

2023 CPBI Atlantic Regional Conference

On the Border of Change



REGISTRATION PACKAGE

The Algonquin Resort St. Andrews by-the-Sea, NB
OCTOBER 4-6, 2023

On the **Border** of Change

2023 CPBI ATLANTIC CONFERENCE REGISTRATION PACKAGE

2023 CONFERENCE COMMITTEE

Co-chairs

Ron Cashin, Desjardins Insurance

Steve Cameron, Medavie Blue Cross

Committee

Dante Manna, Stewart McKelvey

David Tutty, Manulife

Jennifer Butler, Belmont Health & Wealth

Jennifer Urquhart, NSHEPP

Leanne O'Reilly, Pippy Insurance & Financial

Tara Anstey, Medavie Blue Cross

Kelly Lightfoot, CPBI Atlantic



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CONFERENCE SCHEDULE

Wednesday, October 4th, 2023

9:00am	Registration Opens <i>Location: Garden Veranda</i>
9:30am & 10:00am	Shuttles to Golf Course <i>Location: Meeting in Lobby of Algonquin</i>
10:00am	Conference Golf Tournament (11:00am Shotgun Start) <i>Location: The Algonquin Golf Course</i>
11:30am	Explore St. Andrews - Choose your Adventure <i>Tall Ship Whale Watching OR Savour St. Andrews Tasting Tour</i> <i>Location: Meet at Kingsbrae Gardens</i>
6:00pm	Welcome Reception <i>Location: Passamaquoddy Veranda/Carleton Rotunda</i>
7:00pm	Lobster Dinner <i>Location: Shaughnessy Ballroom</i>
9:00pm	Entertainment - Big Fish <i>Location: Shaughnessy Ballroom</i>
10:30pm	"On the Border" Networking Social <i>Location: Passamaquoddy Veranda/Carleton Rotunda</i>

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CONFERENCE SCHEDULE

Thursday, October 5th, 2023

7:00am - 8:30am	Breakfast <i>Location: Shaughnessy Ballroom</i>
7:00am - 7:45am	Yoga <i>Location: St. Andrews Room</i>
7:15am - 8:00am	Wellness Walk <i>Location: Meet in Lobby of The Algonquin</i>
8:30am - 8:45am	Opening Remarks <i>Location: New Brunswick Ballroom</i>
8:45am - 9:45am	Forum A - Eric Termuende <i>Location: New Brunswick Ballroom</i>
9:45am - 10:00am	Break <i>Location: NB Foyer & Van Horne Foyer</i>
10:00am - 11:00am	Session 1 (Benefits) - Prescribing the Right Mix: Balancing Affordability and Access through Drug Plan Management <i>Location: New Brunswick Ballroom</i>
10:00am - 11:00am	Session 2 (Pension/Investment) - Purposeful Investment in Alternatives <i>Location: Van Horne Ballroom</i>
11:00am - 11:15am	Break <i>Location: NB Foyer & Van Horne Foyer</i>
11:15am - 12:15pm	Session 3 (Benefits) - Breaking Barriers: The Role of Private Plans to Help Improve Access to Care <i>Location: New Brunswick Ballroom</i>
11:15am - 12:15pm	Session 4 (Pension/Investment) - Legal Update on Survivor Benefits <i>Location: Van Horne Ballroom</i>

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CONFERENCE SCHEDULE

Thursday, October 5th, 2023 (continued)

12:15pm - 1:30pm	Lunch (1 hour 15 minutes) <i>Location: Shaughnessy Ballroom</i>
1:30pm - 2:45pm	Session 5 (Benefits) - Fostering Inclusion in Your Benefit Program <i>Location: Van Horne Ballroom</i>
1:30pm - 2:45pm	Session 6 (Pension/Investment) - Advancing Human Rights in Retirement Plans <i>Location: New Brunswick Ballroom</i>
2:45pm - 3:00pm	Break <i>Location: Passamaquoddy Room</i>
3:00pm - 4:15pm	Forum B - Curse of Politics Live <i>Location: Shaughnessy Ballroom</i>
4:15pm	Break with To Go Options <i>Location: Passamaquoddy Room</i>
	Rest & Refresh
6:00pm	Pre-Dinner Reception <i>Location: Passamaquoddy Room</i>
7:00pm	Plated Dinner & CPBI Atlantic Year in Review <i>Location: Shaughnessy Ballroom</i>
9:00pm	Entertainment - Drag Show <i>Location: Shaughnessy Ballroom</i>
10:30pm	Late Night New Brunswick Social <i>Location: Passamaquoddy Veranda/Carleton Rotunda</i>

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CONFERENCE SCHEDULE

Friday, October 6th, 2023

7:00am - 8:30am	Breakfast <i>Location: Shaughnessy Ballroom</i>
7:15am - 8:00am	Wellness Walk <i>Location: Meet in Lobby of The Algonquin</i>
8:45am - 9:45am	Forum C Keynote - Normand Hector <i>Location: New Brunswick Ballroom</i>
9:45am - 10:00am	Break <i>Location: New Brunswick Foyer</i>
10:00am - 11:15am	Forum D: Reimagining Healthcare Delivery - Atlantic Innovation Panel <i>Location: New Brunswick Ballroom</i>
11:15am	Closing Remarks <i>Location: New Brunswick Ballroom</i>
11:30am	Lunch with To Go Options <i>Location: Shaughnessy Ballroom</i>

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Forum A: Thursday Morning

Eric Termuende

Snowflakes And Fingerprints: How to Attract Top Talent in the Future of Work

Regardless of where we look, talent shortages are impacting every industry, and competition is fierce. With an entire generation on the precipice of retirement, and not enough workers ready to replace them, the situation is only getting more fierce. More than ever before, we need to do whatever we can to attract and retain top talent – but what is that? After a decade of research on the world's greatest places to work, workplace culture and leadership expert Eric Termuende has the answer.

Like snowflakes and fingerprints, it all comes down to uniqueness. To attract the right talent in today's environment, we must plant our metaphorical flag in the ground and emphasize what makes us, as employers, different from the rest.

In this fun and takeaway-filled presentation, attendees will not only learn how to create their own compelling stories to attract the right talent to their organization, but they'll also leave with a talent attraction framework they can continue to refine, as the world of work keeps evolving.

What audiences come away with:

- Actionable ways to create and share a unique, sticky, and impactful employee value proposition.
- Key strategies for leveraging your best recruiters (your existing team).
- An understanding of why creating a 'best' place to work might not mean what you think it does (and what licorice, cilantro, and pineapple pizza has to do with it).
- Knowledge of where culture lives, and how to adapt your story based on the team/location you're hiring for.

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Forum B: Thursday Afternoon

Curse of Politics - LIVE

The Herle Burly Political Panel Podcast

Politics. It's a blessing and a curse. On good days, it's about your friends in the foxhole with you. On bad ones, it's the mountain of votes that went the other way. Either way, it pulls you back in, again, and again, and again. A. Goshdarnit. Curse.

The Curse of Politics podcast from Air Quotes Media is the political panel you secretly hate to love – but love anyway. Unfiltered, unscripted, unmuzzled insights delivered with lots of laughs, from the backroom operatives on both sides of the political aisle who were in the room for the meeting after the meeting.

Hosted by David Herle, with Scott Reid, Jordan Lechnitz and Kory Teneycke. Don't miss this live-taping of the podcast and Q&A session with the panel for their insights on the hottest political stories dominating the news cycle.



David Herle



Scott Reid



Jordan Lechnitz



Kory Teneycke

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Forum C: Friday Morning

Normand Hector

Acceptance & Belonging in Today's World

On the heels (pun intended) of our Thursday evening drag show, this session provides an inside look at the man and the message behind Normani's performance art. Normand's mantra is listen to understand--not listen to react.

This presentation will leave participants feeling empowered and help to remove the fear of doing or saying the wrong thing. He addresses the impact of placing labels on people by humanizing diversity, inclusion and equality within our workplaces. Normand tackles the tough conversations around unconscious bias and how it affects the behaviour and emotions of others. His authentic storytelling and lived experience will serve as a source of inspiration and more importantly provide practical tools to apply in your organization's people-first Diversity, Equity, Inclusion and Belonging Strategy.



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Forum D: Friday Morning Panel

Reimagining Healthcare Delivery: Atlantic Innovation Panel

Panel: Shannon Hunter, Saint John Regional Hospital Foundation
Erin MacKenzie, PEI Pharmacists Association
Sean Awalt, BioNova

Moderated by: Mark Omoto, IQVIA

Canada has the second highest health care spend amongst OECD countries yet falls behind on healthcare outcomes with respect to chronic disease and mental health. Atlantic Canada faces the added demographic challenges of a smaller, older and sicker population. As the provinces and federal government renegotiate medicare funding, many stakeholders are calling for a reimagining of health care delivery to improve health outcomes and the patient experience. Join us for our healthcare innovation panel, with experts from the health care, life sciences and digital health technology fields. Bringing in both public and private health perspectives, the panel will discuss Atlantic Canada's role in the digital health economy and exciting initiatives underway to expand access to care and improve service delivery.



Mark Omoto
IQVIA

Erin MacKenzie
PEI Pharmacists Association

Sean Awalt
BioNova

Shannon Hunter
Saint John Regional
Hospital Foundation

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Breakout Sessions: Thursday Morning

Thursday, October 5th, 2023

10:00am - 11:00am

Session 1 (Benefits)

Prescribing the Right Mix: Balancing Affordability and Access through Drug Plan Management

Speakers: Suzanne Lepage, Consultant
Mark Omoto, IQVIA

Supporting workforce health while managing drug plan affordability remains a top concern for plan sponsors. Pharmaceutical innovation, rising levels of chronic disease and member demands for more inclusive benefits are all important factors driving demand and adding complexity to drug plan management discussions. In combination with evolving public policy developments at the federal and provincial levels, 2023 is shaping up to be a defining year for drug plan management. This session is a must-see for drug plan sponsors and will feature data analysis and insights from pharmaceutical benefit experts on the key cost drivers, trends and policy developments impacting drug plans in 2023 and beyond.

Session 2 (Pension/Investments)

Purposeful Investment in Alternatives

Speakers: John Hurley, WorkSafeNB
Daniel Dine, Vestcor

The use of alternative investments has become an increasingly popular choice within Pension and Benefit Funds. As Funds continue to expand the use of this asset class, Trustees and Plan Sponsors can lose sight of the *purpose* of their investment decisions. Our presenters will outline how two local Funds are investing in the alternative space and the *purpose* behind their decisions to invest (or not invest) in certain alternative vehicles. This session is a must-see for Trustees, Staff and Advisors to Pension and Benefit Funds as our presenters outline their approach and views of the current alternative asset space.

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Breakout Sessions: Thursday Morning

Thursday, October 5th, 2023

11:15am - 12:15pm

Session 3 (Benefits)

Breaking Barriers: The Role of Private Plans to Help Improve Access to Care

Speakers: Alex Boucher, Mercer
Olivier Pagé, Medavie Blue Cross

Access to care is key to workforce health and productivity, yet growing numbers of employees are experiencing such challenges as long wait times, staffing shortages, increased demand and backlogs in diagnostics and treatment within the public health system. The insurance sector has grown alongside the public system to supplement health care services and find ways to build better bridges to health care for plan members. This session will explore the role of plan sponsors in supporting greater access to care and will provide carrier and advisor perspectives on the emerging role for private plans in accessing health care today.

Session 4 (Pension/Investments)

Legal Update on Survivor Benefits

Speakers: Andrew Zur, Telus Health

Beneficiary and spousal designations are a powerful estate planning tool and an important aspect of the administration of pension, retirement and group benefit plans. This session will consider preventative measures for administrators to consider in communicating with members, designing forms and retaining records to manage risk and assist members in ensuring their wishes are carried out. It will also consider best practices and stories from the front lines in the administration of death benefits and dealing with disputes and contentious situations.

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Breakout Sessions: Thursday Afternoon

Thursday, October 5th, 2023

1:30pm - 2:45pm

Session 5 (Benefits)

Fostering Inclusion in Your Benefit Program

Speakers: Devon Forshner, HUB
Tanya Finlay, Fortis
Marie-Chantal Côté, Sun Life

Organizations have brought diversity and inclusion (D&I) activities to the forefront of their people and business strategies – undeniably seeing the positive impact of such efforts. A differentiator in a tight labor market, is how employers are turning to their benefit plan to further advance their D&I objectives in their benefits, wellbeing and workplace programs. These actions not only support an organization's recruitment efforts, but also seeks to retain and engage employees.

The session will cover what employers today are doing to embed inclusion specifically, in their culture and HR programs and how any organization can make an impact in the lives of their employees to feel seen through the benefit program. From the carrier, consultant, and employer perspectives we'll seek to answer how to foster inclusion in our workplace and translate it meaningfully in our HR programs, specifically, benefits.

Session 6 (Pension/Investments)

Advancing Human Rights in Retirement Plans

Speakers: Danielle Harding, Stewart McKelvey
Jennifer Wood, Manulife
Jenny Banks, NEI Investments

With increased public attention on equity and social responsibility, plan administrators, sponsors and trustees are considering strategies that fully integrate human rights considerations throughout their plans – not only to stay onside legal obligations in respect of equity-seeking groups, but to offer member options that foster a sense of inclusion, and to invest assets in ways that protect vulnerable communities while enhancing the plan's funding position.

The speakers will present their insights regarding the future of human rights accommodations, member options, and the emerging trend of human rights as a component of ESG investment strategies.

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CONFERENCE JACKET & CPBI ATLANTIC DELEGATE PACKAGE

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.

Delegates will also be treated to a custom New Brunswick Delegate Package upon arrival at The Algonquin.



Bringing your Spouse/Guest

Your spouse/partner/guest is welcome to join you at the conference. The Spouse/Guest Fee is \$350.00 and includes:

- Two 6:00pm Receptions (Wed & Thurs)
- Two Dinners with Entertainment (Wed & Thurs)
- Two Late Night Socials (Wed & Thurs)
- Two Breakfasts (Thurs & Friday)
- Wellness Walks and Thursday Morning Yoga



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ENTERTAINMENT



Wednesday Night **Big Fish**

If you're hungry for great musical entertainment then Big Fish is definitely the catch of the day. This lively quintet, noted for their strong harmonies and expansive set list of all your favorites, has been performing their unique show for twenty five years throughout the Maritimes and central Canada. Audiences of all ages have been fascinated by the creativity, powerful voices and showmanship of this talented group of performers as they bring together songs from the 50's to the present and covers everything from Broadway musicals to Maritime music. This group loves to sing and have fun and it shows!



Thursday Night **The Normani Drag Show**

with Amour Love and Julia Jeffries

Join us Thursday night as we bring a powerful performance to our CPBI stage featuring Normani and Drag Queen Sisters Amour Love and Julia Jeffries. Featuring music and numbers from yesterday and today with full costumes and stage performances that will make you want to move! Come ready to be a part of a show that will bring non-stop music, energy and an uplifting message too!

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LATE NIGHT SOCIALS



Wednesday Late Night “On the Border” Networking Social

Delegates and guests will enjoy great networking opportunities while sampling delicious tastings from the provinces “On the Border” of New Brunswick. Donairs from Nova Scotia, Poutine from Quebec, Sweet Treats from PEI and Seafood from Maine, USA. Enjoy hot apple cider as you reconnect with friends and colleagues old and new!



Thursday Late Night New Brunswick Social

Join us in the Passamaquoddy Veranda and Carleton Rotunda for the food and drinks that put New Brunswick on the map. Chef will be creating delectable culinary treats for delegates and their guests to sample. Specially prepared local foods will be highlighted at this New Brunswick themed tasting bar, paired with NB craft beer, cider, wine and spirits.



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ACTIVITIES



Golf Tournament Algonquin Golf Course

Wednesday, October 4, 2023

For well over a century the Algonquin has been among Canada's seaside golfing greats. However, good golf can always get better, and that's exactly what's happened with the Algonquin. Under the guidance of Rod Whitman, the brilliant mind behind the creation of many of Canada's top designs, the Algonquin has undergone an extensive renovation, in turn elevating it to its rightful place among the country's best.

The Algonquin has been ranked in the top 100 courses in Canada by SCOREGolf 2020, a 2021 Golf Digest Editors' Choice Award winner, and ranked in the top 59 Canadian Public Courses by SCOREGolf. Now it's your turn to enjoy the breathtaking beauty where spectacular golf meets incredible ocean vistas.



9:30am Practice and Driving Range Opens

10:15am Tournament Check In

11:00am Shotgun Start

Price \$150.00 per golfer

Includes: Shared power cart, practice range, boxed lunch and prizes

Golf Club Rentals start at \$55.00 by contacting Golf Pro Shop (506) 529-8165

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ALTERNATE ACTIVITY

Explore St. Andrews - Choose your Adventure!

Wednesday, October 4, 2023

11:30am-4:15pm

Experience the history, culture, and adventure that awaits you in St. Andrews by-the-Sea. Welcome to this charming seaside town which is home to some of the region's finest restaurants, shops, art galleries and cafés, many located along Water Street and the Wharf – the central hub in St. Andrews. With so many things to explore, we wanted to give delegates and their guests an opportunity to choose their own adventure!

The adventure begins with a flavour filled light lunch before you embark on the adventure of your choice:



Option 1: Tall Ship Whale Watching Adventure

Since 1995, the Jolly Breeze Tall Ship has been safely and successfully taking people out into the Bay for Fundy for whale and wildlife viewing in St. Andrews NB. Voyage past sunning seals, lighthouses and beautiful landscapes to the playground of the porpoise and majestic whales of the Bay of Fundy. Successful encounters with whales exceed 96% over the past years.

This adventure includes Lunch, a whale watching adventure on Tall Ship with snacks and drink tickets. COST: \$150.00 per person



Option 2: Savour St. Andrews Tasting Tour

Join us on a tasting tour of downtown St. Andrews by-the Sea as we savour locally inspired libations and small bites. With your Savour Passport in hand, you will experience some of the best local patios, restaurants, brewing company, and shops in town.

This adventure includes Lunch and a tasting adventure at local shops and restaurants. COST: \$150.00 per person

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HEALTH & WELLNESS



Yoga

7:00am Thursday Morning

St. Andrews Room

Enjoy a healthy start to your day while nourishing your body, connecting your mind and self to relax and rejuvenate before the start of our conference day. With creative and balanced sequences, strengthening and lengthening, you will experience a strong, safe and supportive practice. Modifications and options will be provided for different abilities. A limited number of yoga mats are available for those who may not have the option to bring their own.



Wellness Walks

7:15am Thursday & Friday Morning

Meet in the Algonquin Lobby

Start your conference day with a guided wellness walk through beautiful downtown St. Andrews by-the-Sea. This is a great way to explore this beautiful town while stimulating your mind and muscles before the start of each conference day.

ENVIRONMENTAL STEWARDSHIP



Nature NB

Our 2023 CPBI Atlantic Environmental Stewardship program will support the great work of Nature NB.

Nature NB is a non-profit charitable organization whose mission is to celebrate, conserve and protect New Brunswick's nature heritage through education, networking and collaboration.

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REGISTRATION PRICING

To register online using a credit card or cheque, please go to:

<https://www.cpbi-icra.ca/Events/Details/Atlantic/2023/10-04-2023-CPBI-Atlantic-Regional-Conference>

Membership Rewards

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

- **Early Access to Conference Registration:** CPBI Members will have an exclusive opportunity to register for the conference between May 10 - May 31st, 2023.
- **Early Access to Hotel Rooms:** CPBI Members will have early access to the CPBI block of reserved rooms. Your hotel access link and code will be included in the email confirmation you receive when you complete your conference registration.
- **Early Bird Registration Prizes:** Members who register by July 2nd will have a chance to win one of two Amazon gift cards or one night stay at the Algonquin Resort.

REGISTRATION FEES:		
Member Early Bird Conference Fee <i>(includes conference program and meals)</i>	May 10-July 2, 2023	\$1,175.00
Non-Member Early Bird Conference Fee <i>(includes conference program and meals)</i>	June 1-July 2, 2023	\$1,675.00
Regular Conference Fee <i>(includes conference program and meals)</i>	July 3-Sept 19, 2023	\$1,425.00 Member \$1,925.00 Non-Member

Extras

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

Golf Fee: \$150.00 (Open to delegates and spouse/guests)

Explore St. Andrews: Choose your Adventure!: \$150.00 (Open to delegates and spouse/guests)

All prices are subject to applicable taxes.

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ACCOMMODATIONS

The Algonquin Resort St. Andrews By-The-Sea, Autograph Collection

The Algonquin Resort is one of Canada's most luxurious and legendary resorts. Rich in history, meticulously restored to its original splendour, this year-round destination truly offers the best of the past with contemporary amenities. Check-in 4:00pm Wednesday, October 4, 2023. Check-out Friday, October 6 at 12:00pm.

CPBI Conference Room Block

Accommodations can be booked via the CPBI Room Block Link that delegates will receive in their confirmation email, once they complete their conference registration. There are a limited number of rooms being held pre- and post-conference for those wishing to arrive early or stay late. Conference delegates who plan to take part in Wednesday Golf or Explore St. Andrews activities may wish to book 3 nights depending on where they are travelling from.

<u>Room Type</u>	<u>CPBI Conference Rate</u>
Algonquin Room	\$219 per night
Algonquin View	\$230 per night
Studio Room	\$262 per night
Patio Room	\$272 per night

All rates are based on single or double occupancy. Rates are subject to 15% HST and 3% Destination Marketing fee. Cancellation policy is one week prior to arrival.

If you require an early check in or late check out, please contact hotel directly at 1-506-529-8823.



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QUESTIONS?

Getting There

The Algonquin Resort St. Andrews by-the-Sea, 184 Adolphus Street, St Andrews NB E5B 1T7
St. Andrews Hotels | The Algonquin Resort St. Andrews by-the-Sea, Autograph (marriott.com)

By Car:

From Halifax, NS	Approx. 500km (5.5 hours)
From Charlottetown, PE	Approx. 420km (4.25 hours)
From Moncton, NB	Approx. 255km (2.5 hours)
From Fredericton, NB	Approx. 130km (1.5 hours)
From Saint John, NB	Approx. 105km (1.25 hours)

By Plane, options include:

Fly into **Greater Moncton International Airport (YQM)** and rent car to drive 2.5 hours to St. Andrews

Fly into **Fredericton International Airport (YFC)** and rent car to drive 1.5 hours to St. Andrews

Fly into **Saint John Airport (YSJ)** and rent car to drive 1.25 hours to St. Andrews

Parking

Self-parking in the outdoor, on-site parking lot is complimentary with your stay. Valet parking is available at a surcharge, upon request.

Attire

Business casual dress is appropriate for all Conference events.

Food Allergies & Dietary Restrictions

CPBI Atlantic strives to provide delicious food and meals that go hand in hand with the incredible educational content at our conference. Please indicate any food allergies or dietary restrictions when you complete your registration. If your requirements cannot 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 1, 2023, will be refunded in full.
- All cancellations received after September 1, 2023, will be subject to an administration fee of \$250.
- If notice of the cancellation is received after September 19, 2023, 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.*



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