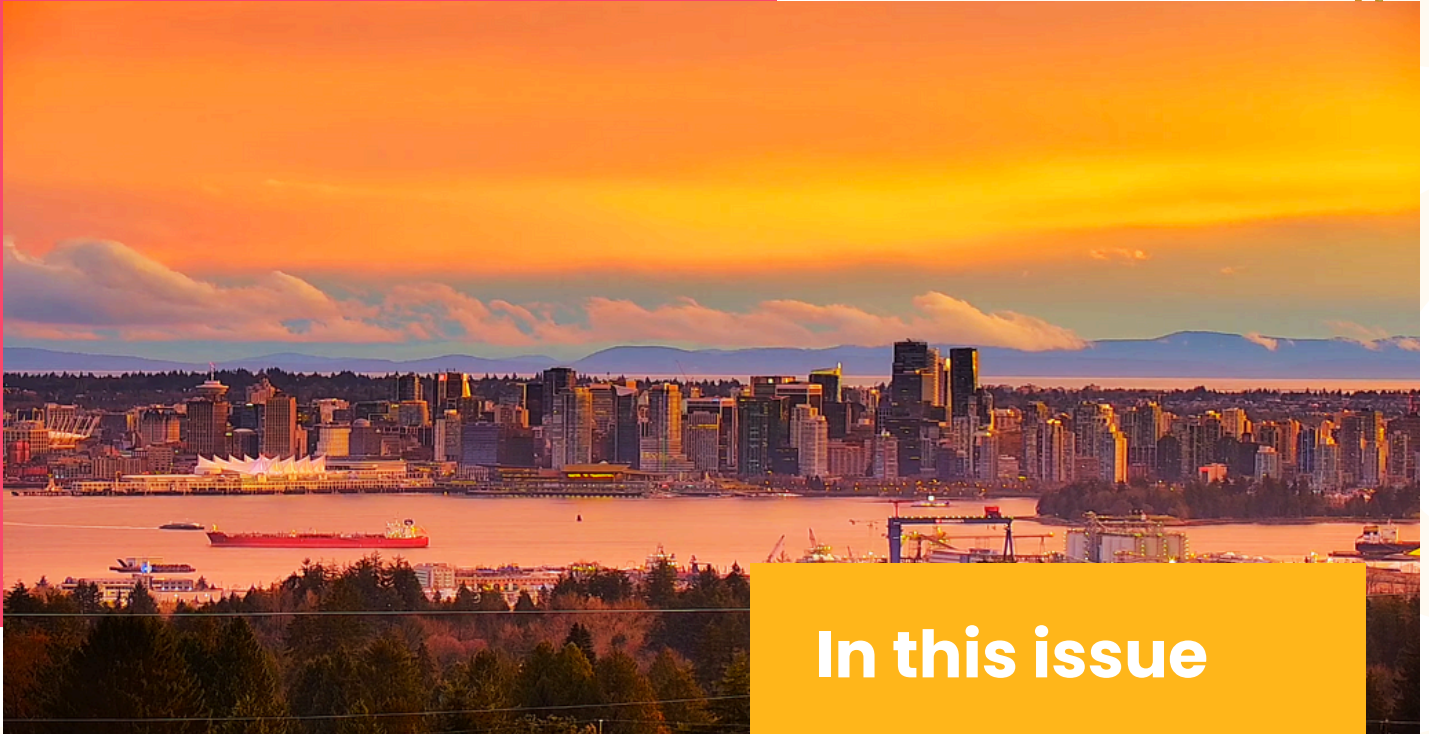


CUISA

Member Owned, Customer Driven



SPRING 2024



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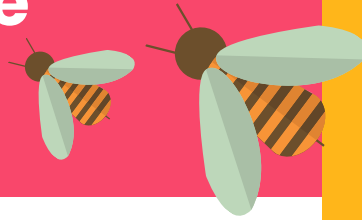
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Welcome to the CQ! CUISA's Quarterly Newsletter

This is your spring edition!! Our conference is just over a month away and we are ramping up plans to welcome you back to the River Rock Casino Resort. Read on for more information.

Message from the President



Peter Knowles

Upcoming Insurance Conference Highlights Values-Driven Profitability

The 2025 CUISA conference is fast approaching, and we are thrilled to welcome our members and delegates back to this year's event.

With an exciting lineup of speakers and topics, the conference's theme, Values-Driven Profitability, will explore how CUISA Agencies' core values foster exceptional member relationships and drive strong financial results.

CUISA brokerages exemplify a commitment to their members and communities that inspires everything they do, with a members-first philosophy; a community-centric approach; and advocacy and guidance to help members navigate insurance with expert advice tailored to their needs.

CUISA values are not just principles—they translate directly into financial success. Here's how.

- **Financial Stability:** Diversified income streams through insurance services create a stable and resilient revenue source, supporting long-term financial resilience.
- **Member Growth and Retention:** Offering a comprehensive suite of insurance services enhances member engagement and attracts new members, driving loyalty and long-term membership growth.
- **Trust and Loyalty:** The member-centric approach builds trust and loyalty, making members more likely to remain with their credit union.

In summary, Values-Driven Profitability is more than a theme—it's a pathway to sustainable growth and positive outcomes for everyone.

We look forward to seeing you at the conference and exploring how, together, we can continue building a brighter future. I encourage you all to embrace the spirit of collaboration; each conversation, workshop, and meal is an opportunity to forge new paths and foster meaningful connections.

Peter





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CUISA 2025 Conference & Trade Show Program



River Rock Hotel & Casino in Richmond BC

May 13 – 15, 2025

Tuesday, May 13

- 3:30 pm – 8:00 pm Registration Desk Open
- 4:00 pm – 5:30 pm Annual General Meeting (members only)
- 5:00 pm – 7:00 pm Opening Night Reception
- 7:00 pm onwards - Networking on your own

Wednesday, May 14

- 7:30 am – 9:00 am Registration Desk Open
- 8:00 am – 9:00 am Breakfast
- 9:00 am – 10:00 am Bryan Yu, Chief Economist, Central One
- 10:00 am – 10:30 am Coffee/Networking
- 10:30 am – 11:30 am Keynote Speaker: Sam Thiara
- 11:30 am – 12:30 pm Dr. Blair Feltmate, Head, Intact Centre for Climate Adaptation
- 12:30 pm – 1:30 pm Lunch
- 1:30 pm – 3:00 pm ICBC
- 3:00 pm – 3:30 pm Coffee/Networking
- 3:30 pm – 4:30 pm Insurance Council of BC
- 6:00 pm – 7:00 pm Dinner Reception
- 7:00 pm – 11:00 pm Gala Dinner

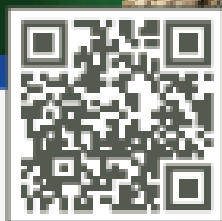
Thursday, May 15

- 7:30 am – 9:00 am Registration Desk Open Whistler Ballroom
- 8:00 am – 9:00 am Breakfast
- 9:00 am – 10:00 am Panel: Trends in BC's Insurance Industry (Alex Wong, Smythe LLP)
- 10:00 am – 10:30 am Coffee/Networking
- 10:30 am – 11:30 am Harper Grey: Trends in Employment Law
- 11:30 am – 12:30 pm Lance Hudgin, Applied Systems
- 12:30 pm – 3:00 pm CUISA Trade Show & Silent Auction River Rock Theatre
- 3:00 pm onwards - Networking on your own



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Julie Skelton Hosts the 20th Robert P. Vickerstaff Dinner



Newly appointed Executive Director of IBABC, Julie Skelton, is now the second person in history to take on the role of master of ceremonies of the Robert P. Vickerstaff Dinner, held this year on March 20 at the Hyatt Regency in downtown Vancouver. Kawkab Jamal from the CUISA Board of Directors attended along with Executive Director John Dickinson. The speaker this year was Jody Wilson-Raybould, Former Minister of Justice and Attorney General of Canada. She gave an inspiring and principled speech encouraging all Canadians to rise and show leadership in facing the challenge we now face south of the border, and that we need to put partisan differences aside and put communities, and Canada, first.

Her leadership talk didn't offer detailed comments about the trade war or sovereignty; however, she did say that indigenous people have dealt with Trump-like leaders throughout the history of colonization in Canada. Building cohesion and resilience within our country and seeking consensus on key issues across the aisle in Parliament must remain Canada's top priority.

IBABC did an excellent job hosting the event with a few new touches, including a welcome cocktail and appetizer table and offered attendees a choice of entrees. Salmon was the overwhelming favourite at table 3, where your executive director was seated.



Jody Wilson-Raybould, Former Minister of Justice and Attorney General of Canada was the speaker at the recent Vickerstaff dinner





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The Optimum West team is excited to connect at CUISA in May

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AGM Notice

Notice is hereby given that the Annual General Meeting (AGM) for the Credit Union Insurance Services Association will be held on Tuesday May 13, 2025, at 4:00 p.m. at the River Rock Casino Resort in Richmond, BC.

CUISA members in good standing were notified via email and the notice has been posted on our website at cuisa.com.



CUISA Board member Kawkab Jamal of Squamish Insurance and Executive Director John Dickinson both selected the delicious salmon at the recent Vickerstaff dinner



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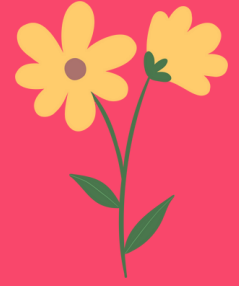


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The Power of CARE: Fostering stronger communities through Collaboration, Adaptability, Resilience, and Empathy



At this year's CUISA conference we continue to profile locally based speakers, BC residents who are part of our community and understand the challenges we face.

The 2025 CUISA's conference theme, Values-Driven Profitability, reflects the people first culture prevalent throughout the credit union system. That approach results in successful financial outcomes as well. This year's keynote features a local speaker who exemplifies a values-based approach to work.

Sam Thiara will explore the transformative impact of four essential principles to CARE — Collaboration, Adaptability, Resilience, and Empathy for individuals and communities. Through storytelling and participant interaction, Sam will demonstrate how these values are critical for fostering connection, overcoming challenges, and building inclusive, thriving communities.

Attendees will leave with a deeper understanding of how to apply CARE in their personal and professional lives, creating a lasting impact in the communities they serve. This workshop will provide actionable insights and an inspiring vision for a more connected and compassionate future.

CARE allows companies like insurance brokerages to achieve their strategic objectives and deliver positive financial results and profitability. Insurance is a people business, and the CARE process allows leaders to achieve their goals through their most precious resource, their people and their team.



Sam Thiara





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ICBC Update

Somewhat lost in the mayhem of the current news cycle about world uncertainty, rogue leaders, and stressed economies, ICBC published its annual Service Plan outlining its objectives for the next 3 years and announced its financial results for 2024/2025. They have also published their new corporate strategy for the next six years, called Moving Together 2031.

Like many industries, ICBC's performance tends to run in long cycles, and today they are in the midst of a good run. Net income for the past fiscal year was \$1.4 billion, far exceeding their budgeted forecast thanks to the absence of an anticipated financial market correction. Investment returns on their large reserves were the lions share of the positive result, with lower-than-expected claims costs also contributing. Material damage cost growth, a top concern for the Corporation in recent years, appear to be moderating.

Looking ahead, the Corporation does have its share of headwinds. Tariffs and the trade war will undoubtedly increase cost pressures, and investment returns are likely to decline substantially as the prospects of a man-made recession continue to move towards reality. While ICBC forecasts an \$800 million net income for the current fiscal year, it would not come as a surprise if that result does not materialize due to these uncontrollable factors.



ICBC's Cameron Sutherland & Michelle Man, and Jenny Ryu of IBABC reluctantly agree to pose with their aging former boss at this year's Vickerstaff dinner



You made all the difference

Across B.C., you distributed over 90,000 reflectors, connecting with your customers on pedestrian safety. Your efforts in reaching remote parts of the province made this our most successful reflector campaign yet!



ICBC Update ...continued



Moving forward, ICBC will tackle these challenges with a new strategy (and new CEO) for the next six years, and they have goals in five different areas: customer driven support, affordable rates, safer and sustainable mobility, meaningful reconciliation, and engaged and empowered employees. You'll likely hear more about this direction at both broker conferences this spring and will have the opportunity to ask questions.

As I may be one of the few people who actually read the Service Plan, the following sentence jumped out at me as being relevant to brokers: "ICBC does not anticipate any significant changes to its insurance services in the coming year...." This will come as welcome news to the many brokers who persevered through multiple changes from 2016-2022, which I have called (without hyperbole) a revolution in BC auto insurance. Difficult as those times were, they reset the foundation for ICBC and brokers for many years to come and allow both partners to focus on delivering what they always have: peace of mind for our mutual customers.



CUISA's Kevin Sigouin gets ambushed at last year's CUISA conference by ICBC's Tyler McGilvery and David Fearncombe



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Message from your Executive Director

Part 1



I'm looking forward to welcoming you all to our 2025 CUISA conference & trade show, held again at the River Rock Casino Resort in Richmond. While the venue may be the same as last year, there are several different areas we have improved upon over last year.

The first of which is the timing for the event itself, now in the early half of May instead of the latter part of June, which is a busy time for most people as both the school year and the business cycle start to wind down for the summer. And while historically both broker association conferences have been scheduled close together, that pattern does put a strain on those that typically attend both, such as our important insurer partners and suppliers. I hope you'll find the different date refreshing, and we'll be repeating it in 2026 when we hold our next conference in Kelowna.

Second, we've got an excellent seminar program lining up with the addition of new speakers and new topics. I'm excited for our insurance leader panel hosted by Alex Wong of Smythe LLP where we will have senior businesspeople like Intact's Jeremy Green discuss current trends and topics in BC's insurance industry.



You may not call the combination of John Dickinson, InsureLine's Walter Schulz & Aly Kanji the three stooges, but IBABC's Julie Skelton is definitely the rose amongst these thorns





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Message from your Executive Director

Part 2



Also, a shout out to Carla Smith of Intact who did us a solid by recommending Dr Blair Feltmate, Head of the Intact Centre for Climate Adaptability, who will be travelling here from the University of Waterloo to provide us with an informative seminar and offer takeaways that we can bring back to our own offices to help prepare our clients for natural disasters. We will also have lawyers from Harper Grey speak to current trends in the dynamic field of employment law, and in line with continuing our focus of bringing in public speakers who are local to BC, TEDx speaker Sam Thiara will be speaking to us as profiled earlier in this newsletter.

And third, part of the value of these conferences is the networking and relationship building that occurs outside of the seminar program, and missing last year was an appropriate venue at the River Rock to facilitate those discussions. Now with the high-end Gordon Ramsay Steak restaurant and lobby bar, attendees will have the chance to break bread or have a late-night libation and help solidify the bonds that make the wheels of our industry turn. And maybe you'll get lucky and hear yelling coming from the kitchen!



Your Executive Director will gladly accept any invitation to the River Rock's shiny new lobby bar



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CQ *Chill Zone*



CUISA members may reflect on today's escalating geopolitical tensions at this tiny lake on the lower Sunshine Coast

Submit a scenic shot to exec@cuisa.com from your community for the next edition of CQ!