Executive Summit Schedule

<u>Monday, September 23</u>

- 11:30 a.m. – 4:00 p.m. – Alliance Board Meeting
- 2:00 – 6:30 p.m. – Registration Open
- 4:00 – 5:30 p.m. – Small Society Forum
- 4:00 – 5:30 p.m. – Top 10 Forum
- 6:00 – 7:00 p.m. – Welcoming Reception
- 7:00 p.m. – Dinner on Own

<u>Tuesday, September 24</u>

- 7:00 – 8:00 a.m. – Networking Breakfast
- 8:00 a.m. – Welcoming Remarks
- 8:30 a.m. – "Cybersecurity and Compliance: What You Need to Know and How to Plan for This Major Business Risk" – **David Kane, CEO, Ethical Intruder**

  Cyber Security and Compliance are no longer just an IT topic, there are major forces that can disrupt an organization. This session will address the issue from the CEO's perspective and include discussions on planning to avoid financial and reputation risk and business obligations to meet cyber and compliance standards. Issues to be addressed include:

  - *Guidelines for reviewing the maturity of an organization's cyber security and compliance position.*
  - *Short, medium and long term cyber and compliance planning steps.*

    - *The basics in preventing a cyber breach today while minimizing additional product or software purchase.*
    - *Navigating the latest state and industry compliance requirements.*

- 9:30 a.m. – "Nurturing a Culture of Innovation with Limited Resources" – **Brent Williams, Founder and CEO, Benekiva**

  This session will feature a deep dive with a start-up CEO who has challenged the status quo in the way he has organized his company and ways of getting things done with less. Take home lessons that any life company can execute to dramatically improve company culture, shake things up, and encourage fresh new thinking.

- 10:30 a.m. – Break

- 10:45 a.m. – "Making Competition Among Rating Agencies Work for You" – **Kevin Marti, President & CEO, Gleaner Life Insurance Society; Lisa Bickus, CEO, National Catholic Society of Foresters; Bill O'Toole, President & CEO, Catholic Financial Life; Andrew Edelsberg, Managing Director – Insurance, KBRA, moderator**

  For years, many fraternals felt it unnecessary to be evaluated by a financial rating agency. But with increasingly sophisticated consumers, greater reliance on independent field forces, and stricter standard-of-care regulations, more and more society CEOs understand that being evaluated by a credible rating agency is a vital part of their management duties. This panel presentation will explore the importance of the rating process for fraternals, and how CEOs can make an increasingly competitive rating agency marketplace work for them.

- 11:30 a.m. – 12:00 p.m. – Preliminary Annual Business Meeting

- 12:00 – 1:00 p.m. – Lunch and Congressional Visit Preparation

- 1:30 – 5:00 p.m. – Congressional Visits

- 5:30 – 7:00 p.m. – Reception and Congressional Visit De-Briefing

- 7:00 p.m. –Dinner on Own

<u>Wednesday, September 25</u>

- 7:00 – 8:00 a.m. – Networking Breakfast

- 8:00 – 8:15 a.m. – Open Governance Committee Meeting

- 8:15 – 9:00 a.m. – Final Annual Business Meeting

- 9:00 a.m. – "Political Forecast: How the 2020 Elections May Impact the Financial Services Sector" – **Joyce Meyer, Executive Vice President of Government Affairs, American Council of Life Insurers**

  The 2020 elections have the potential to have a profound impact on the business community especially the financial services sector. Control of the White House, Senate, and House, as well as governorships in key states, may solidify the regulatory reforms enacted over the past four years or could open the door to expanded government oversight at both the state and federal level. Our speaker, Joyce Meyer, executive vice president for government relations at the American Council of Life Insurers, will share her insights on what's at stake and what to look for as the campaign season kicks off.

- 9:45 a.m. – 10:15 a.m.

- 10:15 – 10:45 a.m. – "What Is Customer Experience?" – **Mike Logsdon, Co-Founder & COO, Life.io**

  This session will explore the impact of "Insurtech" on the customer experience and how the consumer market is forcing change across all industries. Our presenter will outline the current challenges in the Insurance and Financial Services sector and provide an overview of what pillars are required to build out your strategy, why these pillars matter, and cross-industry examples of great execution. The objective for this session is to generate dialogue among CEOs around Customer Experience and the pain, and necessity, of implementing change.

- 10:45 – 11:30 a.m. – "Regulatory Update: What CEOs Need to Know About Compliance with Regulations from Annuity Suitability to Privacy" – **Pete Rock, CLU, FLMI, Currin Compliance**

  Compliance with an increasingly complex array of regulatory requirements is becoming a more important part of a CEO's responsibilities. The implementation of state and federal "best interest" standard for annuity sales – an enormous part of many fraternals' product offerings – combined with new corporate governance disclosure standards and often overlooked privacy requirements make this session critical for executives concerned about their compliance procedures.

- 11:30 a.m. – Closing Remarks and Adjournment