gain some insight on the opportunities that may exist for your own plans.

## Session 6

### **Can Alternative Solutions Become the New Traditional Solution?**

Peter Muldowney, Connor, Clark & Lunn Financial Group  
Colin Spinney, Dalhousie University

With fixed income deemed to offer too low returns and equities too volatile returns, can alternative solutions become the new traditional core portfolio holding of the future? If so, how do smaller plans and less investment experienced committee members get comfortable with these types of solutions?

The session will include an overview of a range of alternative solutions, such as infrastructure, real estate, timberland, synthetic solutions and will consider the merits and challenges of alternative solutions from a governance, implementation and ongoing monitoring perspective, including the personal experience of a plan sponsor. The session will also consider why some solutions may have been dismissed in the past, but will gain broader acceptance today due to a better fit with the needs of plan sponsors.



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## Session 7

### **A Case Study For Success In Investing In Workplace Health and Wellness Initiatives**

Chris Camp & Paul MacKenzie, Halifax Fire Services

The Halifax Fire Service is committed to the health and wellness of their workforce which is demonstrated by the success of their “healthy heart program”. In this session Chris Camp and Paul MacKenzie of the Halifax Fire Service will discuss how their workplace health screening tool was implemented to reduce the risk of coronary disease. They will discuss the design, implementation and positive financial effect this program has had on their drug plan costs. Delegates will also learn how the Halifax Professional Firefighters Benefits Trust implemented proactive health and wellness programs for its members and how the Firefighters Family Assistance Program developed and implemented a peer referral program to deal with mental health issues. Take aways from this session include a better understanding of what a peer referral program is and its advantages, how the program operates and a demonstrated case study on the overall benefits of investing in Workplace Health and Wellness.

## Session 8

### **What are the Roles and Also the Meaning of Risk Management in Shared Risk Plans?**

Steve Mahoney, Morneau Shepell

Troy Mann, Province of New Brunswick

In this session, Mr. Mahoney will walk participants through some of the modeling requirements imposed on plans through the shared risk pension legislation and the ensuing changes to asset mixes. Mr. Mann will outline how the shared risk plan for Certain Bargaining Employees of New Brunswick Hospitals implemented asset mix changes during the transitional phase and provide considerations for the long term asset-liability mismatch while driving results towards a more stable funding model.

## Panel – Friday Morning

### **At the Crossroads: Challenges Facing the Atlantic Region**

**Speakers:** Graham Steele, Former NS Minister of Finance, Political Commentator  
Marco Navarro-Génie, CEO, Atlantic Institute for Market Studies  
Wendy MacDonald, Clerk Assistant of Executive Council and Secretary to Policy Board,  
Province of Prince Edward Island

**Moderator:** Ryan Johnston

The Atlantic Region faces unique challenges that affect our economic stability and growth over the longer term. The challenges involve the aging population, the changing skills requirements, urban vs rural development, and outmigration to other provinces. Our panel will discuss and address these issues and how they impact plan sponsors with respect to their benefits and pension plans. They will also offer insight to plan sponsors as to the important considerations as they seek to deal with these challenges.



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## Entertainment

### Mike Cowie's Vibe Trio

This outstanding trio consists of Mike Cowie, Gerry Carruthers, and Larry Bjornson. Always the stellar performers, the Vibe Trio play everything from New Orleans Classics to 90's Rock top 10 hits. Their music has been arranged especially for the group utilizing re-harmonizations, altered bass lines, deluxe intros and endings all played at feel good tempos that never sound the same way twice.

You will hear a little of everything like The Beatles, Sting, Jimi Hendrix, Prince, Michael Jackson, The Rolling Stones, Motown, Lou Reed, Springsteen, Sinatra, Blues, classic country, and Thelonious Monk.



### Dave Hemstad

Dave Hemstad is a three-time Canadian Comedy Award nominee who began performing on national television in 2002. In addition to his own half hour Comedy Now Special on CTV and his Gala performance at the prestigious Just for Laughs Festival in Montreal he has taped appearances for both the Halifax and Winnipeg Comedy Festivals for CBC. Dave has many acting credits to his name including having starred in the Showcase comedy series Almost Heroes. Dave is currently a regular on CBC's smash hit The Debaters for both television and radio. In addition to his many international appearances, Dave is proud to have performed in every province AND territory in Canada.







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## Activities

### Conference Golf Tournament

Digby Pines luxury Nova Scotia golf resort is blessed with one of Canada's finest golf courses designed by Stanley Thompson, the famous Canadian architect responsible for such world-class courses as Banff Springs, Jasper Park and the Highlands Links in Cape Breton. With ingenious routing, the course winds through picturesque pine trees and over a meandering brook which widens into ponds on holes two and sixteen. The true beauty of Nova Scotia has been captured and preserved for your golfing pleasure.



The tournament will be run as a scramble event. The CPBI committee will put individual participants on teams balanced by handicap. All players tee off at 12:00 p.m. sharp. Guests accompanying conference attendees are welcome to play in the tournament. A limited supply of rental clubs are available by making arrangements directly with the golf club. Contact the Pro Shop at 902-245-7709. Lunch and transportation to the course will be provided.

### Annapolis Royal Tour

Your afternoon outing will include visits to some of North America's most historic sites and the beautiful town of Annapolis Royal. Designated as one of the "Cultural Capitals of Canada" and winner of the "World's Most Liveable Small Community" title in a competition endorsed by the United Nations, Annapolis Royal has also received numerous Provincial, National and International "Communities in Bloom" awards. It is a dynamic community and winner of CBC Maritimes' Cultureville for 2012, the area has over 400 years of experience in welcoming visitors. Recently, Maclean's magazine named Annapolis Royal one of the "10 Places You've Got to See" in Canada in 2014!



You will start your day with an escape from the hectic pace of everyday life with a visit to Annapolis Royal's beautiful Historic Gardens. Overlooking a tidal river valley, the Historic Gardens is a premier Nova Scotia attraction showcasing gardening methods, designs and materials representing more than four hundred years of local history. Highlights of the gardens include the Rose Collection boasting hundreds of rose cultivars and thousands of fragrant and colourful blossoms, the Innovative Garden showcases methods and plant materials suitable for today's urban garden and the reconstructed Acadian House based on the pre-deportation 1671 time period, designed using evidence from local archaeological excavations.

Next you will travel a short distance to The Fort Anne National Historic Site of Canada, a present-day reminder of a time when conflict between Europe's empire builders was acted out on the shores of the Annapolis River. It offers a sweeping view of the beautiful Annapolis Basin from the center of Annapolis Royal. Museum exhibits and guided tours highlight the history of the fort. After enjoying a picnic lunch on the grounds of Fort Anne and a stroll through the town, you will continue on to The Port Royal Habitation. This national historic site features a reconstruction of early 17th century buildings representing the former colony of the French who settled for a time along the Nova Scotia coast. Costumed interpreters and period demonstrations help recreate the look and feel of Port Royal, one of the earliest settlements in North America. Visitors can also take in the panoramic view of the Annapolis River and Basin. A boxed lunch will be provided.



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## Registration

To register on-line using a credit card or cheque, please go to:

[www.cpbi-icra.ca/Events/Details/Atlantic/2014/09-24-2014-Atlantic-Regional-Conference](http://www.cpbi-icra.ca/Events/Details/Atlantic/2014/09-24-2014-Atlantic-Regional-Conference)

Due to limited space, your room may be booked in advance of your conference registration. However, if your conference registration is not received within one week, your room will be released. You are encouraged to book your room and register for the conference at the same time.

## Registration Fees

**Early Bird Conference Fee\*** – book by **June 30, 2014**

Member \$600<sup>00</sup>

Non-Member \$800<sup>00</sup>

**Conference Fee\*** – book after **June 30, 2014**

Member \$700<sup>00</sup>

Non-Member \$900<sup>00</sup>

**Spouse Fee** (includes breakfasts, receptions, evening meals and entertainment) \$250<sup>00</sup>

**Golf Fee** (spouses/guests are welcome to play) \$125.00

Annapolis Royal Tour \$60.00

*All prices are subject to applicable taxes.*

**Cancellation Policy:** Conference and activity cancellations received in writing prior to August 26, 2014 will be refunded in full. If received in writing between August 27, 2014 and September 10, 2014, any conference cancellations will be subject to a \$250<sup>00</sup> penalty and activity cancellations will be subject to a 50% penalty. There will be no refunds for any conference or activity fee received after September 10, 2014 for any reason, including weather or travel delays. Substitutions may be made at no cost. CPBI assumes no liability for changes in program, social activities, event dates or venue.

*\*includes conference program and meals*

**Register by June 30<sup>th</sup> for a chance to win a Gift Certificate for  
a night at Digby Pines Resort & Spa with breakfast for 2**



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## Digby Pines Golf Resort and Spa

Digby Pines Golf Resort and Spa is as rare and majestic as the setting in which it resides. Beautifully situated overlooking the shores of the Annapolis Basin, the spectacular Nova Scotia lodging has been welcoming guests since 1929. Located in the Town of Digby, home of the world's highest tides and renowned Scallop fishing fleet. In 1997, Canadian Living Magazine voted Digby the most romantic city in Canada because the fresh sea air and passionate Acadian culture combine to form an enchanting and historically rich destination.

**Reservations** can be made directly with the resort by calling *toll free* at **1-800-667-4637**, by identifying themselves as attending the CPBI conference or online at <https://book.b4checkin.com/digby/groupLogin.asp>. Please use **Group Code CPBI0925** and **Password CPBI0925**.

Please note only hotel rooms are available online. Cottages, unique room types and suites can be booked by calling the reservation line.

**Reservation email** – [pinest@digbypines.ca](mailto:pinest@digbypines.ca)

### Room Rates

Hotel guest rooms and cottage bedrooms (*per bedroom of 2 or 3 bedroom cottage*) – **\$139<sup>00</sup>** CAD, *plus HST*

All reservations must be guaranteed by a major credit card.

### Overflow Accommodations:

Additional rooms are available at Admiral Digby Inn, located minutes away from Digby Pines.

Room rates range from \$89 - \$99 (rates do not include cottages)

**Contact Admiral Digby** at **1-800-465-6262** or [admiraldigby@bellaliant.com](mailto:admiraldigby@bellaliant.com).





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## Questions?

**CPBI Atlantic Regional Conference September 24 – 26, 2014**

## Getting There

### From Halifax International Airport – By Car

Take Highway #102 toward Halifax. Take Exit 4 (*Annapolis Valley- Highway #101*). When you reach Digby, take Exit 26 and follow the signs for the ferry to Saint John. The resort is 3km before the ferry terminal, located at 103 Shore Drive. Travel time is 2.5 hours.

### From Halifax, NS – By Car

Take Highway #102 from Halifax. Take Exit 4 (*Annapolis Valley- Highway #101*). When you reach Digby, take Exit 26 and follow the signs for the ferry to Saint John. The resort is 3km before the ferry terminal. Travel time is 2.5 hours.

### From Saint John, NB – By Ferry

Schedule and fares for Princess of Acadia may be found at [www.ferries.ca/princess-of-acadia-ferry-schedule-and-fares/](http://www.ferries.ca/princess-of-acadia-ferry-schedule-and-fares/). Digby Pines Resort is approximately 3 km from the Digby Ferry Terminal, along Shore Road - entrance on the left-hand side of the road. The Pines is pleased to provide shuttle service to and from the ferry terminal, if guests wish to leave their vehicle in Saint John NB, for “walk-on” passage on the ferry.

## Bringing Your Spouse

Your spouse is welcome to join you at the Conference. The spousal fee is \$250<sup>00</sup> and includes breakfasts, receptions, evening meals and entertainment. Check with the hotel for available daytime activities and outings.

## Attire

Casual dress is appropriate for all Conference events.

## Cancellation Policy

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**If you have any questions about the conference, please contact us at:**

**Tel: (902) 835-0391 or [atlantic@cpbi-icra.ca](mailto:atlantic@cpbi-icra.ca)**

**[www.cpbi-icra.ca](http://www.cpbi-icra.ca)**