

Bursting the Bubble

2022 CPBI Atlantic Regional Conference

OCTOBER 5-7, 2022 DIGBY PINES, NS



REGISTRATION PACKAGE



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2022 CPBI ATLANTIC CONFERENCE REGISTRATION PACKAGE

2022 Conference Committee

Co-chairs

Diane Macdonald, Lifeworks

Steve Cameron, Medavie Blue Cross

Committee

David Tutty, Manulife

Jennifer Butler, Belmont Health & Wealth

Jennifer Urquhart, NSHEPP

Leanne O'Reilly, Pippy Insurance & Financial

Ron Cashin, Desjardins Insurance

Tara Anstey, Medavie Blue Cross

Kelly Lightfoot, CPBI Atlantic



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Conference Schedule

Wednesday, October 5th, 2022

9:00am	Registration Opens <i>Lobby/Grand Lounge</i>
10:00am	Shuttle to Golf Course <i>Main Entrance</i>
11:00am	Conference Golf Tournament <i>Digby Pines Golf Course</i>
1:00pm	NS Sparkling “Bubbly” Wine Tasting <i>Digby Pines Terrace/Churchill Restaurant</i>
6:00pm - 7:00pm	Opening Reception <i>Main Lodge - Lobby/Grand Lounge</i>
7:00pm - 9:00pm	Lobster Dinner <i>Upper Digby Hall</i>
9:00pm - 10:30pm	Entertainment - Signal Hill <i>Upper Digby Hall</i>
10:30pm	Campfire Social <i>Campfire Firepit (Grand Lodge if raining)</i>

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Conference Schedule

Thursday Morning, October 6th, 2022

6:45am - 7:15am	Wellness Walk <i>Meet at front entrance</i>
7:00am - 8:15am	Breakfast <i>Churchill Restaurant</i>
7:30am - 5:00pm	Registration Desk <i>Lobby/Grand Lounge & Upper Digby Foyer</i>
8:15am - 8:30am	Opening Remarks <i>Upper Digby Hall</i>
8:30am - 9:30am	Forum A Keynote - The Hon. Stephen McNeil <i>Upper Digby Hall</i>
9:30am - 9:45am	Break #1 <i>Lower Digby Hall Foyer</i>
9:45am - 10:45am	Session 1 (Benefits Session) <i>Lower Digby Hall - Salon A</i>
	Session 2 (Pension/Investment Session) <i>Lower Digby Hall - Salon B/C</i>
10:45am - 11:00am	Break #2 <i>Lower Digby Hall Foyer</i>
11:00am - 12:15pm	Session 3 (Benefits Session) <i>Lower Digby Hall - Salon A</i>
	Session 4 (Pension/Investment Session) <i>Lower Digby Hall - Salon B/C</i>
12:15pm - 1:30pm	Lunch <i>Churchill Restaurant</i>

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Conference Schedule

Thursday Afternoon & Evening, October 6th, 2022

1:30pm - 3:00pm	Session 5 (Benefits Session) <i>Lower Digby Hall - Salon A</i>
	Session 6 (Pension/Investment Session) <i>Lower Digby Hall - Salon B/C</i>
3:00pm - 3:15pm	Break #3 <i>Lower Digby Hall Foyer</i>
3:15pm - 4:15pm	Forum B Keynote - Pierre Battah <i>Upper Digby Hall</i>
4:15pm - 4:30pm	Break #4 <i>Lower Digby Hall Foyer</i>
6:00pm - 7:00pm	Open Reception <i>Main Lodge - Lobby/Grand Lodge</i>
7:00pm - 9:00pm	Plated Dinner & Year in Review <i>Upper Digby Hall</i>
9:00pm - 10:00pm	Entertainment - Comedian James Mullinger <i>Upper Digby Hall</i>
10:15pm	Late Night Social & Nova Scotia Tasting Bar <i>Main Lodge - Lobby/Grand Lodge</i>

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Conference Schedule

Friday, October 7th, 2022

7:00am - 7:30am	Wellness Walk <i>Meet at front entrance</i>
7:15am - 8:45pm	Breakfast <i>Churchill Restaurant</i>
7:30am - 12:00pm	Registration Desk <i>Upper Digby Foyer</i>
8:45am - 10:00am	Forum C Keynote - Buhle Dlamini <i>Upper Digby Hall</i>
10:00am - 10:15am	Break #5 <i>Upper Digby Foyer</i>
10:15am - 11:45am	Forum D Employer Panel - Competing for Talent meets "Great Resignation" <i>Upper Digby Hall</i>
11:45am - 12:00pm	Conference Closing <i>Upper Digby Hall</i>
12:00pm - 1:15pm	Lunch - (To-Go-Boxes available) <i>Churchill Restaurant</i>

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FORUM SPEAKERS

Forum A: The Hon. Stephen McNeil

Strategic Business Advisor, Cox & Palmer, Former Premier of Nova Scotia

“Stay the Blazesin Atlantic Canada”



Atlantic Canada has been recognized globally in its management of the pandemic and is now being rewarded with unprecedented population growth. With the bubble finally bursting and lives adjusting to the new “normal”, we face new challenges and opportunities. In this fireside moderated chat, Nova Scotia’s former premier, the Honorable Stephen McNeil, will share his candid views on the emerging social, political and economic landscape and what this may mean for Canada and the Atlantic region into the future. This session is intended to be interactive and audience members will be invited to ask questions to make for an engaging session to kick off our conference.

Forum B: Pierre Battah

Workplace Leadership and HR Specialist

Leading with Humanity to Attract, Engage and Retain Talent in our New World of Work



Leaders and managers are facing enormous pressure to lead change and organizational transformation while creating workplaces that attract, engage and retain talent. Employees are increasingly seeking workplaces that value their well-being, whether 100% working from home or a hybrid working arrangement. Employees are seeking these work arrangements all while striving for career advancements with highly competitive pay and benefits. Leading can be a balancing act, it is about building supportive relationships to enable cultures to be defined with excellence, inclusion, and learning. The conventional working space has changed, this keynote speaker assists leaders to clarify their role, identify key personal leadership habits, practices, and recognition techniques. Pierre Battah provides a detailed framework on all of these, as well as, how to build trust, safety, create effective communication practices for our changing conventional working arrangements and to gain talent.

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Forum C: Buhle Dlamini

Organizational Culture and Diversity Expert



Interactive Workshop: Navigating the Multigenerational Workforce and Creating Inclusion – Unlocking Cultural Intelligence to Unleash Your Greatness

In today's increasingly diverse and multigenerational workplace, leveraging diversity and creating inclusion is a huge competitive advantage. Modern professionals need to navigate managing different Generations, Cultural Values, Gender and Abilities in a way that leverages these differences to unleash greatness. This interactive workshop provides a framework that cuts through the difficulties of multigenerational workforces and creating inclusion, by using cultural intelligence to combat the effects of Unconscious Bias. For organizations and teams to thrive they need everyone to allow everyone around them to: Be Who They Are, Live Team Values and Unleash a Winning Attitude. These lessons are delivered in an interactive workshop style that combines stunning visuals, humour, inspirational story telling and deep insights to ensure real learning and practical application. Buhle Dlamini brings his expertise as a certified CQ Associate Facilitator with the Cultural Intelligence Center.

Forum D: Friday Morning Panel

When Competing for Talent meets the 'Great Resignation': An Employer Panel

Speakers: Jennifer Deschambeault Medavie
Cyndy Allen Emera
Kerry Deveau Acadia University
Moderator: Pierre Battah Workplace Leadership Expert

In a relatively short period of time, the pandemic has transformed how we think, work and access services, with material implications for workforce health, productivity, and engagement. For employers, the impacts of the pandemic have been particularly hard felt. Skills shortages and increased labour market mobility, fueled by remote work opportunities, challenge employers to consider new strategies to attract and retain talent in an increasingly competitive marketplace. In this session, hear from our panelists their perspectives on strategies to overcome the 'great resignation' including total rewards, workplace culture and flexibility.



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BREAKOUT SESSIONS

Session 1 - Benefits

Pharmaceutical Trends: Looking Ahead

Thursday, October 6th, 2022

9:45am - 10:45am

To say the least, the past couple of years have been very difficult on plan sponsors and their employees. Even prior to the global pandemic, employers were dealing with the high cost of biologic drugs, many of which greatly enhanced the quality of life of their employees, but also meant a huge strain on maintaining premiums at a reasonable level. What lies ahead in the coming months and years?

Anne-Marie Smith will enlighten and inform us as to the current and future trends of the pharmaceutical industry. Will the shortages we encountered during the pandemic continue? With the ever-increasing mental health issues, what will the pipeline look like with regards to treatments, costs and supports? How will the evolution of biosimilars impact not only private plans, but what is to come with the role of provincial governments in this landscape, especially how it affects Atlantic Canada? What role will the pharmacist play with regards to primary care?

Please join us in this session which is assured to be a pertinent and relevant discussion of the pharmaceutical landscape and what lies ahead.



Anne-Marie Smith
Medavie Blue Cross

Session 2 - Pension/Investments

Private Markets 2.0

Thursday, October 6th, 2022

9:45am - 10:45am

Private market allocations for institutional investors continue to grow exponentially and pension plans have started to build out the next phase of their allocations above and beyond “traditional alternatives”. This session will present a broad overview of the current private market landscape, how it has evolved and where it might be heading over the next 5-10 years from allocator’s perspective. This session is geared to small-mid DB and DC plans who have started to build out their allocation to private market assets and are considering new alternatives for diversification, capital preservation and return generation.



Daniel Conti
Harbourvest

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Session 3 - Benefits

Evolving Threats: Cyber and Privacy Risk Strategies for Pension and Benefit Sponsors

Thursday, October 6th, 2022

11:00am - 12:15pm

Ransomware attacks and privacy breaches are on the rise during the pandemic, in part spurred by the growth in remote work. In this environment, it is key that pension and benefit plan sponsors understand their legal, financial and reputational risks. This session offers perspectives from a privacy lawyer, benefits consultant, and cyber risk manager. Panelists will discuss risk mitigation and risk transfer strategies including data collection, vendor selection and benefit sponsorship considerations.



Ruby Rai
Marsh Specialty



Matt Saunders
Deloitte Legal



Michael Horne
Mercer

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Session 4 - Pension/Investments

Retirement Planning - Now or Later?

Thursday, October 6th, 2022

11:00am - 12:15pm

In today's workplace, employees are facing a host of financial challenges. From new entrants in the workforce dealing with student debt, a new baby or affordable housing all the way to older employees now commonly referred to as the "sandwich generation" – where helping aging parents and continuing to financially support their grown children is a part of their daily lives.

From an employer's perspective, what is the role that the company can play in assisting with the different needs of its workforce? What are some employers doing in this space outside of the traditional DB / DC retirement vehicles to address the diverse financial challenges of their people, while also emphasizing the importance of retirement planning.

In this session, our speakers will share their views on the financial roadblocks faced by the workforce today, and how certain employers are pivoting towards a holistic financial wellbeing approach that embraces the importance of future retirement preparedness while supporting their employees with the day-to-day financial wellbeing challenges they are trying to manage.



Michelle Lodor
Lifeworks Canada Ltd



Amanda Coade
Manulife Investment Management

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Session 5 - Benefits

Reshaping Benefits in the Post Pandemic World

Thursday, October 6th, 2022

1:30pm - 3:00pm

The Pandemic has had implications on all facets of our business. For benefit plans in particular, the focus took a sharp turn from volatility in increased utilization and rising costs being primary concerns, mental health supports being under-utilized, and virtual therapies being just talked about and overpriced. This session will look back on plans pre-COVID-19 versus future plan designs in a post pandemic world - what lessons have we learned? Hear from our panelists as we explore breaking down the barriers to access care with virtual solutions; modernizing plan designs to ensure adequate mental health supports; and addressing benefits that are equally inclusive and comprehensive. From the carrier, consultant, and mental health specialist vantage points – what does this new landscape look like?



J.P. Girard
Green Shield CANADA



Liana O'Brien
HUB International



Dr Alissa Pencer
InkBlot Therapy
Dalhousie University

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Session 6 - Pensions/Investment

Legislative Update

Thursday, October 6th, 2022

1:30pm - 3:00pm

Across Canada, pension regulators have been modernizing pension plan rules to better reflect the current pension landscape. There is a trend towards smaller pension plans joining larger pension plans. Is bigger better? What has been the experience with plans merging?

Experts from both Federal and Provincial Governments and private industry are constantly analyzing retirement income security for their aging populations. What information and education do plan members need to plan for retirement and make wise investment decisions?

In this session, representatives of the offices of the Atlantic Superintendents of Pensions will provide an update on any recent changes to pension legislation and report on their experiences over the last 2 years. Attendees will have the opportunity to ask their burning questions as to the direction the Atlantic Provinces may be considering in the future.



Angela Mazzerole
Vice President, Regulatory Operations
Superintendent of Pensions
Superintendent of Insurance
Superintendent of Credit Unions
Financial and Consumer Services Commission



Patti Trenholm
Deputy Superintendent of Pensions
Nova Scotia Department of Finance and
Treasury Board

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CONFERENCE JACKET & CPBI ATLANTIC DELEGATE BOX

Each Conference delegate will receive a conference jacket as part of their registration. Our conference jacket is made possible by our Diamond Sponsor and is a long standing tradition of our CPBI Atlantic in-person conferences. Please indicate your size preference when registering.

We began a new tradition during our 2020 and 2021 virtual conferences, of a curated box of products from the province hosting the conference. Each conference delegate will receive a Nova Scotia Delegate Box upon arrival at Digby Pines.

ENTERTAINMENT

Signal Hill - Wednesday Night



Signal Hill is a four-piece acoustic guitar based band with strong emphasis on four part vocal harmony. Hailing from Newfoundland, this band is revered throughout the country as the quintessential East Coast group. This has been achieved by expanding their repertoire beyond that of standard traditional songs to celebrating music across the decades and genres. Their arrangements are now woven into the fabric of East Canadian culture. They play 4 to 7 nights per week, year round, from St. John's NL to Toronto, ON. In addition to many other notable venues, Signal Hill have played at the Hard Rock Cafe and the Boarhouse Night Club in Moscow.

Campfire Social - Wednesday Late Night



Delegates and guests will gather around the campfire for a Maritime tradition of camaraderie and music. S'mores, hot chocolate, hot apple cider, NS Craft Beer, ciders, and other campfire favorites will be enjoyed by all. Play an instrument? Delegates are invited to bring their instrument and join fellow CPBI members in a fun campfire singalong.

Travelling to Digby by car? Please pack a camping chair or two and some warm campfire clothes.

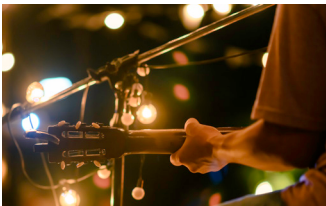
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James Mullinger - Thursday Night

James Mullinger was one of the UK's top comedians and the Comedy Editor for GQ magazine when he moved his family to Saint John, NB in 2014. Since his arrival, he has taken the country by storm. He has sold out shows across the country, made appearances on CBC's The Debaters, movies, Television shows, festivals, award shows and stand up specials...he's done it all. In March 2020, James was in the middle of a global tour when the pandemic forced him off the road. He has since become one of the most in-demand virtual comedians on the circuit, performing virtually for companies around the world. And that's not all. James is an entrepreneur, magazine publisher & art director, and podcaster. Launched in June 2017, The Maritime [EDIT] was the first quarterly print magazine dedicated to proving what Atlantic Canada has to offer.



Kitchen Party - Thursday Late Night Social

Join fellow delegates in the Digby Pines Grande Lounge for drinks and a fun kitchen party that will have you kicking up your heels and connecting with friends old and new. Kitchen Party entertainment will be provided by local musicians.



Nova Scotia Tasting Bar - Thursday Late Night Social

Chef Dale will be creating delectable culinary treats for delegates and their guests to sample. Specially prepared local foods will be highlighted at this Nova Scotia themed tasting bar.

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ACTIVITIES

Golf Tournament at Digby Pines Golf Course

11:00am Shot Gun Start Wednesday, October 5, 2022



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 11:00am 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.

Nova Scotia Sparkling "Bubbly" Wine Tasting on the Terrace

1:00pm Wednesday, October 5, 2022



A celebration of Nova Scotia wine and harvest. Join us on the breathtaking Digby Pines terrace as we showcase and sample sparkling wines from wineries across the Nova Scotia paired with locally inspired food stations. Save your appetite for delicious food and wine!

Wellness Walks

6:45am Thursday and 7:00am Friday Morning



Start your day with a wellness walk through the beautiful grounds of Digby Pines. Delegates will take a 30-minute guided onsite trail that will take in breathtaking views of the Digby basin. This is a great way to explore your natural surroundings while stimulating your mind and muscles before the start of each conference day. Delegates will meet in the hotel lobby at 6:45am on Thursday and 7:00am on Friday morning.

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REGISTRATION

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

<https://www.cpbi-icra.ca/Events/Details/Atlantic/2022/10-05-2022-CPBI-Atlantic-Regional-Conference>

Membership Rewards

We are pleased to announce the following exclusive benefits for CPBI Members:

- **Earlier Access to Conference Registration:** CPBI Members will have an exclusive opportunity to register for the conference between May 11 - May 31st, 2022.
- **Early Access to Hotel Rooms:** CPBI Members will have early access to the CPBI block of reserved rooms. Hotel booking will be part of the conference registration process. Delegates will be asked to indicate their hotel preference when registering for the conference. Accommodation requests will be provided to Digby Pines, who will contact delegates to confirm payment and hotel room preference, in order of registration date.
- **Early Bird Registration Prizes:** Members who register by June 30th will have a chance to win a gift certificate for a night at Digby Pines plus breakfast for two-or-one of two \$100 gift cards.

REGISTRATION FEES:		
Member Early Bird Conference Fee <i>(includes conference program and meals)</i>	May 11-June 30, 2022	\$975.00
Non-Member Early Bird Conference Fee <i>(includes conference program and meals)</i>	June 1-June 30, 2022	\$1,475.00
Regular Conference Fee <i>(includes conference program and meals)</i>	July 1-Sept 20, 2022	\$1,200.00 Member \$1,600.00 Non-Member

Extras

Spouse/Guest Fee: \$350.00 (includes breakfasts, receptions, evening meals and entertainment)

Golf Fee: \$130.00 (Open to delegates and spouse/guests)

NS Sparkling “Bubbly” Wine Tasting Event: \$125.00 (Open to delegates and spouse/guests)

All prices are subject to applicable taxes.

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ACCOMMODATIONS

Digby Pines Golf Resort & Spa

Digby Pines Golf Resort and Spa is as rare and majestic as the setting in which it resides. A Norman style chateau, 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 world-renowned 'Digby Scallop' fishing fleet, you can feed your craving for a true Nova Scotia dining experience, fresh sea air, serenity at the Spa or nature trail walk, and a round of golf at an 18-hole Stanley Thompson designed golf course. Join us at this historically rich destination.

Due to limited space at Digby Pines Resort and Spa, CPBI Members will have priority on all hotel and cottages reservations. Hotel registration will be part of the conference registration process. Delegates will be asked to indicate their hotel preference when registering for the conference. Accommodation requests will be provided to Digby Pines, who will contact delegates to confirm payment by credit card and hotel room preference, in order of registration date.

Check-in is 4:00 pm on Wednesday, October 5th and check out is 11:00am on Friday, October 7th. If you require an early check in or late check out, please contact Digby Pines Guest Services Manager.

There are a limited number of rooms being held pre and post-conference for those wishing to arrive early or stay late. Cancellation policy is one week prior to arrival. All rates based on single or double occupancy. Rates are subject to federal and provincial taxes.

Cut-Off Date for Reservations is September 2, 2022. (Note: the block of rooms will no longer be held after this date and reservations will then be on a first come, first served basis. Rates will also be the rate of the day and availability is not guaranteed after this date).

Alternate Conference Accommodations:

As of June 2, 2022 Digby Pines SOLD out of rooms. Delegates can now book a room at one of the following the alternate hotels:

Admiral Digby <https://digbyhotels.com/> **ph:** 902.245.2531 or 1.800.465.6262 **Booking Code:** CPBI2022

Dockside Suites <https://www.fundyrestaurant.com/suites> **ph:** 902 245 4950

CPBI Atlantic will be providing complimentary shuttle service to these hotels.

Delegates can also indicate they would like to be added to the Digby Pines wait list on their conference registration form.

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QUESTIONS

Getting There

From Halifax International Airport By Car - Take Highway #102 toward Halifax. Take Exit 4 (Annapolis Valley - #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 MV Fundy Rose may be found at <https://www.ferries.ca/nb-ns-ferry/>. Digby Pines Resort is approximately 3km 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/Partner/Guest

Your spouse/partner/guest is welcome to join you at the Conference. The spousal/guest fee is \$350 and includes breakfasts, receptions, evening meals and entertainment. Check with the hotel for available daytime activities and outings.

Attire

Business casual dress is appropriate for all Conference events. On Wednesday night, delegates and guests are invited to join us for our first ever Campfire Social outside (weather permitting). Warm clothing for a night under the stars, by the fire, is recommended. For those travelling by car, please bring along a lawn chair.

Food Allergies & Dietary Restrictions

CPBI Atlantic strives to provide delicious food and meals to go hand in hand with the incredible educational content at our conference. If you have any food allergies or dietary restrictions, please indicate when you complete your registration, so we may provide food you can eat and enjoy! If your requirements can't be captured on the registration form, please email atlantic@cpbi-icra.ca.

Accessibility

Please email atlantic@cpbi-icra.ca if you have accessibility questions or requirements.

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CPBI Atlantic Conference Cancellation Policy

- All cancellation received prior to September 6, 2022, will be refunded in full.
- All cancellations received after September 6, 2022, will be subject to an administration fee of \$250.
- If notice of the cancellation is received after September 20, 2022, 100% of the registration and the guest pass fees will be non refundable.
- Registration can be transferred at no extra cost (member to member, non-member to non-member).
- **Important!** Given the limited number of hotel rooms, all hotel reservations that are not linked to a conference registration will be canceled.

If CPBI Atlantic must cancel the conference for any reason, delegates will obtain a full refund of their registration fee. *CPBI will not be responsible for any financial loss related to any other bookings (travel, lodging, etc.) resulting from the cancellation of the in-person event.*

