

SUMMER 2025



## Welcome to the CQ! CUISA's Quarterly Newsletter

This is your summer edition!! Our conference was held this past May and this edition features many photos taken of the action.

Also featured are updates on the CUISA Team, our BCIT project and ICBC Strategic accord planning.

Enjoy and have a great summer!

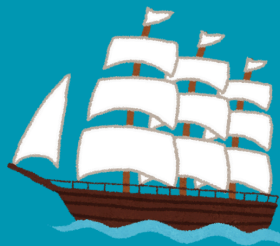
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01/22

# Message from the President



**Peter Knowles**

## Reflections from the 2025 CUISA Conference

As we gathered this May at the River Rock for CUISA's 41st annual conference, the theme of Value-Driven Profitability resonated throughout every session, hallway conversation, and keynote address. From the opening reception to the final panel, it was clear that our industry is not only adapting to change, but we are also leading it with purpose and clarity.

This year's conference was particularly meaningful. It brought together leaders from across the province to share insights on the economy, profitability, and innovation. But perhaps most timely was our focus on climate resilience, especially as we brace for another intense wildfire season.

Dr. Blair Feltmate, Head of the Intact Centre on Climate Adaptation, delivered a compelling keynote that underscored the urgency of preparing for extreme weather. His message was clear: the financial and social costs of climate change are rising, but so too is our capacity to mitigate them. If you haven't yet explored these materials, I encourage you to visit the Intact Centre's [Climate-Ready Infographics](#). The wildfire readiness guide offers actionable steps that can reduce the risk of home loss by up to 75%—a statistic that resonates deeply given the devastating fire seasons we've experienced across British Columbia in recent years. These tools are not only practical but empowering, helping our clients and communities take meaningful steps toward resilience.

The 2025 conference offered more than updates and networking—it offered perspective. A reminder that our clients and communities are counting on us—not just to provide coverage, but to offer clarity and direction when it matters most. As brokers, we are often the steady voice during crisis, helping people navigate uncertainty with confidence and care. The work we do matters deeply.

"To the world you may be one, but to one you may be their world."  
— Sam Thiara

Warm regards,  
Peter Knowles



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# Conference Photos



**CUISA Trade Show on the Marquee !**



04/22



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# Conference Photos



**Opening Night Reception hosted by ICBC**



**06/22**





# The wait is over: phiX+ is LIVE!

Peace Hills General Insurance Company is proud to announce the implementation of the Guidewire Cloud Platform as part of a transformative effort to modernise its core insurance operations. This strategic decision follows a comprehensive procurement process back in 2022, followed by several years of dedicated planning and development by a team of both internal and external subject matter experts, including integration partners EY Canada, all while maintaining their commitment to personalized service.

Peace Hills Insurance is deploying Guidewire InsuranceSuite, Guidewire ProducerEngage (branded by Peace Hills Insurance as "phiX+"), Guidewire DataHub, and Guidewire InfoCenter on Guidewire Cloud Platform, positioning the company to leverage the most advanced insurance technology available in the market. Another critical component is a customized reinsurance build-out, designed to meet complex reinsurance needs – an integral piece in ensuring a fully functional system that is aligned with business objectives.

The implementation also features over 50 integrations with internal and third-party systems, including five Broker Management System (BMS) vendors and four comparative raters. These integrations will enable seamless connectivity and improved data flow across multiple platforms, fostering greater collaboration and service enhancements for Peace Hills Insurance's partners and clients.

"We are going live with all integrations, all lines of business in all regions at the same time, which is a significant undertaking," explained Ken McKnight, VP of IT. "Our team has been laser-focused on ensuring that we are building a system that we could be proud of, and I am confident that we have accomplished this goal."

"Our priorities always lie with our brokers, our customers, and our people. Replacing our aging custom-build system with a modern platform allows us to improve our business agility and modernize the way we work with all stakeholders," added Kathy Boychuk, President and CEO. "By implementing the full InsuranceSuite, we are leveraging automated workflows and enhanced operational processes to elevate our service levels."

This initiative reflects Peace Hills' dedication to its vision of being a respected national insurer that provides creative and responsive solutions. With Guidewire Cloud Platform as the foundation of its digital transformation, the company is poised to enhance operational efficiency, optimize workflows, and support greater scalability.



# Conference Photos



**Seminar Presenters and 50/50 draw for WICC BC**





# Conference Photos



09/22





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# Conference Photos





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# CUISA Leadership Team

The CUISA Annual General Meeting was held prior to the opening reception at the River Rock this year and we confirmed that Peter Knowles, Kirsty Scriver, Maureen Kurenoff, Michael Henfrey, Kawkab Jamal, and Sandy Thor-Larsen will continue serving on our Board. We were also welcomed by acclamation our newest Board member, Tyler Maki of Revelstoke Credit Union.

A two-time Citizen of the Year nominee (we think his appointment to our Board will seal the deal next year 😊), and avid Toastmaster, Tyler 'walks the talk' when it comes to credit union values and currently serves on the Revelstoke Chamber of Commerce board and dedicates much of his time to volunteering with organizations like Rotary (Immediate Past President), the Humane Society, the Revelstoke Grizzlies (Announcer), and Community Connections.

At a Board meeting after the AGM, we confirmed that Peter Knowles will continue for one more year as President (unlike the USA, this is allowed in our constitution 😊) and Kawkab Jamal will be joining the executive team as Vice President. Sandy Thor-Larsen returns for one more year as Treasurer.

Congratulations to the CUISA leadership Dream Team!



**Alex Wong, Jeremy Green, and CUISA Board Panel**



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# BCIT Strategy Report

Early in 2025 CUISA was approached by our friend David Porter, an instructor at BCIT in their insurance program, to engage with a project team of insurance students to develop a strategic plan for CUISA. Your executive director attended the presentation of the plan in class on May 7 at the downtown Vancouver campus.

I got to class a half hour early and while no student looks forward to presenting in front of their class, David kept the room loose and jovial as students arrived and there was a positive energy in the room.

The BCIT team, pictured here, really hit the mark with their presentation which was titled Business Strategy with CUISA: Addressing Climate Risk Through Advocacy, Education, and Innovation. Their deck has been shared with CUISA's Board and will help inform discussions at our annual strategic planning session in October.

Huge thanks to David and his BCIT students for a job well done!

**David's students  
looked a lot happier  
once it was over**





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# ICBC Update



Preliminary discussions with ICBC and your associations have taken place in preparation of renewing the Strategic Accord, the current version expiring on January 1, 2027.

This may seem like a long way off but historically discussions began a year ahead of time to allow for several months of meetings and then having agreement by the time annual general meetings occur to approve the renewed partnership agreement. The parties typically agree to move implementation of the new agreement ahead by a half year—why wait to put new ideas into action immediately if everyone is in agreement? In addition, we need to allow time to consult with our members in the form of a survey, to consolidate those results, and allow time for our respective Boards to discuss position and strategy. This needs to occur this fall.



**David Fearncombe presents for ICBC Panel at CUISA Seminar**



# Get into high gear on road safety

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# ICBC Update ...continued

Early discussions with ICBC leadership appear promising in terms of direction and scope of the discussions. At this time, members can expect that key tenets of prior Accords such as sole distributorship will remain a top priority, and that discussions around improving the distribution system in terms of cost reductions and improved work process efficiencies will factor into the negotiations.

CUISA will be represented by President Peter Knowles of Coastal Community Credit Union, Vice President Kawkab Jamal, and Executive Director John Dickinson.

In other news, CUISA is grateful for the support of ICBC at our recent conference and for the attendance of ICBC's top leaders to connect with our members. And a few interesting facts were shared, such as 6.6% of eligible customers are using the on-line renewal tool, which is a stable figure; and regarding parks plates, the mountain scene is the most popular choice by customers, by a large margin.



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# Message from your Executive Director



This year's conference was my second as Executive Director and I can confirm that the learning curve is still steep! However, the number one factor that guides me, and my recommendations to the Board and the decisions they make, is feedback from you.

Overall, the word from everyone we heard from is that they enjoyed the conference; the networking, the River Rock location, the seminar lineup, and overall positive energy and vibe that is unique to CUISA gatherings. We raised over \$1200 for WICC BC with your generosity at the 50/50 draw, and we are still confirming our donation to the United Way BC Wildfire Victims fund as we follow up on silent auction items.

We had some excellent suggestions to add to the seminar lineup for next year, and we will be returning to having a live performance at the gala dinner rather than a DJ. We have confirmed next year's conference at the Eldorado Resort May 12-14, and in addition have confirmed our return to the River Rock May 11-13 in 2027.

Finally, a shout out to Jeanie Pan for helping with our registration desk and during the conference; and of course, to my wife Sonja, who was incredibly well organized and to whom I owe my alleged sanity and peace of mind. Thank you both!



**Running a conference can be fun when you have a bright and enthusiastic crowd of CUISA members.**







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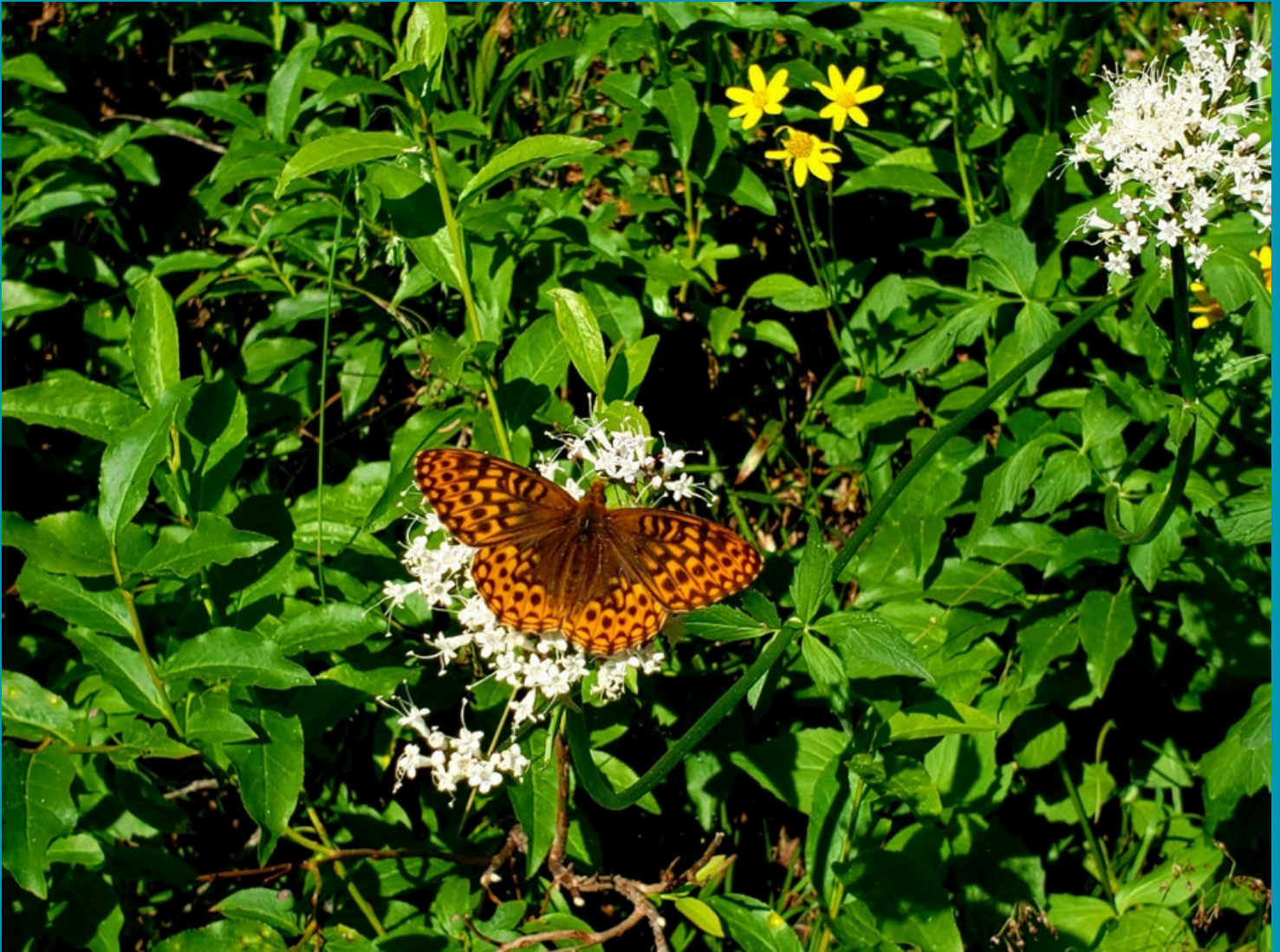
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# CQ *Chill Zone*

**Butterfly on Wildflowers – Revelstoke BC  
submitted by Tyler Maki**



Submit a scenic shot to [exec@cuisa.com](mailto:exec@cuisa.com) from  
your community for the next edition of CQ!