

2019 CEFLI ANNUAL CONFERENCE

September 11-13, 2019

JW Marriott

NASHVILLE, TENNESSEE



WEDNESDAY, SEPTEMBER 11, 2019

ANNUAL CONFERENCE AGENDA

1:00 – 1:10 PM *General Session*
Opening Remarks

*Donald J. Walters
President & CEO
CEFLI*

1:10 – 1:30 PM *General Session*
Welcome and Keynote Remarks

*Jim Odland
Chair, CEFLI Board of Directors
Thrivent*

1:30 – 2:30 PM *General Session*
**Conversation: A Retrospective and
Prospective View - The Future of the
Compliance and Ethics Function in
the Life Insurance Industry**

Compliance and ethics continue to evolve as an important function at all life insurance companies. However, the scope of responsibilities that were assigned to compliance and ethics professionals several years ago may be significantly different from the scope of responsibilities that may lie ahead. Hear from a panel of Chief Compliance Officers who will reflect back upon how their roles and responsibilities have evolved over the past several years and how they anticipate these roles and responsibilities changing in the future.

*George Hanley (Moderator)
Managing Director
Deloitte*

*John Apostle
Chief Compliance Officer
Genworth Financial*

*Jim Odland
Vice President, Managing Counsel and
Chief Compliance officer
Thrivent*

2:30 – 3:20 PM *General Session*
**The Growth of Compliance and A
New Generation of Compliance
Professionals: New Skills and Data
Scientists - How Do We Prepare for
the Future?**

Compliance leaders rely upon a broad range of data to identify potential risks and establish appropriate controls. Moreover, state and federal regulators are utilizing data analysis as a key component of their regulatory activities. In light of these trends, compliance and ethics departments are increasingly seeking individuals who have a wide range of skills including background in data analytics to enhance the ability of compliance teams to analyze the volume of data available to inform appropriate compliance strategies. Hear from a panel of Chief Compliance Officers who will share insights concerning how the role of compliance has evolved to demand a new set of skills for future compliance leaders.

*Steve Koslow
Chief Ethics and Compliance Officer
Allianz Life*

*Noreen Fierro
Senior Vice President, Chief Ethics and
Compliance Officer
The Guardian Life Insurance Company
of America*

*Sharon Pacheco
Vice President and Chief Compliance & Ethics
Officer
Pacific Life*

*Suzanne Sainato
Chief Compliance Officer
Symetra Life Insurance Company*

3:20 – 3:50-PM **Break Sponsored By:**



3:50 – 4:40 PM

General Session
A New Generation of Compliance Professionals: Data Scientists

Compliance leaders rely upon a broad range of data to identify potential risks and establish appropriate controls. Moreover, state and federal regulators are utilizing data analysis as a key component of their regulatory activities. In light of these trends, compliance and ethics departments are increasingly seeking individuals who have background as data scientists to enhance the ability of compliance teams to analyze the volume of data available to inform appropriate compliance strategies. Hear from a leading academician who will share insights concerning how colleges and universities are training the next generation of data scientists who may very well become the next generation of compliance professionals.

*Dr. Jennifer Priestley
Professor of Statistics and Data Science
Kennesaw State University*

4:40 – 5:30 PM

General Session
Data Analytics in Compliance

Life insurance companies are increasingly relying upon data analytics to develop appropriate business development strategies. Accordingly, compliance departments are also utilizing data analytics to support these business objectives and identify potential risks for appropriate corrective action. Hear from a panel of industry experts and company representatives who will provide their perspectives on how data analytics will allow compliance and ethics departments to identify potential risks for strategic and operational planning purposes.

*Jim Ouellette (Moderator)
Director
Navigant*

*Steve Koslow
Chief Ethics and Compliance Officer
Allianz Life*

*Natalie Johnson
Compliance Business Analytics Mgr.
Allianz Life*

5:30 – 7:00 PM

Welcome Reception

THURSDAY, SEPTEMBER 12, 2019

7:30 – 8:30 AM

Networking Breakfast

8:30 – 8:45 AM

Annual Meeting of Members

8:45 – 9:45 AM

General Session
Conversation: The Future of Sales Standards in the Life Insurance Industry

The life insurance industry is undergoing a period of unprecedented change with respect to sales standards applicable to the sale of life insurance and annuity products. Modifications to the NAIC Suitability in Annuity Transactions Model Regulation, the SEC's issuance of Regulation Best Interest, New York's Regulation 187 with its best interest standard and possible modifications to FINRA's suitability standard all present unique challenges to life insurance company compliance and ethics professionals. Hear from a panel of regulators and industry experts who will share their thoughts concerning the future of sales standards in the life insurance industry and how they may change current and future compliance strategies.

*Lorrie Brouse
Deputy Commissioner
Tennessee Department of Commerce
and Insurance
NAIC Annuity Suitability Working Group*

*James G. Lundy
Partner
Drinker Biddle*

*Robert Mancuso
Associate
Drinker Biddle*

9:45 – 10:15 AM

Break Sponsored By:



10:15 – 11:25 AM

General Session
Conversation: Regulator - Company Market Regulation and Examination Roundtable

State market conduct examiners perform an essential role in fostering a fair and competitive marketplace. Notwithstanding efforts to streamline the market analysis process, companies continue to report receiving a variety of different regulatory data requests from various state insurance departments. Hear from a panel of state insurance market conduct examiners as well as company representatives who will share their perspectives concerning current examination practices and will explore areas for possible process improvements.

*Paige Waters (Moderator)
Partner
Locke Lord*

*Rachel Jrade-Rice
Director of Insurance/Insurance Division
Tennessee Department of Commerce
and Insurance*

Russ Hamblen
Chief Examiner, Market Conduct
Kentucky Department of Insurance

Nour Benchaaboun
Director - Life, Credit, and Annuity Review
Life & Health Unit
Maryland Insurance Administration

Cyndi Hall
Chief Compliance Officer
Sammons

Tony Lengeling
Chief Compliance Officer
American Equity Investment Life Insurance
Company

Mary Tresnak
Counsel
Transamerica

11:25 – 11:30 PM Room Transition Break

**11:30 – 12:20 PM Concurrent Session #1
NYDFS Regulation 187 Compliance**

The NYDFS changed the future of market regulation by introducing a best interest standard as part of the recent amendments to Regulation 187. The best interest standard will apply to life insurance products as well as annuity products over the months ahead. Hear from a panel of industry experts who will examine the compliance challenges posed by NYDFS Regulation 187 and will explore possible strategies to address Regulation 187's unique regulatory requirements.

Chad Batterson
Vice President, Compliance
Athene USA

Tom Bilello
Vice President, Life Compliance
Pacific Life

**11:30 – 12:20 PM Concurrent Session # 2
Compliance Leadership Skills:
Interacting with Regulators**

Though regulators are increasingly relying upon data calls to conduct regulatory oversight activities, many regulators may still visit your company to examine your current compliance practices. Compliance leaders play an important role in this process as they interact with regulators to foster an effective and efficient work environment. Hear from a company representatives who will share their insights on how compliance leaders can interact with regulators to provide a positive examination experience for all.

Tim Bolden
Chief Compliance Officer
American Fidelity Assurance

Wayne Smiley
Chief Compliance Officer
TIAA Life

12:20 – 1:20 PM Luncheon

**1:20 – 2:10 PM Concurrent Session #3
Complying with Evolving Privacy
Requirements**

Life insurance companies routinely receive personally identifying information (PII) to evaluate applicants for life insurance policies and to conduct their overall operations. Over the past several years, life insurers have been subject to a range of new privacy requirements including the EU's GDPR and the California Consumer Privacy Act which will impact the manner in which life insurance companies must maintain the privacy of PII. Hear from a panel of company privacy professionals who will explore the range of compliance challenges associated with protecting the privacy of PII and other consumer-related information.

Jill Cusack
Assistant Vice President, Privacy Officer
American Fidelity Assurance

Laura Clark Fey
Privacy Law Specialist
Fey LLC

Katie Koelling
Vice President, Deputy General Counsel
Thrivent

**1:20 – 2:10 PM Concurrent Session #4
Compliance Issues with Managing
Closed Blocks of Business**

In an effort to conduct more efficient operations, life insurance companies often explore various transaction and consolidation opportunities with other life insurance companies and investor organizations. Increasingly, life insurance companies have chosen to sell various "blocks of business" to be managed by another life insurer or other third-party. Hear from a panel of company representatives and industry experts who will discuss the unique compliance challenges associated with managing closed blocks of business.

Kristi Harding
Senior Vice President, Chief Compliance Officer
Venerable

Maureen Henderson
Chief Compliance Officer, Life
Global Atlantic

2:10 – 2:15 PM Room Transition Break

**2:15 – 3:05 PM Concurrent Session #5
Antifraud Developments and
Successful Strategies**

The life insurance industry continues to be faced with new ways in which fraudulent activities take place. In addition to preventing new forms of cybersecurity intrusions, companies must also develop appropriate strategies to detect and deter a wide range of fraudulent activities being perpetrated against life insurance companies. Hear from a panel of industry experts who will discuss the current state of anti-fraud detection and prevention strategies to assist your organization in avoiding current and future fraudulent activities.

Tom Butler (Moderator)
Shareholder
Maynard, Cooper & Gale

John Cunningham
Director, Special Investigations Unit
Fidelity Investments Life Insurance Company

Kevin Sullivan
Corporate Compliance Officer
Protective Life

2:15 – 3:05 PM **Concurrent Session #6**
Sales Practice Issues: Rebating,
Product Complexity and Best
Interest

Compliance professionals do an excellent job of promoting sound sales practices on behalf of life insurance companies. Yet, evolving marketplace trends raise potential concerns for regulators. As companies move toward greater innovation, questions have been raised regarding whether anti-rebating laws remain relevant. Increasing product complexity also challenges producer understanding of the products they may recommend as best interest transactions. Hear from a panel of state insurance regulators who will discuss current sales practice issues that may pose unique challenges for compliance professionals over the months ahead.

Brian Hoffmeister
Director, Policy Analysis Section
Tennessee Department of Commerce
and Insurance

Mike Yanacheak
Chief Actuary
Iowa Insurance Division

3:05 – 3:35 PM **Dessert Break Sponsored By:**



3:35 – 4:15 PM **Concurrent Session #7**
Supervision and Oversight of the
Field

Although life insurance companies have developed new and innovative strategies to offer their products to consumers through direct and online sales, most life insurance company products are sold to consumers through systems of captive and independent producers and other third-party distributors. These distribution arrangements pose challenges for compliance professionals with respect to conducting appropriate supervision and oversight of these sales activities. Hear from a panel of company representatives who will discuss their strategies to oversee activities to distribute life insurance company products through captive and independent producers and other third-party distribution organizations.

Shari Corwin
Director of Distribution Compliance
Allianz Life

Jim Puhala
Head of Field & Regulatory Compliance
MassMutual

3:35 – 4:15 PM **Concurrent Session #8**
Ethics: Sustainability of In-Force
Books of Business - An Examination
of Ethical Compliance Strategies

Life insurance companies undertake a broad range of activities to promote an ethical culture within their respective organizations. Compliance and ethics professionals play a leadership role within life insurance companies to support and foster an ethical environment. Nevertheless, evolving changes in the life insurance industry present unique potential business and ethical challenges. Join us for a continuing legal education ethics session as we explore the ethical challenges posed by maintaining existing blocks of business in an uncertain future economic environment.

Donald Walters (Moderator)
President & CEO
CEFLI

Jim Golembiewski
General Counsel and Chief Compliance Officer
Sagicor Life

4:15 – 4:20 PM **Room Transition Break**

4:20 – 5:10 PM **General Session**
Senior Exploitation and Vulnerable
Adults

The aging of America's population will pose significant social and economic challenges to our society. Unfortunately, individuals with poor intentions often seek to exploit seniors and other vulnerable adults for economic gain. In many cases, these activities often are perpetrated by family members. Hear from a panel of industry experts who will explore the steps that life insurance companies can take to establish appropriate policies and procedures to avoid exploitation of seniors and other vulnerable adults.

Michele Kryger
Elder and Vulnerable Client Care Officer
AIG Life & Retirement

Deb Martin
Program Manager, Vulnerable Adult Office
Thrivent

6:30 – 9:30 PM **Offsite Networking Event –**
Country Music Hall of Fame

We hope you will be able to join us for an evening to remember at the Country Music Hall of Fame. The evening will include dinner and private access to the entire Country Music Hall of Fame exclusively for CEFLI Annual Conference attendees! The Country Music Hall of Fame is within easy walking distance of the JW Marriott Hotel. Please plan to join us for what should be a memorable and enjoyable evening!

*If you have not yet registered for this event please see us at the registration desk.

FRIDAY, SEPTEMBER 13, 2019

7:00 – 8:00 AM Breakfast

8:00 – 8:30 AM *General Session*
A View of the Future of the Life Insurance Industry

The life insurance industry face challenges in exploring ways to enhance the customer experience for life insurance company product consumers. Though efforts to develop new innovative systems are on the rise, the life insurance industry has been criticized for its reliance upon traditional face-to-face distribution methods. Hear from a key industry observer who will share insights concerning why the life insurance industry must continue to support its innovation efforts in order to remain competitive in an increasingly demanding consumer environment for financial services.

*Brent Williams
President & CEO
Benekiva*

8:30 – 9:30 AM *General Session*
Regulatory Support for Innovations

Life insurance companies are actively pursuing new innovations to promote improved engagement with life insurance product consumers. In some cases, these innovations stretch the boundaries of current regulations and present unique compliance challenges for those that want to promote innovation in the marketplace. Regulators have been prompt to recognize these developments and continue to explore ways in which regulation can foster the pursuit of innovation. Hear from a panel of regulators and industry experts who will discuss some of the challenges and current regulatory strategies to foster innovation in the marketplace.

*Scott Kosnoff and Sara Powell
(Moderators)
Partners
Faegre Baker Daniels*

*Jon Godfread
Commissioner, North Dakota Insurance
Department
Chair, NAIC Innovation and Technology
(EX) Task Force*

*Haimera Workie
Head
FINRA Office of Financial Innovation*

9:30 – 10:00 AM Break Sponsored By:

RegEd

10:00 – 11:10 AM *General Session*
Data Governance & New Technologies

Compliance and ethics professionals must continue to monitor the marketplace to identify new technologies that will change the manner in which life insurance company products are distributed. Innovations are taking place rapidly and compliance and ethics professionals will serve their companies well by being fully informed of key developments related to data governance and new technologies (and potential compliance challenges) that will impact the future of our industry. Hear from a panel of company representatives and new technology innovators who will share their observations concerning the role that data governance and new technologies will have upon how life insurance companies operate in the future.

*Robert Mancuso (Moderator)
Associate
Drinker Biddle & Reath LLP*

*Matt Essick
Chief Marketing Officer
Assurance*

*Kevin Fitzpatrick
Head of Data and AI Governance
MassMutual*

*Brent Williams
President & CEO
Benekiva*

11:10 – Noon *General Session*
Use of Big Data - Future Trends and Privacy Concerns

Organizations of all types have access to a broader range of data than ever before. However, the manner in which this data is used is coming under heightened scrutiny to protect the privacy interests of consumers. Moreover, companies are challenged to consider ways in which they can use data ethically to assist their business partners in achieving organizational goals. Hear from a leading expert on the use of big data in today's marketplace who will identify potential concerns all organizations should consider regarding their use of big data in the future.

*Herman "Gene" Ray
Director, Center for Statistics and
Analytical Research
Kennesaw State University*

Noon – 12:10 PM *General Session*
Closing Remarks and Adjournment