

CUISA

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OCTOBER 2024



Welcome to the CQ! CUISA's Quarterly Newsletter

CUISA's 2025 conference is confirmed to return to Richmond's River Rock Casino Resort May 13-15. **See the message from the Executive Director for 2026 plans!**

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Message from the President



Peter Knowles

Hello Everyone,

I hope you all had a chance to enjoy some summer vacations, some time away from the office, and the outdoors of our beautiful province. As we move into the fall, I wanted to touch base about some exciting developments and reflect on the past few months.

Firstly, I want to acknowledge the incredible work of our firefighters. Thanks to their hard work and the cooler weather we experienced this year, the damage from wildfires in BC was less than expected and less than what we have seen in the past. However, our thoughts are with the community of Jasper, who will have a long journey of rebuilding and recovery.

Looking ahead, I wanted to touch on the increased merger activity of our BC credit unions partners, including the recent tri-merger discussions of [Osoyoos, Revelstoke, and Summerland Credit Union](#), as well the announcement of discussion between [BlueShore Financial and Beem Credit Union](#).

When mergers happen, our teams will experience an immense amount of change in a short period of time. Having a change management plan will really help keep your teams engaged and make the whole process smoother. There are many models out there, choose one that works for you, and you will find yourself on the road to success.

Mergers also present a fantastic opportunity to expand our insurance agency business. With a larger client base and broader geographic reach, you'll need to innovate your advisory services and product delivery. Embracing these opportunities can drive expedient growth and strengthen your role as a key player within the Credit Union's suite of offerings.

To wrap up, as we tackle wildfires, mergers, and other industry changes, it's crucial to remain adaptable and proactive. Let's keep collaborating as an association and build a stronger future together!

Peter

Peter Knowles and Derin Nessel (CEO Mutual Fire) discuss the pros and cons of shirt tucking





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Interior Savings News

Peace Hills and Interior Savings Help Strengthen Communities

Peace Hill Insurance, Interior Savings Insurance, and the Relationship Team have united with a shared purpose to support the BC Lung Foundation by funding at-home air purifier workshops. BREATHE workshops provide monitors and at home air-purifier kits to assist vulnerable groups and families with children who suffer from asthma across BC, particularly during wildfire season.

We are deeply grateful to announce that through this collaboration, the BREATHE project was approved for \$8,000 in funding to put towards raising awareness in our communities. The team hosted a workshop at the Oliver Senior Centre on July 24th (see picture below), creating safer in-home air conditions for residents who may not have access to air cleaning devices. As a bonus, the workshops bring together community, creating connectedness for those in isolation or those suffering from climate anxiety when air conditions worsen.

This effort is especially meaningful in the wake of the tragic loss of a young boy in 100 Mile House due to smoke inhalation last summer. Carter's Project reflects BC Lung Foundations deep commitment to making a positive difference in such difficult times.

We invite you to explore how to build your own air cleaner and take proactive steps for better air quality at home: <https://youtu.be/oo2n9J2AJk0>. If you would like to inquire about hosting a workshop in your community, you can do so [here](#).

Story submitted by Kim Dickson, Interior Savings Insurance Services



From left to right, Saaransh Dewan – Peace Hills, Anne- Marie Nicole- Simon Fraser University, representing for BC LUNG Assn, Ann Stiles- Interior Savings Insurance Services Oliver Branch, Mollie Woodhouse- BEEM Credit Union



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Upcoming Industry Events

Salute Insurance Person of the Year

On October 24, the insurance industry in BC will gather for the **Salute Insurance Person of the Year** event at Vancouver's waterfront Pan Pacific Hotel. Independent insurance broker Al Schill of Schill Insurance is the headline award recipient, and Cam Mitchell of Gore Insurance is the Rising Star. The ticket deadline was October 7, but they still might be able to squeeze you in if you act fast!



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The challenge of working in the property & casualty insurance industry is also what makes it so fulfilling. It's complex, ever-changing and requires people who are dynamic and adaptable.

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Upcoming Industry Events

On November 28, WICC BC is following IBABC's James Bond theme with their **Winter Casino Royale** fundraiser for the Canadian Cancer Society. Returning is the popular Mi-Jung Lee, CTV news anchor, who did a great job at last year's Sutton Place gala.

The poster features a dark red background with a bokeh light effect. At the top, the text 'WICC BC' is in white. Below it, 'WINTER CASINO ROYALE' is written in large, bold, white letters, followed by 'AN EVENING BENEFITTING THE CANADIAN CANCER SOCIETY' in smaller white text. A paragraph of text describes the event as an evening of comradery, networking, and entertainment with a special guest emcee, Mi-Jung Lee. The date and time, 'Thursday, November 28, 2024' and '6pm - 10pm', are prominently displayed. The location, 'Fairmont Hotel Vancouver, Pacific Ballroom, 900 West Georgia St., Vancouver, BC', is listed below. Ticket information and attire ('Your best Bond attire / Business') are provided at the bottom. Logos for the Canadian Cancer Society, WICC (Women in Insurance Cancer Crusade), and CTV are shown at the bottom left. A small image of a golden gavel is visible at the bottom right.

WICC BC
WINTER CASINO ROYALE
AN EVENING BENEFITTING THE CANADIAN CANCER SOCIETY

Join us for an evening of comradery, networking and entertainment with great friends and colleagues. Special guest emcee, Mi-Jung Lee, Anchor for CTV news.

Thursday, November 28, 2024
6pm - 10pm

Fairmont Hotel Vancouver, Pacific Ballroom
900 West Georgia St., Vancouver, BC

Tickets and Details: <https://wicc.ca/bc/events>
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ICBC Update

ICBC Brings Their 'A' Game to September's Liaison Committee

CUISA and IBABC meet representatives from ICBC on a monthly basis, and September's meeting was very informative on a number of different fronts.

First of all, ICBC offered details about the newly available Motion Picture Rental (MPR) Blanket Certificate. It provides blanket coverage for vehicles rented by production companies for their movie production projects. Once purchased, the MPR Blanket Certificate provides Basic insurance coverage and will switch from the rental vehicle owner's underlying certificate to the MPR Blanket Certificate during the term of the rental contract. Note that this product is only for companies or individuals renting vehicles for producing motion picture productions. Training is encouraged for brokers who anticipate selling this product; we don't anticipate a large number of policies across the province.

Brokers also received an update on Insurance Satisfaction scores for ICBC's first fiscal quarter, which runs from April through the end of June. These scores reflect the service that brokers provide auto customers across the province, and about 5000 of these surveys are conducted annually. It is often a good news story and very clear that brokers are providing an excellent experience for our mutual customers.

The first quarter score was 85.6%, which means customers ranked their experience at 6 or 7 on a scale of 7, an excellent result. Renewal transactions were the highest at 88.3%, and more involved new policies were 80.4%. Of interest were nearly perfect scores for broker professionalism (96.8%) and providing relevant information to customers (95.4%).



ICBC's Tyler McGilvery and Cam Sutherland are upstaged in a masterclass photo bomb by Sarah Openshaw



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ICBC Update

The third item of note was a Broker Enquiry update on service levels. Having spent many years in my career at Liaison on the ICBC side of the table, BEU was sometimes a flash point for customer service issues as the Corporation often struggled with 'just in time' hiring and training, resulting in long waits, sometimes inconsistent answers, and leaving brokers at the front counter with frustrated customers. However the department is achieving a consistently high level of service these days, with a first quarter service level of 90% of calls answered within 2 minutes and an average answer time of 26 seconds. These are historically high levels and we hope they will continue.

Finally, Senior Manager of Broker Accounts Jill Blacklock (and a road safety leader earlier in her career) announced that pedestrian reflectors shaped like a feather will be distributed to all brokers in limited quantities. In my experience, brokers have always enjoyed handing this types of items to their customers and using the opportunity to support road safety in their communities. In fact, for over 20 years the Strategic Accord has contained language promoting the opportunities that both sides enjoy partnering on this issue. While you won't be able to order more this time around, I'm hopeful that ICBC will continue to see brokers as a key conduit in helping keep our communities safe.



ICBC's Udaya Madanayake prepares to give an approaching CUISA member (not seen) a massive bear hug at IBABC's popular trade show in September

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CQ *Chill Zone*



Rare sunny morning on Chesterman Beach, Tofino, in
early September

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Message from your Executive Director

Executive Director Update—2025 & 2026 CUISA Conferences

Before I begin my conference update, I must thank our sponsors for helping make 2024's River Rock experience—my first as an organizer—an excellent one. Shout out to ICBC, Intact, Cooperators, Optimum West, Peace Hills, Wawanesa, Family, Echelon, Harper Grey, IBC, Vailo, and ILS. Looks great on you!

I put the word out for feedback after the conference and aside from the numerous accolades and expressions of appreciation, there were two main pieces of constructive feedback. One, that there wasn't an adequate restaurant or lobby area to meet informally for those all important side conversations that can drive truly meaningful experiences at a conference; and two, that the conference was too close in following the IBABC Leaders Conference two weeks before. June is a busy time for everyone and 2 out of 3 weeks is a long time to be away from the day job and families!

So for 2025, both items will be addressed as we return to the River Rock Casino Resort on May 13-15.

First of all, the River Rock is a very popular location for its proximity to the airport and Canada Line. Travel is easy for those flying in from other cities in BC and no car rental is needed; the Canada Line also allows easy access to downtown Vancouver and all the restaurants and amenities on offer. And new for 2025 will be the Gordon Ramsay Steakhouse in the lobby area of the hotel, and as well Koi which will be a new Japanese fusion restaurant on the 2nd floor, close to the Whistler ballroom. So good options to huddle or enjoy a nice evening meal once the formal program ends.

Second, we'll be putting some distance between ourselves and IBABC's impressive Leaders Conference. Our conference will now be a few weeks ahead of IBABC's June 10 date in Whistler. Plenty of time to get the most out of each, if you are so inclined.

Another thing we've learned recently is that the hotel market is very tight, many organizations are getting ahead on the calendar and bookings are becoming difficult to come by. So we are currently in discussions for a new Kelowna location for 2026, May 12-14. We'll let you know the details in our December newsletter.

For now, please reach out and contact me if you have any ideas, concerns, or even photos and stories you'd like to share with everyone. I would be pleased to publish them in our next issue.

Thank you!
John