



CPBI Western Regional Conference

April 22 to 24, 2015
Rimrock Resort Hotel
Banff, Alberta

At the Speed of Light

2015 Conference Guide

CPBI is a national organization of over 2,800 industry leaders and professionals, representing all sectors of our economy.





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Conference Schedule

Wednesday, April 22nd

Keynote 1: Kirstine Stewart, <i>Adapting to the Socially Connected World</i>	2:00 pm – 3:10 pm
Sessions 1 and 2	3:30 pm – 4:45 pm
<i>Smart DC: Improving Retirement Outcomes through Sensible Design</i>	
<i>Welcome to the Future: The Benefits of Cloud Computing</i>	
Cocktail Reception	5:30 pm to 7:30 pm

Thursday, April 23rd

Keynote 2: Carl Hess, <i>Adapting to the Speed of Change</i>	8:30 am – 9:40 am
Sessions 3, 4 and 5	10:00 am – 11:10 am
<i>A New Era of Retirement Savings Education – Engaging the Disengaged</i>	
<i>Breaking Good: Moderated Pharmacist Panel Discussion</i>	
<i>The Technology Tug of War</i>	
Lunch Speaker: Steven Page	11:30 pm – 1:30 pm
Sessions 6, 7 and 8	1:45 pm – 3:00 pm
<i>Regina Police Service Target Benefit Plan: A TRIP to Pension Sustainability</i>	
<i>Running on Empty? How Healthy Habits Boost Engagement and Productivity</i>	
<i>The World @ your Fingertips: Global Investing Yesterday, Today and Tomorrow</i>	
Sessions 9, 10 and 11	3:20 pm – 4:30 pm
<i>The Harmony of Pension Reform</i>	
<i>Driving Operational Efficiency through an Integrated Leave Management Strategy</i>	
<i>Why Determining Retirement Readiness Doesn't Have to Be Complicated</i>	
Cocktail Reception	5:00 pm – 6:00 pm
Gala and Entertainment	6:00 pm – 10:30 pm
After Gala Soiree	10:00 pm – 12:00 am

Friday, April 24th

Keynote 3: Lionel Laroche, <i>The Impact of Cultural Differences on Talent Management</i>	8:30 am – 9:40 am
Sessions 12 and 13	10:00 am – 11:10 am
<i>Flexible and Fabulous – Building Team Member Equity with New Pension Plan at ATB</i>	
<i>US Benefit Exchanges – Coming to Canada?</i>	
Closing Lunch Keynote: Bill Morneau	11:30 am – 1:30 pm

Today, technological change is arriving at the speed of light and the implications for our industry are enormous. This conference is your opportunity to catch up to the present and explore the possibilities of the future.

Join industry colleagues in Banff in April 2015 to explore current topics and trends and experience leading edge solutions driven by exciting leaders and new technology that is arriving at the speed of light!

CE Credits have been applied for.

Keynote Speakers

Kirstine Stewart, VP, North America Media Partnerships, Twitter

Adapting to the Socially Connected World

New media technologies are inspiring new business models that focus on flexibility and creativity. Kirstine Stewart forged new digital ground as Executive Vice President of CBC English Services, developing approaches that she now uses at Twitter. Get the inside scoop on how the hub of instant communication and social media deals with change. A powerful speaker, Stewart talks about how modern workplaces need a new kind of leader—one who values partnership, collaboration, and empathy. And, she shares her story of success in the business world, as a leader and as a woman.

One of Canada's highest profile women in business, Kirstine Stewart was recently promoted from Managing Director and Head of Twitter Canada to Twitter's VP, North American Media Partnerships. As Managing Director and Head of Twitter Canada, she was responsible for building the Canadian market. Now, as Twitter's VP, North American Media Partnerships, she will be charged with developing deals with TV, sports, and music partners across the continent. Kirstine was previously Executive Vice-President of CBC English Services, where she commissioned the greatest number of Canadian content hours the CBC has ever had in prime time. She helped lead it to some of its biggest ratings in history, all while maintaining and strengthening its public broadcasting mandate. Stewart was named Canadian Women in Communications 2010 Woman of the Year; has been recognized by the Women's Executive Network as one of Canada's Top 100 Most Powerful Women; is a member of the Forum of Young Global Leaders, selected to advise the World Economic Forum; and in 2006, was named one of Canada's Top 40 under 40. She has also been named one of Canada's Top 25 by Women of Influence magazine and Playback's 2011 Person of the Year.

Carl Hess, Managing Director of Americas, Towers Watson

Adapting to the Speed of Change

If there is one thing that we all recognize in today's business environment, it is how quickly financial and technological factors change. In recent years we have seen change accelerate at an unprecedented speed. Rapid global expansion, fluctuating commodity prices, and new ways of looking at work have made this a dynamic and challenging time for HR professionals. Traditionally, business success has been measured by market capitalization, earnings per share, profit margin or other financial metrics. However, a growing number of organizations are realizing that non-financial performance areas are just as critical to business success, and ultimately sustainability and future growth. In order to succeed, organizations need to think more clearly about their talent priorities and execute their human capital strategies more effectively. In this session Carl Hess will examine how the speed of change has impacted the way we do business, how organizations can adapt to stay ahead of the competition and the effect this will have on the pension and benefits industry.

Carl Hess has served as Managing Director, The Americas of Towers Watson since February 1, 2014. Prior to that, he served as the Managing Director of Towers Watson's Investment business since January 1, 2010. Before that, he worked in a variety of roles over 20 years at Watson Wyatt, lastly as Global Practice Director of Watson Wyatt's investment business. Mr. Hess is a fellow of the Society of Actuaries and the Conference of Consulting Actuaries, and a Chartered Enterprise Risk Analyst. He has a B.A. cum laude in Logic and Language from Yale University, and is a director of HLC Holdings and its subsidiaries and affiliates.



Kirstine Stewart
Twitter



Carl Hess
Towers Watson

Keynote Speakers

Bill Morneau, Executive Chairman, Morneau Shepell



Bill Morneau
Morneau Shepell

Bill Morneau is Executive Chair of the Company. For over two decades now, his executive leadership has shaped Morneau Shepell's strategy and growth into the only consulting and outsourcing company that takes an integrative approach to health, benefits, retirement, and employee assistance needs.

Since joining the company in 1987, his executive positions have included appointments to President in 1992, President and Chief Executive Officer in 1998, and Chairman and Chief Executive Officer in 2008. Recognized internationally for his expertise, Mr. Morneau was appointed as Pension Investment Advisor to the Ontario Minister of Finance in 2012, providing counsel aimed at facilitating the pooling of public-sector pension fund assets. Also in 2012, he co-authored with Fred Vettese *The Real Retirement: Why You Could Be Better Off Than You Think and How to Make That Happen*, a well-received analysis of the context and the factors involved in helping Canadians plan for a successful retirement.

Mr. Morneau is actively involved in the community. He is on the Boards of AGF Management, St. Michael's Hospital Foundation, the Canadian Merit Scholarship Foundation, The Learning Partnership, the London School of Economics North American Advisory Committee, the Canadian INSEAD Foundation, and Greenwood College. He is past Chair of St. Michael's Hospital, Covenant House in Toronto, and the C.D. Howe Institute. In 2002, Mr. Morneau was named one of Canada's Top 40 under 40. He Holds a BA from Western University, an MSc (Econ.) from the London School of Economics, and an MBA from INSEAD.

Lionel Laroche, MultiCultural Business Solutions The Impact of Cultural Differences on Talent Management



Lionel Laroche
MultiCultural Business Solutions

The workforce of many Canadian organizations looks like the United Nations - it mixes people who were brought up in many different parts of the world. Because culturally different people think, communicate and respond differently in the same situations, cultural differences have a significant impact at every stage of the talent management cycle. This presentation explores some key cross-cultural challenges found in many Canadian organizations and how some Human Resources policies need to be adapted in order to create an environment that remains fair to everyone while providing enough flexibility to meet the needs of different cultural groups.

Lionel Laroche, Founder and Principal of MultiCultural Business Solutions, is a thought provoking and educational speaker and the author of two books examining the impact of cultural differences on business at the organizational and individual level. Educated in France and the US, Lionel started his career in Canada as an engineer. He worked with technical professionals from all over the world in Germany and Italy on expatriate assignments. The cultural adaptation process taught him so much that he decided to use the knowledge to help professionals from all over the world to achieve career success and organizations benefit from the opportunities brought by a diverse workforce and the global market. Over the past fifteen years, Lionel has provided cross-cultural training, coaching and consulting services to over 20,000 people through a wide range of business, government, academic, professional and non-profit organizations in fourteen countries. Lionel holds a Ph.D. in Chemical Engineering from the California Institute of Technology and a "Diplôme d'ingénieur polytechnicien" from the École Polytechnique de Paris, France.

Keynote Speakers

Steven Page, Singer, Songwriter and Canadian Icon



Steven Page has made an indelible mark on our country's music scene as well as its cultural landscape. A witty, endearing, and introspective speaker, Page enjoyed two decades of success as co-founder of The Barenaked Ladies, the popular band from Scarborough, Ontario, who dominated MuchMusic, sold millions of albums, and received two Billboard Awards and six Junos along the way.

Steven Page's evolving artistic path now has him blazing a solo trail, where he continues to take chances and catch the public's attention with a variety of new projects--including some of his best material yet. The fruits of this journey have borne three Stratford Shakespeare Festival scores, and three solo albums: *The Vanity Project*, *A Singer Must Die* (in collaboration with the Art of Time Ensemble), and *Page One*. An articulate and mesmerizing speaker, Page is utterly at home on the stage, where he's spent years entertaining audiences, telling stories, and carving out his place in our national conversation.

Concurrent Sessions

Wednesday, April 22, 3:30 pm to 4:45 pm



Barbara Saunders

SESSION 1

Smart DC: Improving Retirement Outcomes through Sensible Design

Barbara Sanders, Simon Fraser University

Cheryl Neighbour, University of British Columbia

Defined contribution plans can be a great vehicle for retirement savings but poor plan design can lead to disappointing results. As members fall into predictable traps set by limited financial literacy and human nature, what can plan sponsors do to nudge members towards better outcomes? This session will focus on ways to improve performance in two areas where DC plans often fall short -- the architecture of choices during the accumulation phase and the options available after retirement. Barbara Sanders, Assistant Professor, SFU and actuarial educator and researcher with a strong interest in pension design, will share best practices for "smart DC" design evolving internationally. Cheryl Neighbour, Executive Director of Operations for the UBC Faculty Pension Plan, will present a case study of the UBC Faculty Pension Plan's efforts in this area.



Cheryl Neighbour

SESSION 2

Welcome to the Future: The Benefits of Cloud Computing

Jace Olson, Nexen

Scott Irvine, Microsoft



Jace Olson

Do you know what Cloud Computing means? How about SaaS? (Software as a Service). If not, is your company falling behind? Do you know if it's safe to administer benefits and manage your employee data using cloud based software? Are you already doing it and don't know it? This session examines the benefits and risks of Cloud Computing. Scott Irvine from Microsoft will discuss what this new way of doing business is, what it isn't, and why you need to know the difference. Jace Olson, Manager, HR & Legal Solution Delivery at Nexen will share why Nexen started down this path, including their process, how they came to select a solution and the benefits Nexen has realized.



Scott Irvine

Concurrent Sessions

April 23, 10:00 am to 11:10 am



Bitia Jenab



Dianne Verschuere



Jackie Patel

SESSION 3

A New Era of Retirement Savings Education – Engaging the Disengaged

Bitia Jenab, Aon Hewitt

Dianne Verschuere, Desjardins Insurance

Jackie Patel, Desjardins Insurance

Over the years, we have continually driven home the importance of saving for retirement. Yet we still have gaps in engagement levels. Economists and psychologists blame it on empathy or inertia – where out of fear of making a wrong decision, sometimes it's just easier to do nothing. So what do your employees want to hear -- and what will it take to get them to take action? This presentation will identify communication and education gaps, and look at some case studies and solutions that illustrate what can happen when you have a better understanding of where employees are and how this information can help to fine-tune a customized, tactical communication strategy to drive results. Discover how various tools and techniques resonate with employees at each stage and ultimately influence them to take action because they were truly motivated to do so. Bitia Jenab is a Partner with Aon Hewitt in Vancouver and leader of its national financial planning practice. Jackie Patel is Director, Marketing and Sales Support, Group Retirement Savings at Desjardins Insurance. Dianne Verschuere is Regional Vice-President, Business Development, Western Canada, Group Retirement Savings, Desjardins Insurance.

SESSION 4

Breaking Good: Moderated Pharmacist Panel Discussion

Atul Goela, Sun Life Financial

Barb Martinez, Great West Life Assurance Company

Godfrey Mau, Manulife Financial



Atul Goela



Barb Martinez



Godfrey Mau

In today's ever changing drug plan landscape, it can be difficult to navigate through complex terrain. Pharmacists from three leading insurance carriers will participate in a discussion on drug plan management.

Atul Goela, Director, Pharmaceutical Benefits, Sun Life Financial, is a key contributor to the pharmaceutical strategy and demonstrates Sun Life's overall thought leadership in this field.

Barb Martinez, National Practice Leader, Drug Benefits Solutions in the Toronto Group Sales office of Great-West Life Assurance Company, has in-depth knowledge of the prescription drug, regulatory and drug approval process in Canada from both a government and private drug plan perspective.

Godfrey Mau, Pharmacy Consultant, Manulife Financial, is a practicing pharmacist who supports client initiatives related to pharmacy benefit management and has been responsible for product development, marketing, sales support, and formulary management.

Concurrent Sessions

April 23, 10:00 am to 11:10 am (continued)

SESSION 5

The Technology Tug of War

David Erickson, Mawer Investment Management Ltd.

Johnny 5, Mawer Investment Management Ltd.



David Erickson



Johnny 5

There are many new and exciting technologies available to help wealth management firms deepen and add value to their client and workforce relationships, but these come with potentially significant risks in areas such as data privacy and cyber security and can pull the firm away from its core focus. David Erickson, Chief Technology Officer at Mawer, together with Johnny 5, his Chief Telepresence Robot, will look at some of the more exciting technology options available to wealth management firms, the associated risks and mitigation strategies and the key drivers that will ultimately lead to adoption. They will also explore the difference between “leading-edge versus close follower” and “technology as an advantage versus technology as a necessity”. Johnny 5 connects the firm’s Singapore and London staff with colleagues in Calgary when a conference call or video chat simply won’t do. He can often be found wandering the halls at Mawer and interacting with staff and clients. He comes from a long lineage of iPads and Segways and has siblings in firms such as Google, Accenture, eBay, SAP and Coca-Cola.

Concurrent Sessions

April 23, 1:45 pm to 3:00 pm

SESSION 6

Regina Police Target Benefit Plan: A TRIP to Pension Sustainability

Evan Bray, Regina Police Service

Troy Milnthorp, Aon Hewitt



Evan Bray



Troy Milnthorp

Pension sustainability has emerged as a crucial issue of our time and the search for innovative solutions continues. The Regina Police Service, like many other organizations with DB plans, had long struggled with pension plan sustainability related to poor investment returns, a changing economic environment, increased longevity, and earlier retirements. In response, they undertook the immense challenge of a complete plan overhaul. Through a collaborative effort and shared commitment to identify a solution that worked for all stakeholders (employer, union and regulator), the Regina Police Service introduced changes that would see them close their existing defined benefit plan and implement a new target benefit plan (Target Retirement Income Plan for the Regina Police Service (TRIP)) for future service. In this session, Evan Bray of the Regina Police Service and Chair of the Pension Committee throughout this process, and Troy Milnthorp, Associate Partner in Aon Hewitt’s Saskatoon Office and a popular speaker on pension sustainability, will bring you the story of this journey, lessons learned, key takeaways and the successful implementation of their new plan.

Concurrent Sessions

April 23, 1:45 pm to 3:00 pm (continued)

SESSION 7

Running on Empty? How Healthy Habits Boost Engagement and Productivity

Jamie McLeod, Virgin Pulse



Jamie McLeod

Are your employees running on empty? Businesses today are up against increasing competition and often unwittingly put that pressure on employees. Between stresses at work and mounting demands at home, employees are putting their well-being on the backburner, skipping out on exercise and nutrition, and slacking on sleep and relationships. These unhealthy behaviors take a huge toll on their engagement and productivity – both on the job and off. Well-being is the most significant predictor of productivity, so for companies to be at their best their employees must be at their best. This session will focus on how employers can create a healthy, engaging workforce that's got the energy, focus and drive necessary to thrive and drive success. Virgin Pulse supports every aspect of life: physical, emotional, social, and financial health, and more to achieve energized, focused employees driven to tackle anything standing in their way. Jamie McLeod has been a member of Virgin Pulse's founding management team since 2004.

SESSION 8

The World @ your Fingertips: Global Investing Yesterday, Today and Tomorrow

Martin Cobb, Franklin Templeton

Nicholas Horn, Pyramis Global Advisors



Martin Cobb

Now that our world is more connected than ever before, can managers perform better and add alpha by investing at the speed of light? Or are they better investing at the speed of sloth? Even though social media and other online sources put an abundance of information at the fingertips of plan members and plan sponsors, myths still exist about Global investing. Advancements in technology have allowed for innovation in systems, monitoring and risk management to ensure that DB and DC plan members can access asset classes that may traditionally have been perceived as too risky, unmonitorable and therefore uninvestable. This session will examine the "new normal" for investing in the modern world, what role technology plays in a manager's ability to produce strong risk-adjusted returns and what plan sponsors need to understand to help their members access under-covered Global asset classes. Nicholas Horn is an institutional portfolio manager at Pyramis Global Advisors, a Fidelity Investments company, and Martin Cobb is an executive vice president for the Templeton Global Equity Group.



Nicholas Horn

Concurrent Sessions

April 23, 3:20 pm to 4:30 pm

SESSION 9

The Harmony of Pension Reforms

Michael Peters, Financial Institutions Commission of British Columbia



Michael Peters

Western Canada is leading pension reform in Canada. The harmonization of pension regulations in British Columbia and Alberta are setting the standard and represent a new era of pension regulation for the rest of Canada while at the same time providing considerable opportunity for pension plan sponsors. As can be expected with regulatory overhaul, these opportunities will be accompanied by new challenges for plan sponsors and administrators. In this session Michael Peters, Deputy Superintendent Pensions, British Columbia will talk about their discussions on harmonization, what was in scope, what was out of scope, key changes for plan sponsors, what the reactions have been from the industry in BC and AB, as well as reactions from other provinces. He will also share his thoughts on what he sees in store for the pension industry in Canada.

SESSION 10

Driving Operational Efficiency through an Integrated Leave Management Strategy

Anastassia Melvaer, PepsiCo Canada

Keri Alletson, Towers Watson



Anastassia Melvaer

In 2012, PepsiCo Canada reviewed their workforce absence data, and identified opportunities for business improvement. With over 11,000 employees in Canada, and a multitude of vendors in place following years of successful growth through acquisition, the team determined that business improvement could result from both operating efficiency as well as an effective integrated absence management strategy. The team began to develop a vision of a future state where occupational and non-occupational absences would be managed consistently, where vendors would be leveraged to deliver seamless service to employees and supervisors, and where new policies and procedures would enable the organization to optimize workforce productivity. In this session, Anastassia Melvaer, Director of Total Rewards for PepsiCo Canada, and Keri Alletson, Senior Consultant in Absence, Health and Disability for Towers Watson, will share the vision, the journey, and the lessons learned along the way.



Keri Alletson

Concurrent Sessions

April 23, 3:20 pm to 4:30 pm (continued)

SESSION 11

Why Determining Retirement Readiness Doesn't Have to Be Complicated

Matt O'Hara, BlackRock



Matt O'Hara

The transition from pre-retirement to retirement can seem disconnected and unclear for employees. Today, fewer people approaching retirement expect to receive a DB pension cheque and are left with a lump sum retirement savings in a Defined Contribution or RSP account. The effect of this change on retirement math has been profound. Matt O'Hara will discuss how with the right tools to translate savings into a well-founded income forecast, your plan members can confront the uncertainty about meeting even the most basic requirements of retirement living. This is just the beginning of a new conversation about pre-retirement as we find new ways to navigate retirement with greater clarity and understanding.

Concurrent Sessions

April 24, 10:00 am to 11:10 am

SESSION 12

Flexible and Fabulous – Building Team Member Personal Equity with New Pension Plan at ATB Financial

Debbie Couch, ATB Financial
Maureen Galway, ATB Financial
Brenda Pryske, Mercer

ATB Financial recently implemented a flexible pension plan combining a defined contribution plan with other wealth accumulation options. This innovative benefit design and implementation approach aligns directly with the overall goals of the organization and the strategic drivers for the People & Culture team.

SESSION 13

US Benefit Exchanges – Coming to Canada?

Tim Clarke, AON Hewitt



Tim Clarke

In both Canada and in the United States, employers and the insurance industry are adapting to a rapidly changing distribution model for employee benefits. Today's business realities mean that organizations are looking more closely at their program costs – including increased cost-sharing and a growing interest in a defined contribution model for health. This presents new questions and challenges for everyone as well as opportunities to look to new and innovative solutions. There is little question that private exchanges - stores where employees can purchase benefits - are transforming the health industry in the United States. What does this mean to the “deal” between employers and their employees with respect to health and health insurance? How does this changing US mindset translate into the Canadian marketplace? How might our market evolve to these strategies? Tim Clarke, Senior Vice-President and Aon Hewitt's Chief Innovation Officer for Canadian Health & Benefits, will talk about the changing directions in Canada and the US, and the market forces in both countries that may or may not shape health insurance directions in the future.

For Your Entertainment

Thursday Evening Gala Entertainment Feature

The **Dino Martinis**



The Dino Martinis have released three discs (selling over 30,000 world-wide), made three award-winning videos, and performed for huge festival crowds touring Canada, the US, Europe and Japan. The band has entertained parties ranging from exclusive private functions with Tom Hanks and members of the Japanese Royal family, to outdoor street parties with over 70,000 people. They have an enormous repertoire and have honed a set list of the most famous and beloved songs that are guaranteed to get everyone up dancing and having fun.

Conference Information

Registration

Register
online at

www.cpbi-icra.ca

REGISTRATION FEES	Received by March 20, 2015	Received after March 20, 2015
CPBI Member	\$1,049	\$1,149
Non-member (includes CPBI membership for current year)	\$1,399	\$1,499
Spouse	\$375	\$375

CONFERENCE FEES INCLUDE

Conference fees include all meals and presentation materials. To be considered a member of CPBI you must have your annual membership dues paid for the current year. Privileges granted to a member are not transferable to another person. Conference fees do not include taxes.

Eligibility for the early registration discount and the early bird draw requires completion of online registration at www.cpbi-icra.ca by March 20, 2015. The early bird draw prize is a weekend for two at The Rimrock Resort Hotel.

Delegates can pick up their Program Conference package at The Rimrock Resort Hotel Convention Facility starting at 11:00 am on Wednesday, April 22, 2015.

Register early for the conference and hotel accommodations. You will receive an e-mail confirming receipt of your conference registration.

CE Credits have been applied for.

CANCELLATION POLICY

A \$150 administration charge will be assessed against cancellations received after March 18, 2015. No refund is available if the notification is received after April 10, 2015.

Air Transportation

WestJet Airlines is CPBI's official carrier to Calgary. CPBI delegates booking flights to Calgary for the conference will receive a 10% discount off the best available regular WestJet fare at the time of booking (excluding seat sales and web fares). To take advantage of this discount, call the WestJet Convention line directly at 1-888-493-7853 and quote convention code CC7643. Flights are subject to availability and travel must be between April 16, 2015 and April 30, 2015.

Ground Transportation

Banff is not serviced by regular air transportation; conference delegates may travel to Banff via bus or rental car. Buses depart the Calgary International Airport daily with a stop at major hotels in the Banff area, including The Rimrock Resort Hotel. Delegates receive a 15% discount (\$52.61 total one way) on the Banff Airporter for shuttle service from the Airport to The Rimrock Resort Hotel. Reserve online at www.banffairporter.com/book (enter the promotional code cpbiwest on the final payment page). To reserve by phone, call (888) 449-2901 and mention you are attending the CPBI West conference. Travel time between the Calgary Airport and Banff is normally two hours, depending on weather and traffic. CPBI has secured discounted rates from Budget Car Rental. These rates are available at the Calgary Airport and Banff. For rental rates and reservations, call 1-800-525-7537 ext/33352 and quote Budget Customer Discount number U172605. If you are driving a vehicle to Banff, you will need to purchase a National Park pass (about \$10 per day) at the park gate

Host Hotel Accommodations

Registration



The host hotel is The Rimrock Resort Hotel located at 300 Mountain Avenue. All conference functions will be held in The Rimrock Resort Hotel Convention Facility.

A limited number of rooms for conference delegates have been reserved at The Rimrock Resort Hotel with prices starting at \$158 per night. Please note the quoted price includes a \$9 hotel gratuity charge but not taxes, parking or other room charges.

Please reserve your room online at [Rimrock Resort Hotel CPBI Conference Reservations](#) or by calling 1-888-746-7625 and using the promotion code is 150420CPBI.

Convenient self-service parking is available for \$16/night. Valet parking is \$30/night.

Registered guests receive a 10% discount on treatments at the Rimrock Spa. We recommend you phone ahead for a reservation as appointments fill up quickly. To book an appointment, call 1-403-762-1835. The Rimrock Fitness Facility is complimentary to registered guests.

The Rimrock Resort Hotel Conference Facility provides complimentary wireless internet throughout the hotel and conference facility, including any pre and post stays. A 24 hour business centre is located in The Rimrock Resort Hotel.

For more information, visit www.rimrockresort.com.

Other Accommodations

Conference rates are also available at the three hotels below, which are a five-minute drive from The Rimrock Resort Hotel.

Fox Hotel & Suites 461 Banff Avenue Rooms from \$194	Hidden Ridge Resort 901 Hidden Ridge Way Rooms from \$179	Banff Rocky Mountain Resort 1029 Banff Avenue Rooms from \$139	Tunnel Mountain Resort 502 Tunnel Mountain Road Rooms from \$149
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You can book into any of these hotels at these discounted rates by calling 1-800-563-8764 with our CPBI group code #1296977/15057. To guarantee these rates, bookings must be made at least 45 days in advance. These rates do not include taxes. Parking may be included based on availability and bus passes are available for transportation to and from The Rimrock. For delegates not staying at The Rimrock, additional parking charges at The Rimrock may apply.

For more information on other accommodations, visit www.banfflakelouise.com.

Explore Banff

Banff townsite is located in the heart of Banff National Park in Alberta's Rocky Mountains. Banff is recognized worldwide for its pristine environment and natural attractions, including caves to explore, glorious hot springs, wildlife, museums, galleries and excellent shopping and recreational activities. Below are just a few of the activities you may want to take in. Your hotel concierge will assist you with additional suggestions. Enjoy Canada's first National Park!

Sulphur Mountain Gondola

Transports you to 2,281 m (7,486 feet) for the best view in the Rockies 403-762-2523
www.banffgondola.com

Upper Hot Springs

Mountain Avenue
Restored 1930s heritage bath house
1-800-767-1611 www.hotsprings.ca

Columbia Icefields

Banff – Jasper Highway
Take a Snocoach Tour of the glacier
1-877-423-7433 www.brewster.ca

Whyte Museum

111 Bear Street
Archives, library and art gallery
403-762-2291 www.whyte.org

The Banff Centre

107 Tunnel Mountain Drive
Plays, concerts and films
403-762-6100 www.banffcentre.ca

For more information about Banff attractions, visit www.banfflakelouise.com.

Banff Transit

Banff's Roam Public Transit System provides daily bus service between The Rimrock Resort Hotel and the town centre, along Banff Avenue and Sulphur Mountain. Hours vary seasonally – single trip cost is \$2.

Walking Trails and Jogging Paths

Paths and trails abound - check with the hotel concierge for more information. If you happen to encounter wildlife while hiking or using trails in the national park, please do not feed them and be sure to keep your distance.

Other Conference Information

CPBI Name Badges

CPBI name badges must be worn by delegates and guests to all conference activities, including evening events.

PDA's / Cell Phones

In consideration of our speakers and other attendees, we request all delegates please turn off or utilize the manner mode feature on their mobile devices.

Conference Attire

Business casual dress is appropriate for all conference events. At this time of year, come prepared for all types of mountain weather. In Alberta, we say if you don't like the weather, wait five minutes and it will change! So plan to enjoy the great outdoors during your free time; there is a variety of wildlife to be seen and shopping to be done in the Banff area.

Non-Smoking Policy

Smoking will be permitted in designated areas only.