



Kirby Watson

**Coughlin & Associates Ltd.
Winnipeg, Manitoba**

Kirby Watson works for Coughlin & Associates Ltd., a firm that provides consulting and administration in the area of employee group insurance benefits and pension plans. Watson's background includes over 25 years in the employee benefits field. He has been a member of the Coughlin team since 1984 and is well-versed in the group life, health and pension plan fields. Watson has frequently moderated and spoken at benefits conferences, including those of the International Foundation and the Canadian Pension and Benefits Institute, on topics such as "How Your Professional Works for You," "What's New on the (Benefit) Horizon," "Claims Management" and "How to Select an Investment Manager." Watson has served on the board of directors of the Multi-Employer Benefit Plan Council of Canada (MEBCO). He is currently Canadian Sector Representative on the International Foundation Executive Committee, Executive Committee Liaison on its Canadian Board, and a member of both the Strategic Initiative Steering Committee and the Canadian Strategic and Program Planning Committee. He has been a primary instructor for the International Foundation's ATMS™ program, group benefits management session; serves as past chair of the Canadian Board; and was a member of the Canadian Strategic Planning Committee (Ad Hoc) and the Canadian Annual Conference Planning Committee (Ad Hoc). Watson has previously participated as a member of the International Foundation Research Committee and the CEBS® Advisory Board Committee of Manitoba