

# 2018 CEFLI ANNUAL CONFERENCE AND COMPLIANCE LEADERSHIP FORUM

SEPTEMBER 10-12, 2018  
LE MERIDIEN  
DENVER, COLORADO



**MONDAY, SEPTEMBER 10, 2018**

## **COMPLIANCE LEADERSHIP FORUM AGENDA**

**7:00 – 8:00 AM**     **Networking Breakfast**  
Grove Ballroom 3

**8:00 – 8:10 AM**     **Welcome and Introduction**  
Grove Ballroom 3

*Donald J. Walters  
President & CEO  
CEFLI*

**8:10 – 9:00 AM**     **Being a Compliance Leader –  
Essential Elements.**  
Grove Ballroom 3

*Hear from a panel of leading life insurance industry Chief Compliance Officers who will discuss the essential elements of serving as an effective compliance leader within a life insurance company with a special emphasis on the evolving role of leadership positions within compliance.*

*Maureen Henderson  
Senior Vice President & Associate General  
Counsel  
Global Atlantic Financial*

*Samantha Knackmuhs  
Director, Life/Health Compliance  
State Farm Life Insurance Company*

**9:00 – 9:50 AM**     **The Foundations of Compliance and  
Promoting an Ethical Culture.**  
Grove Ballroom 3

*Life insurance companies established compliance departments based upon key foundational concepts (such as the Federal Sentencing Guidelines) that evolved to create today's compliance and ethics departments. This session will review these foundational elements for compliance and will explore recent marketplace developments which serve as a reminder that maintaining a sound compliance and ethical culture is more relevant than ever.*

*William J. Dauksewicz  
Vice President, Compliance Leader  
Protective Life*

*George Maden  
Former Chief Compliance Officer  
SunLife Financial*

**9:50 – 10:20 AM**     **Networking Break**  
Grove Ballroom 3

**10:20 – 11:10 AM**     **The Voice of Experience - A Panel of  
Current and Former Compliance  
Leaders Talk about "Lessons  
Learned."**  
Grove Ballroom 3

*Serving as a leader in compliance requires a unique dedication. The demands of these roles are considerable as compliance leaders are asked to monitor and manage a broad range of issues. Hear from a panel of current and former chief compliance officers who will share their perspectives on why being a compliance leader can be a demanding yet rewarding professional challenge.*

*Michael Brennan  
Chief Compliance Officer  
RiverSource Life Insurance Company*

*George Hanley  
Managing Director  
Deloitte Advisory*

**11:10 – 11:30 AM**     **Essential Attributes for a  
Compliance Leader.**  
Grove Ballroom 3

*The Forum will conclude with an important presentation on the essential leadership attributes that all compliance leaders should aspire to attain.*

*Steve Callaway  
Senior Associate Counsel and  
Chief Compliance Officer  
Protective Life*

**MONDAY, SEPTEMBER 10, 2018**  
**ANNUAL CONFERENCE AGENDA**

**1:00 – 1:10 PM**      *General Session*  
**Welcome and Opening Remarks**  
Grove Ballroom 1 & 2

*Donald J. Walters*  
*President & CEO*  
*CEFLI*

**1:10 – 1:30 PM**      *General Session*  
**Keynote Remarks**  
Grove Ballroom 1 & 2

*Steve Callaway*  
*Chair, CEFLI Board of Directors*  
*Senior Associate Counsel and*  
*Chief Compliance Officer*  
*Protective Life*

**1:30 – 2:30 PM**      *General Session*  
**The Transformation of Compliance –  
New Skills / New Challenges.**  
Grove Ballroom 1 & 2

*The role of compliance and ethics departments within life insurance companies continues to evolve. Today's compliance leaders are looking for professionals with a new set of skills to address the transformational challenges in compliance and ethics. For example, compliance departments are adding professionals with data analytics skills to identify new information resources to aid in compliance decision-making. Hear from a panel of compliance leaders who will discuss their views with respect to the transformation of compliance and ethics in the life insurance industry and how the role of the compliance professional may change in the years ahead.*

*George Hanley - Moderator*  
*Managing Director*  
*Deloitte Advisory*

*Michael Brennan*  
*Chief Compliance Officer*  
*RiverSource Life Insurance Company*

*Noreen Fierro*  
*Chief Ethics and Compliance Officer*  
*The Guardian Life Insurance*  
*Company of America*

*Jim Odland*  
*Vice President, Managing Counsel & Chief*  
*Compliance Officer*  
*Thrivent*

**2:30 – 3:30 PM**      **Conversation: Regulator - Company**  
**Market Regulation and Examination**  
**Roundtable**  
Grove Ballroom 1 & 2

*Life insurance companies are subject to extensive market regulation and examination activity by state insurance regulators. Both regulators and company representatives strive to constantly improve market regulation and examination processes, however concerns remain regarding how these processes can be conducted more effectively and efficiently. Join us for a lively discussion between regulators and company representatives to*

*explore how regulators and companies can work together to accomplish these goals.*

*Paige Waters - Moderator*  
*Partner*  
*Locke Lord*

*Erin Klug*  
*Assistant Director*  
*Arizona Department of Insurance*

*Damion Hughes*  
*Director, Market Regulation*  
*Colorado Division of Insurance*

*Michael Humphreys*  
*Assistant Commissioner*  
*Tennessee Dept. of Commerce & Insurance*

*Tim Bolden*  
*Chief Compliance Officer*  
*American Fidelity Assurance*

*Lisa Harpenau*  
*Senior Compliance Officer*  
*Guggenheim Life and Annuity Company*

*Carla Strauch*  
*Director, Insurance Compliance*  
*Thrivent*

**3:30 – 3:50 PM**

**Break**  
**Sponsored By Assurance**  
Grove Ballroom Foyer



**3:50 – 4:40 PM**

*General Session*  
**Biometrics - New Laws and Potential**  
**Litigation Implications**  
Grove Ballroom 1 & 2

*The life insurance industry is exploring new technologies that will capture person-specific information (i.e., biometrics) to evaluate their eligibility for life insurance company products. However, states have begun to enact legislation to protect consumer interests from possible overreach in collecting, utilizing, and storing biometric data. Hear from a panel of industry experts who will discuss this legislation, its impact on current compliance practices and potential litigation exposure that may arise regarding the future use of biometric data.*

*Jason Gosselin*  
*Partner*  
*Drinker Biddle & Reath*

*Kate Villanueva*  
*Partner*  
*Drinker Biddle & Reath*

**4:40 – 5:30 PM**      *General Session*  
**Conversation: Compliance & Ethics: Assessing Corporate Cultural Risk**  
Grove Ballroom 1 & 2

*Increasingly, senior management and Boards of Directors are asking compliance and ethics professionals whether the company has established a corporate culture to promote sound compliance and ethics. Companies may rely upon a variety of measures to assess potential corporate cultural risk. Hear from a panel of compliance leaders who will discuss the techniques they use to assess corporate cultural risk and the types of key findings that may arise when analyzing these issues.*

*Andrew Bucknam*  
Chief Compliance Officer  
The Knights of Columbus

*Steve Koslow*  
Vice President, Chief Ethics & Compliance Officer  
Allianz Life

*Sharon Pacheco*  
Chief Compliance Officer  
Pacific Life

**5:30 – 7:00 PM**      **Welcome Reception**  
Grove Ballroom Foyer

**TUESDAY, SEPTEMBER 11, 2018**

**7:30 – 8:30 AM**      **Company Size Roundtable Breakfast**  
Grove Ballroom 3

**8:30 – 8:45 AM**      **Annual Meeting of Members**  
Grove Ballroom 1 & 2

**8:45 – 10:00 AM**      *General Session*  
**Conversation: The Future of Sales Standards Applicable to Life Insurance Company Products**  
Grove Ballroom 1 & 2

*Over the past several months, the life insurance industry has experienced an unprecedented degree of change with respect to sales standards applicable to the sale of life insurance company products. The NAIC is exploring revisions to the NAIC Suitability in Annuity Transactions Model Regulation, new state-specific standards are under consideration, the SEC has issued new rule proposals and FINRA may be exploring potential modifications to their suitability standard as well. These changing standards have placed unique challenges on life insurance company compliance professionals to develop appropriate compliance strategies to meet the requirements of potentially distinct standards. Join us for a candid dialogue to review the future of sales standards for life insurance company products and how they may change compliance strategies regarding sales practices in the marketplace.*

*Commissioner Doug Ommen*  
Iowa Insurance Division  
Vice-Chair, NAIC Annuity Suitability Working Group

*James Regalbuto*  
Deputy Superintendent  
New York Department of Financial Services

*Stephen J. Toretto*  
Associate General Counsel  
Pacific Life

**10:00 – 10:30 AM**      **Break**  
**Sponsored by First Consulting & Administration, Inc.**  
Grove Ballroom Foyer



**10:30 – 11:20 AM**      *General Session*  
**Cybersecurity and Privacy – Evolving Regulatory Requirements.**  
Grove Ballroom 1 & 2

*Cybersecurity and privacy controls continue to be a focus of life insurance companies. Compliance and legal professionals are challenged to monitor new legislative and regulatory developments to assist cybersecurity and privacy professionals with appropriately designed strategies. Hear from a panel of industry experts and company representatives who will review current cybersecurity and privacy legal and regulatory requirements and discuss possible strategies to address these concerns.*

*Matthew J. Gaul – Moderator*  
Partner  
Dentons

*Britt Lindley*  
Chief Information and Security Officer  
Thrivent

*Patricia Thompson*  
Deputy Chief Compliance Officer and Privacy Officer  
Pacific Life

**11:20 – 11:25 PM**      **Room Transition Break**

**11:25 – 12:15 PM**      *Concurrent Session #1*  
**Communication and Negotiation Skills – Collaborating with Business Partners.**  
Kebler Pass 1

*To be effective, compliance leaders must be able to communicate and negotiate with other business partners to achieve overall business goals in a compliant manner. Hear from a panel of compliance leaders who will discuss the importance of communication and negotiation skills in serving as an effective compliance leader.*

*Suzanne Sainato*  
Chief Audit and Compliance Officer  
Symetra Life Insurance Company

*Ken Schindler*  
Chief Compliance Officer  
Great-West Financial

**11:25 – 12:15 PM** **Concurrent Session # 2**  
**Antifraud and “Account Takeover**  
**Developments - An Update.**

Kebler Pass 2

*The life insurance industry continues to be subject to various fraudulent schemes. Over the past several months, industry representatives at work with law-enforcement to address “account takeover” practices at many life insurance companies.*

*Compliance professionals play a key role in working with other business partners to thwart fraudulent practices. Hear from a panel of company representatives and industry experts who will explore new strategies used by fraudsters and the efforts life insurance companies have employed to detect and deter these types of activities.*

*De Keimach*  
*Director, Compliance*  
*Delaware Life Insurance Company*

*Vicki Landon*  
*President & CEO*  
*Landon Associates*

**12:15 – 1:15 PM** **Luncheon**

**1:15 – 2:05 PM** **Concurrent Session #3**  
**Managing the Compliance and**  
**Ethics Department.**

Kebler Pass 1

*Senior leaders in compliance face a variety of different challenges in developing systems to meet the requirements of new and evolving regulatory requirements. However, compliance leaders also are managerial leaders within their respective organizations and must be concerned about managerial issues as well. Areas to consider include: requesting appropriate human and financial resources to address regulatory requirements, offering appropriate opportunities for staff development and identifying potential candidates for succession planning purposes. Hear from a panel of life insurance industry compliance leaders who will discuss the practical challenges they face in managing the compliance (and ethics) function within life insurance companies.*

*Megan Claypool*  
*Senior Vice President &*  
*Chief Compliance Officer*  
*Athene USA*

*Nancy Sweet*  
*Vice President, Chief Compliance Officer*  
*and Deputy General Counsel*  
*CNO Financial*

**1:15 – 2:05 PM** **Concurrent Session #4**  
**Cybersecurity and Privacy -**  
**Evolving Trends and Risk Mitigation**  
**Strategies**

Kebler Pass 2

*The evolving nature of cybersecurity and privacy risks continue to present unique challenges for life insurance companies.*

*Companies often rely on the advice of industry experts and other observers of the marketplace to identify new intrusion attempts with a goal of establishing contemporary risk mitigation strategies. Hear from a panel of industry experts and law enforcement representatives who will explore evolving trends in cybersecurity and privacy activities and will explore possible risk mitigation strategies.*

*Chad Alvarado*  
*Supervisory Special Agent*  
*FBI*

*JT Malatesta*  
*Shareholder*  
*Maynard, Cooper & Gale*

**2:05 – 2:10 PM** **Room Transition Break**

**2:10 – 3:00 PM** **Concurrent Session #5**  
**Recent Enforcement Actions and**  
**their Implications for Future**  
**Compliance and Ethics Strategies.**

Kebler Pass 1

*Life insurance is a heavily regulated industry. Regulators conduct routine exams of life insurance companies and, in some instances, may institute enforcement actions including fines and penalties. Join us for review of recent enforcement actions and their implications for future compliance and ethics strategies.*

*Vickie Bulger*  
*Insurance Chief Compliance Officer*  
*Primerica*

*Kathy Donovan*  
*Senior Compliance Counsel, Insurance*  
*Wolters Kluwer Financial Services*

**2:10 – 3:10 PM** **Concurrent Session #6**  
**Model Rules of Professional**  
**Conduct Quiz: Could You Beat a**  
**Law Student? - CLE Ethics Credit**  
**Session**

Kebler Pass 2

*This presentation provides an overview of the Model Rules of Professional Conduct directed at in-house lawyers and risk personnel working for insurance companies. The presentation will address confidentiality, conflicts of interest, duties to clients, dealing with unrepresented persons and other topics to be covered in a quiz-like format similar to the MPRE. Even those who aren't lawyers will want to join us for this interactive and engaging ethics session specifically tailored to life insurance legal and compliance professionals.*

*Mary L. Will is professional responsibility counsel to Faegre Baker Daniels. In that capacity she advises Faegre Baker Daniels' lawyers in matters related to conflicts of interest and other legal ethics issues. Mary is also ranked as a Leading Lawyer by Chambers USA in labor and employment law. She defends employers in all types of employment litigation matters, counsels employers on workplace issues such as employee discipline and training, and also assists companies in protecting their trade secrets and in enforcing non-competition agreements.*

*Mary Will*  
*Professional Responsibility Counsel*  
*Faegre Baker Daniels*

**3:00 – 3:30 PM** **Dessert Break**  
**Sponsored by Navigant**

Grove Ballroom Foyer

**NAVIGANT**

**3:30 – 4:20 PM**      **Concurrent Session #7**  
**Reporting Compliance Outcomes –A**  
**Discussion of Senior Management**  
**and Board of Directors’**  
**Expectations in Compliance**  
**Reporting.**  
Kebler Pass 1

*Compliance leaders are asked to provide reports on outcomes of compliance strategies for members of senior management as well as a company’s Board of Directors or appropriate committees of the Board. These reports must strike the right balance between providing a comprehensive overview of the compliance function while avoiding too much detailed information to address the needs of each unique audience. Hear from a panel of company compliance leaders who will discuss the techniques they use to develop compliance reports designed to meet the expectations of senior management and/or their company’s Board of Directors.*

*Steve Callaway*  
*Senior Associate Counsel and*  
*Chief Compliance Officer*  
*Protective Life*

*Jim Golembiewski*  
*General Counsel, Vice President*  
*Compliance*  
*Sagicor Life Insurance Company*

*Marla Lacey*  
*Executive Vice President and General*  
*Counsel*  
*Homesteaders Life*

**3:30 – 4:20 PM**      **Concurrent Session #8**  
**Conversation: Third Party Vendor**  
**Management – From Engagement to**  
**Oversight**  
Kebler Pass 2

*Life insurance companies engage a variety of different vendors to provide various service functions. As the volume of third-party engagements continue to grow, company leaders must develop appropriate ways to perform due diligence to “onboard” possible vendors and to also conduct periodic oversight to ensure performance consistent with the terms of the engagement. Hear from a panel of company representatives and industry experts who will explore the compliance challenges associated with effective vendor management.*

*Eric Duelfer – Moderator*  
*Associate Director, Banking, Insurance &*  
*Capital Markets*  
*Navigant*

*Maria Sears*  
*Assistant Vice President, Corporate*  
*Counsel*  
*Fidelity & Guaranty Life*

*Carol Smith Medina*  
*Ethics & Compliance - Third Party Risk*  
*Management*  
*Allianz Life*

**4:20 – 4:25 PM**      **Room Transition Break**

**4:25 – 5:15 PM**      **General Session**  
**The Role of Compliance in the**  
**Pursuit of New Technologies**  
Grove Ballroom 1 & 2

*Life insurance companies continue to pursue new technologies to “enhance the customer experience.” These initiatives often focus on the collection of data and the use of artificial intelligence to develop appropriate business strategies for new and current customers. Join us for a discussion of how the use of new technologies such as facial analytics may change future business operations and how compliance and ethics professionals will play an important role in evaluating the development of these new technologies at life insurance companies in the years ahead.*

*Dr. Karl Ricanek*  
*Co-Founder Lapetus Solutions*  
*Professor*  
*University of North Carolina - Wilmington*

**6:30 – 9:30 PM**      **Offsite Networking Event –**  
**Historic LoDo**  
Wynkoop Brewing Company

*We hope you will join us for an evening to remember at the historic Wynkoop Brewery. The evening will include dinner, billiards, darts, shuffleboard, brewery tours and tastings! We plan to meet in the hotel lobby at 6 pm and buses will depart at 6:15 pm. If you choose to meet us there, Wynkoop is located 1 mile from the hotel. Return transportation will be available throughout the event.*

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

**WEDNESDAY, SEPTEMBER 12, 2018**

**7:00 – 8:00 AM**      **Breakfast**  
Grove Ballroom 3

**8:00 – 8:50 AM**      **General Session**  
**The Future of State Insurance**  
**Regulation and the Evolving**  
**Regulatory Environment.**  
Grove Ballroom 1 & 2

*Life insurance companies must continue to monitor and abide by evolving state insurance regulatory requirements. Compliance professionals also must monitor the marketplace to be aware of these developments and to identify trends that may impact future compliance strategies. Hear from a panel of former state insurance commissioners who will share their perspectives on how state insurance regulation has evolved over the past several years and where it may be headed in the future.*

*Mary Jo Hudson*  
*Partner*  
*Squire Patton Boggs*  
*(Former Director Ohio Insurance*  
*Department)*

*Susan Voss*  
*General Counsel*  
*American Enterprise*  
*(Former Commissioner Iowa Insurance*  
*Division)*

**8:50 – 9:40 AM**      *General Session*  
**The Ethics of Company Use of Big Data**  
Grove Ballroom 1 & 2

*Life insurance companies have access to a broad range of data on individuals to tailor marketing strategies to enhance the consumer purchasing experience. However, many consumers may not be aware of the range of data that is collected on them to shape the way in which companies interact with them to encourage them to make product purchases. Join us as we explore the range of data that may be available for use by life insurance companies and the ethical considerations that may exist with respect to the use of that data with current and prospective customers.*

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

**9:40 – 10:10 AM**      **Break**  
Grove Ballroom Foyer

**10:10 – 11:00 AM**      *General Session*  
**Financial Exploitation of the Elderly**  
Grove Ballroom 1 & 2

*As our population ages, regulators have identified increased instances in which the elderly are being exploited for financial gain by fraudsters. Over the past several months, state and federal legislation has been enacted to allow financial service industry professionals to report suspected instances of elder abuse to appropriate regulatory authorities. Join us for a session to explore the implications of these legislative developments for life insurance company compliance practices.*

*Michele Kryger  
Senior Compliance and Elder and  
Vulnerable Client Officer  
AIG Life & Retirement*

*Vivi Mazarakis  
Branch Chief, Office of Compliance  
Inspections and Examinations  
US Securities and Exchange Commission*

*Carla Strauch  
Director, Insurance Compliance  
Thrivent*

**11:00 – 11:50 AM**      *General Session*  
**A Future Look at the Life Insurance Industry / Key Compliance Implications**  
Grove Ballroom 1 & 2

*The life insurance industry and the role of compliance and ethics in our industry continue to evolve. Where will the industry be headed in the next few years and what impacts will these developments have upon the future role of compliance and ethics professionals in our industry? Hear a presentation that will offer insights as to new developments on the horizon for our industry and their impact on future compliance strategies.*

*Bill McKinney  
Vice President, Strategy & Long Term  
Development  
Thrivent*

**11:50 – 12:00 PM**      *General Session*  
**Closing Remarks and Adjournment**  
Grove Ballroom 1 & 2