

2025 CPBI Saskatchewan Conference

Inspiration **UNLOCKED**

Empower People, Accelerate the Journey

April 15 - 17, 2025

Sheraton Cavalier, Saskatoon



2025 CPBI

Saskatchewan Conference
Inspiration UNLOCKED



TABLE OF CONTENTS

TABLE OF CONTENTS	Page 1
SPONSORS	Page 2-3
SCHEDULE	Page 4-7
KEYNOTE SPEAKERS	Page 8-10
ENTERTAINMENT & SOCIAL RECEPTION	Page 11
BREAKOUT SESSIONS	Page 12-16
WELCOME GIFT + EVENT APP	Page 17
WELLNESS	Page 18
CONFERENCE INFORMATION	Page 19

2025 CPBI Saskatchewan Conference Inspiration UNLOCKED



SPONSORS

PLATINUM SPONSORS:



Investor
Services



**ASCENT
STRATEGY**



**SASKATCHEWAN
PENSION PLAN**



2025 CPBI Saskatchewan Conference Inspiration UNLOCKED



SPONSORS

GOLD SPONSORS:



SILVER SPONSORS:



BRONZE SPONSORS:



2025 CPBI Saskatchewan Conference Inspiration UNLOCKED



SCHEDULE - APRIL 15

DAY ONE

2:00 PM - 3:00 PM	REGISTRATION
3:00 PM - 4:00 PM	BREAKOUT SESSION #1 P1: LEVERAGING SASKATCHEWAN'S HIGH SCHOOL FINANCIAL LITERACY INITIATIVES B1: SAFEGUARDING THE FUTURE: CYBERSECURITY RISKS AND INSURANCE SOLUTIONS
4:00 PM - 4:30 PM	NETWORKING & BREAK
4:30 PM - 4:45 PM	WELCOME
4:45 PM - 5:45 PM	KEYNOTE A: PAMELA BARNUM
5:45 PM - 8:00 PM	SOCIAL RECEPTION - TASTE OF SASKATCHEWAN INTENTIONAL TIME FOR CONNECTION
8:00 PM - 11:00 PM	POST CONFERENCE GATHERING AT HUDSON'S PUB

2025 CPBI Saskatchewan Conference Inspiration UNLOCKED



SCHEDULE - APRIL 16

DAY TWO

7:30 AM - 8:30 AM	BREAKFAST, OPENING REMARKS & WELLNESS SESSION
8:30 AM - 9:30 AM	KEYNOTE B: JEPH MAYSTRUCK
9:30 AM - 10:00 AM	NETWORKING & BREAK
10:00AM - 11:00 AM	<p>BREAKOUT SESSION #2</p> <p>P2: PENSION PULSE: KEY LEGAL DEVELOPMENTS YOU NEED TO KNOW</p> <p>B2: THE FUTURE OF HR: HARNESSING GENERATIVE AI AND TECHNOLOGY'S INFLUENCE ON WORKFORCE EVOLUTION</p>
11:00 AM - 11:30 AM	NETWORKING & BREAK
11:30 AM - 12:30 PM	<p>BREAKOUT SESSION #3</p> <p>P3: FUTURES IN OUR HANDS: IN PURSUIT OF A DEEPER UNDERSTANDING OF THE PEOPLE WE SERVE</p> <p>B3: AGE & ACCESS: TACKLING LEGAL SHIFTS IN AGE DISCRIMINATION AND PHARMACARE</p>

2025 CPBI Saskatchewan Conference Inspiration UNLOCKED



SCHEDULE - APRIL 16 CONTINUED

DAY TWO

12:30 PM - 2:00 PM	LUNCH, WELLNESS SESSION & ANNUAL MEETING
2:00 PM - 3:00 PM	WORKFORCE PANEL
3:00 PM - 3:30 PM	NETWORKING & BREAK
3:30 PM - 4:30 PM	KEYNOTE C: MICHAEL KERR
4:30 PM - 5:15 PM	NETWORKING & BREAK
5:15 PM - 8:00 PM	DINNER & ENTERTAINMENT
8:00 PM - 11:00 PM	POST CONFERENCE GATHERING AT HUDSON'S PUB

2025 CPBI Saskatchewan Conference Inspiration UNLOCKED



SCHEDULE - APRIL 17

7:30 AM - 8:30 AM	BREAKFAST, OPENING REMARKS & WELLNESS SESSION
8:30 AM - 9:30 AM	KEYNOTE D: JOAN MCCUSKER
9:30 AM - 10:00 AM	NETWORKING & BREAK
10:00 AM - 11:00 AM	BREAKOUT SESSION #4 P4: PRIMER ON PENSION FUND INVESTMENTS B4: THE CANADIAN LANDSCAPE FOR FERTILITY BENEFITS
11:00 AM - 11:30 AM	NETWORKING & BREAK
11:30 AM - 12:30 PM	BREAKOUT SESSION #5 P5: EMPOWERING MEMBER OUTCOMES THROUGH DECUMULATION DESIGN. CAN A DC PENSION PLAN PROVIDE LIFETIME PENSION SECURITY? B5: DRUG TRENDS: INSIGHTS ON DRUG SPEND IN CHRONIC DISEASE
12:30 PM - 1:45 PM	LUNCH & WELLNESS SESSION
1:45 PM - 2:45 PM	KEYNOTE E: SAM GOODWIN
2:45 PM - 3:00 PM	CLOSING REMARKS

2025 CPBI Saskatchewan Conference Inspiration UNLOCKED



KEYNOTE SPEAKERS



Pamela Barnum, M.P.A., J.D.

Crack the Code:

3D Communication Strategies for Powerful Results

Most of our communication is nonverbal, and we miss more than half of the conversation when we ignore what is not being said. Learn the secret second language reserved for communication experts and law enforcement to communicate confidence, elevate influence, and improve negotiation outcomes.

SPONSORED BY:



Audiences will learn how to:

Display calm confidence and trustworthiness in every situation. Use nonverbal cues to regulate how others perceive you. Decode nonverbal cues with certainty. Understand what is being communicated, regardless of the words used. Detect deception with greater accuracy using science-backed techniques. Confidently assess verbal and nonverbal misrepresentation indicators, bluffing, and lies in real time.



Jeph Maystruck

Retirement, Reimagined:

AI, Data & the Personalization of Benefits

The future of retirement is no longer a fixed path—it's a dynamic, data-driven journey. AI and algorithmic insights are transforming how employees plan for their financial futures, how employers structure benefits, and how the entire industry approaches long-term security. This presentation explores how artificial intelligence is personalizing retirement planning, automating benefits administration, and reshaping financial decision-making. From predictive analytics that forecast individual retirement needs to AI-powered robo-advisors optimizing investment strategies, we'll dive into the innovations redefining the retirement landscape. Whether you're an employer, professional, or financial planner, you'll gain a fresh perspective on how AI is making retirement smarter, more accessible, and tailored to individual needs. The future isn't just automated—it's personalized.

SPONSORED BY:



2025 CPBI Saskatchewan Conference Inspiration UNLOCKED



KEYNOTE SPEAKERS



Michael Kerr

Putting Humor to Work for Less Stress and More Success

In this high-energy, humour-filled presentation, Canadian Hall of Fame speaker Michael Kerr will show you how you can leverage your humour resources to create a more collaborative, resilient, and inspiring workplace culture. Michael will share his 3Rs of putting humour to work to manage stress and share ideas from businesses and leaders around the world who leverage their humour advantage to help you fuel a better workplace culture that drives extraordinary results!

SPONSORED BY:



Joan McCusker

Winning Attitudes: Ordinary People, Extraordinary Achievements

Olympic Gold Medalist Joan McCusker shares how attitude drives success in sports, business, and life. Drawing from Dr. Dennis Waitley's Olympic Attitude Rings and her own journey as an athlete, teacher, and mother, Joan explores how mindset, perseverance, and teamwork turn ordinary efforts into extraordinary achievements. With humor and insight, she illustrates how success isn't about extraordinary talent but about commitment, resilience, and collaboration. Join Joan for an inspiring session on building a winning attitude and unlocking the potential within yourself and others.

SPONSORED BY:



2025 CPBI Saskatchewan Conference Inspiration UNLOCKED



KEYNOTE SPEAKERS



Sam Goodwin Embracing Uncertainty

In 2019, Sam Goodwin was taken hostage in Syria, leading US government and intelligence officials to doubt whether he would ever be seen alive again. His incredible journey of survival illustrates the extraordinary power of the human spirit and demonstrates how we can all turn adversity into an asset.

SPONSORED BY:



Investor
Services

Goodwin tailors his keynote presentation to his audiences and can touch on key themes such as leadership, consistency, peak performance, and more.



Sultan Ali Sadat
Saskatoon Open Door
Panelist



Rob Jones
Sandbox Mutual Insurance
Panelist



Nowshad Ali
On Purpose Leadership
Panelist



Michael Kerr
Panel Moderator

SPONSORED BY:



NORTHERN
TRUST

Workforce Panel Innovative HR Strategies for Workforce Retention

This panel will focus on innovative and engaging HR strategies for workforce retention beyond traditional benefits and retirements, addressing trends, challenges, and solutions.

2025 CPBI Saskatchewan Conference Inspiration UNLOCKED



ENTERTAINMENT & SOCIAL RECEPTION



SASKATOON SOAPS

Join us for an entertaining improv event, starring the Saskatoon Soaps Improv Comedy group.



SPONSORED BY:

CIBC MELLON



TASTE OF SASKATCHEWAN

Join us for local food & specialty drinks, time for intentional connection.



SPONSORED BY:



ASCENT
STRATEGY

2025 CPBI Saskatchewan Conference Inspiration UNLOCKED



BREAKOUT SPEAKERS



Jenny Hart
HK HENDERSON
CONSULTING



Dustin Halvorson
HK HENDERSON
CONSULTING

Safeguarding the Future: Cybersecurity Risks and Insurance Solutions

In an increasingly digital world, cybersecurity threats pose significant risks not only to organizations but also to their employees, particularly regarding sensitive data tied to employee benefits. This presentation will explore the intersection of cybersecurity and employee benefits in Canada, highlighting the unique challenges organizations face and the role of insurance in mitigating these risks.

SPONSORED BY:



Troy Milnthorp
SASKATCHEWAN
TEACHERS
FEDERATION



Ruby Olele
SASKATCHEWAN
PENSION PLAN



Connie Perrault
REGINA CATHOLIC
SCHOOLS



Shannan Corey
SASKATCHEWAN
PENSION PLAN

Leveraging Saskatchewan's high school Financial Literacy Initiatives

Join our panel to hear how employers and plan sponsors can leverage the momentum Saskatchewan has put into motion by leading Canada in adding Financial Literacy to high school curriculums. How can employers pick up the torch from high school and carry the momentum into the workforce? Learn about the importance of financial literacy and practical tools for bringing this to life.

SPONSORED BY:



2025 CPBI Saskatchewan Conference Inspiration UNLOCKED



BREAKOUT SPEAKERS



Christie Rall, Mercer

The Future of HR: Harnessing Generative AI and Technology's Influence on Workforce Evolution

Join us for an insightful session featuring Christie Rall, Partner in Workforce Transformation at Mercer, as we explore exclusive insights from Mercer's Global Talent Trends survey. Discover the impact of Generative AI on HR, the evolving HR-technology landscape, and their profound implications for the future workforce.

SPONSORED BY:



This event provides a unique platform to learn, network, and exchange ideas on critical talent trends, including human-centric productivity, trust and equity, readiness and resilience, and cultivating a digital-first culture. Don't miss this opportunity to deepen your understanding of the rapid changes driven by Generative AI and technological advancements and uncover how they can propel your organization forward in 2025.



Meghan Popp, Lawson Lundell

Pension Pulse: Key Legal Developments You Need to Know

Pension plan administrators and sponsors in Saskatchewan face an evolving legal landscape, with legislative changes, legal decisions, and compliance requirements impacting their plans. Meghan will discuss the recent developments in pension law.

The discussion will include:

- Changes to pension standards, tax and other relevant legislation
- New CAPSA guidelines
- Recent cases on the standards and duties applicable to plan administrators

SPONSORED BY:



Understanding these developments is important for administrators, sponsors and service providers to ensure compliance with current legal standards, mitigate risk, and safeguard the benefits of plan members.

2025 CPBI Saskatchewan Conference Inspiration UNLOCKED



BREAKOUT SPEAKERS



SPONSORED BY:



Meghan Popp, Lawson Lundell

Age & Access: Tackling Legal Shifts in Age Discrimination and Pharmacare

Benefit plan administrators and sponsors in Saskatchewan face an evolving legal landscape, with legislative changes, legal decisions, and compliance requirements impacting their plans. Meghan will discuss the recent developments in benefit law.

The discussion will include:

- Pharmacare legislation
- Age discrimination in benefits plans
- Recent cases on the standards and duties applicable to plan administrators

Understanding these developments is important for administrators, sponsors and service providers to ensure compliance with current legal standards, mitigate risk, and safeguard the benefits of plan members.



SPONSORED BY:



Jeffrey Boutilier, Ascent Strategy

Futures in Our Hands: In Pursuit of a Deeper Understanding of the People We Serve

Society has long traded on the promise that tomorrow will be better than today – a belief that has driven progress and stability for generations. For many Canadians, this optimism has waned, particularly when it comes to retirement. Futures in Our Hands challenges pension administrators to reconsider their role in this changing societal landscape.

As economic and demographic realities evolve, the traditional focus on regulatory compliance, asset management, and cost efficiency must expand to address members' emotional and financial anxieties. By achieving a deeper understanding of the people we serve, we can reconnect our industry with its foundational promise: securing a bright tomorrow for our members.



2025 CPBI Saskatchewan Conference Inspiration UNLOCKED



BREAKOUT SPEAKERS



Suzanne Mason, Sprout Family

The Canadian Landscape for Fertility Benefits

Infertility is a growing international health issue that drives over 20% of the population to seek assistance in building their families. Factors such as delayed parenthood, the growing number of same-sex couples, and the rise of single-parent families have significantly boosted demand for fertility care. This trend is reflected in GreenShield's claims data, which revealed a 53% increase in fertility drug spending and a 35% rise in claimants between 2019 and 2023.

SPONSORED BY:



This session will cover:

- Why fertility and family-building benefits have become so important
- What coverage options are available for Canadian employers
- How organizations can create fertility-friendly workplaces and reduce overall costs in the long term



Deron Waldock, McCarthy Tetrault

Primer on Pension Fund Investments

This session provides a foundational understanding of pension fund investments, including private equity, while offering practical insights into key regulatory frameworks such as the 10% and 30% related party rules. Attendees will gain valuable knowledge on the duties of plan administrators, tax considerations, and the evolving landscape of pension investments in new asset classes.

SPONSORED BY:



The session will also explore compliance considerations under the Corruption of Foreign Public Officials Act and the Proceeds of Crime (Money Laundering) and Terrorist Financing Act, ensuring pension investors are equipped to manage both opportunities and risks in private fund investments.

2025 CPBI Saskatchewan Conference Inspiration UNLOCKED



BREAKOUT SPEAKERS



Julia D'Adamo, GreenShield

Drug Trends: Insights on Drug Spend in Chronic Disease

This presentation will delve into the key health trends affecting spend on drug plans. Attendees will gain insights into the rising costs and adoption rates of diabetes medications, the rapid increase in weight management drug expenses and utilization, the growing impact of biosimilars on healthcare spending, and the ongoing mental health challenges stemming from the COVID-19 pandemic. Join us to explore how these trends are influencing plan sponsor costs and shaping the future of healthcare.

SPONSORED BY:



Tricia Brown
PLANNERA



Joe Schmucker
ECKLER

Empowering member outcomes through decumulation design. Can a DC pension plan provide lifetime pension security?

Over the last 15 years, defined contribution (DC) pension plans have shifted from a focus on account accumulation to an equal focus on the decumulation journey of members. Developing retirement options that meet member needs is key to empowering members to live financially secure retirements.

SPONSORED BY:



In 2025, the Public Employees Pension Plan will begin offering a variable payment life annuity to provide members the option to add the security of a lifetime payment to their pension plan retirement portfolio, complementary to the flexibility of its variable pension benefit.

2025 CPBI Saskatchewan Conference Inspiration UNLOCKED

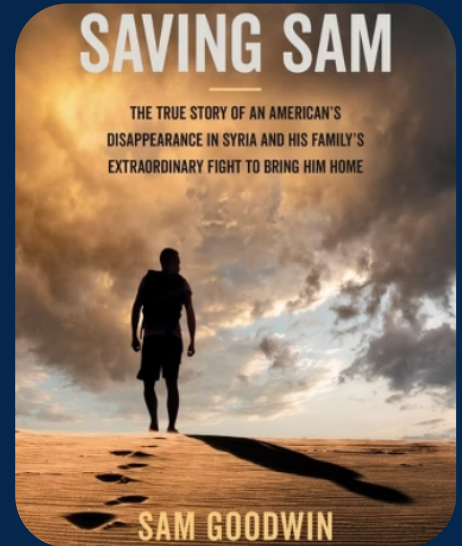


WELCOME GIFT & EVENT APP

WELCOME GIFT

Your welcome bags will contain a special gift compliments of our Book Sponsor.

SPONSORED BY:



EVENT APP

We are pleased to offer you access to our event app Pheedloop to enhance your conference experience.

SPONSORED BY:



2025 CPBI Saskatchewan Conference Inspiration UNLOCKED



WELLNESS

WELLNESS SPONSORS

In these micro-sessions, Organizational Mindfulness Facilitator, Larissa Bayet, with Saskatchewan Blue Cross will delve into the essence of mindfulness and its practical applications for enhancing your well-being. These sessions are designed to offer quick insights and actionable tips that you can easily incorporate into your self-care toolkit.

SPONSORED BY:

ECKLER



**FRANKLIN
TEMPLETON**

iA
Financial Group

 **Mercer**

möbius
BENEFIT ADMINISTRATORS INC.

2025 CPBI Saskatchewan Conference Inspiration UNLOCKED



CONFERENCE INFORMATION

IN-PERSON AND VIRTUAL REGISTRATION OPTIONS

EARLY BIRD PRICING JANUARY 29 - MARCH 19
REGULAR PRICING MARCH 20 - APRIL 9

When you register for the in-person experience you will also have access to all virtual perks.

BOOK YOUR ACCOMMODATIONS:



IN-PERSON

INCLUDES ACCESS TO VIRTUAL

	EARLY BIRD RATE	REGULAR RATE
MEMBER	\$649	\$759
NON MEMBER	\$1,149	\$1,309
STUDENT	\$375	\$375

VIRTUAL

	EARLY BIRD RATE	REGULAR RATE
MEMBER	\$499	\$575
NON MEMBER	\$879	\$1,015
STUDENT	\$279	\$279

The Sheraton Cavalier Saskatoon Hotel

612 Spadina Crescent East
Saskatoon, Saskatchewan S7K 3G9

Deluxe Queen \$184/night

Deluxe King City \$214/night

Deluxe King River \$224/night

LAST DAY TO BOOK: MONDAY MARCH 17, 2025 or once sold out, whichever occurs first.

CONTINUING EDUCATION

Attending the CPBI Saskatchewan Regional Conference will give you CE credits from:

- CPHR Saskatchewan
- Insurance Council of Saskatchewan,
- Insurance Council of Manitoba,
- Alberta Insurance Council, and
- Certificate of Attendance

You will be required to complete a short quiz at the end of each presentation to qualify for continuing education credits.



CE Credits for AIC and ICM are pending approval



Attendees must complete quizzes to obtain these credits hours.





THANK YOU FOR ATTENDING

Inspiration **UNLOCKED**

