

CUISA

Credit Union Insurance Services Association

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SPRING 2026



Welcome to the CQ! CUISA's Quarterly Newsletter

The Credit Union Insurance Services Association (CUISA) was established in 1984 to maintain a non profit society of insurance brokers. Our objective is to promote the interests of the public, our insurers, and our members. We are member owned, values based, and proudly work hard to help build vibrant communities across BC.

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01/23



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Message from the President



Peter Knowles

Reflections on Three Years as President: People. Prosperity. Purpose.

As I write my final article as CUISA President, I have been reflecting on the past three years and the opportunity it has been to serve this Association and its members. It has been a period marked by change including economic volatility, climate related risk, industry consolidation, and rapid technological advancement. Through it all, CUISA has remained grounded in what makes us distinctive strong people, cooperative values, and a shared commitment to members and communities across British Columbia.

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During my term, CUISA continued to strengthen its voice and relevance within the broader insurance and credit union system. We focused intentionally on articulating the value proposition of credit union owned insurance agencies and reinforcing our role as trusted partners within our organizations. This work mattered not just for today, but for the long-term sustainability of our agencies and the cooperative system we support.



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Message from the President



Peter Knowles

What I am most proud of, however, is the collaboration I have seen across our membership. CUISA agencies consistently shared ideas, supported one another through challenges, and leaned into change with professionalism and resilience. That collective mindset is our greatest strength and remains a clear competitive advantage.

As we look ahead, it feels especially fitting that our upcoming conference theme is People. Prosperity. Purpose. These principles reflect both where we have been and where we are going. Investing in our people, building sustainable prosperity, and staying anchored to a purpose that goes beyond profit alone.

I am also very pleased to pass the presidency to Kawkab Jamal. Kawkab brings thoughtful leadership, strong industry insight, and a deep commitment to collaboration. She is well positioned to lead CUISA into its next chapter, and I have every confidence in her ability to build on the momentum we have created together.

Thank you to the Board, our Executive Director, our partners, and our members for the trust and support you have shown me over the past three years. It has truly been an honour to serve as your President.

Warm regards,
Peter Knowles

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ICBC Update



It is Accord renewal time, and that has dominated CUISA's ICBC activity so far this year with 5 full day sessions held so far and multiple preparatory meetings spread throughout the last few months.

Non-disclosure agreements (NDA's) prevent me from commenting on specifics, and as of press time we have yet to reach an agreement. However, I will say that the exchange of ideas and the understanding of positions have helped grow the relationship with ICBC in a positive way. I am optimistic we can close the remaining gaps, but we still have some challenging work to get us there.

I will also say I have enjoyed collaborating with the team from IBABC and my colleague there, Julie Skelton. Julie is a very hard worker who has more than ably represented broker interests at the table with passion and professionalism, and the rest of the IBABC team have all brought their 'A' games to the table and put their best foot forward.

In other ICBC news, we have also had our usual engaging sessions at MOUC as the parties have agreed to table some substantive policy issues to enhance the quality of these meetings and drive further improvements in the distribution system. NDAs also apply here; however, I can say the last MOUC meeting was very energetic and even ran out of time as members asked questions and made their views known. This proactive approach will still require some refinement by all parties but thus far it is very much on the right track.



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CUISA Conference 2026

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CUISA Conference 2026

Tuesday May 12th



Conference Agenda

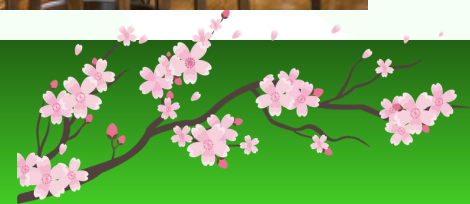
Eldorado Resort in Kelowna BC

Tuesday is the first day of the conference. Note that most rooms are booked at the Manteo and all CUISA events other than the trade show are also at the Manteo. There are only a few of you staying at the Eldorado, so if you aren't sure where to check in, start with the Manteo. The Manteo is the first driveway you'll see on the right if coming from the highway, airport, or downtown Kelowna. Check in registration will also be at the Manteo and the ICBC hosted reception will be on the outside patio beside the lake, weather permitting, and will feature live music, wine tasting, and light snacks. There are no official conference activities after the reception; delegates are free to network on their own.

Tuesday, May 12

3:00 pm – 8:00 pm	Registration Desk open
4:00 pm – 5:30 pm	Annual General Meeting (CUISA Members only)
5:00 pm – 7:00 pm	Opening Night Reception & Wine Tasting
7:00 pm onwards	Networking on your own

Eldorado Bar and Whisky Tasting Room





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2026 CUISA Conference

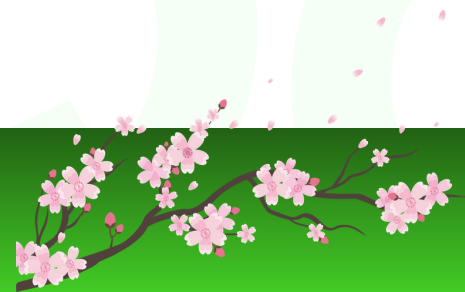
Wednesday, May 13



This is the big day for the conference with seminars throughout the day. Full meals will be provided with coffee/tea refreshed at the breaks with more light snacks. The reception will feature live music and the 50/50 in support of WICC (bring your \$20's!) and dinner will be the Eldorado's Signature Buffet. After dinner, a Frank Sinatra tribute singer named Vic Storm will perform a short set; expect the evening to end around 930pm to allow more time for networking. No DJ this year! And don't go too crazy—the next day we've got some excellent new seminars lined up!

Wednesday, May 13

7:30 am – 9:00 am	Registration Desk open
8:00 am – 9:00 am	Breakfast
9:00 am – 10:30 am	Keynote: Leadership Workshop with Sam Thiara
10:30 am – 10:45 am	Coffee break
10:45 am – 12:15 pm	ICBC Presentation
12:15 pm – 1:15 pm	Lunch
1:15 pm – 2:15 pm	Bryan Yu, Chief Economist, Central 1
2:15 pm – 3:15 pm	John Glennon, Leading Sales Teams
3:15 pm – 3:30 pm	Refreshment break
3:30 pm – 4:30 pm	Insurance Council of BC – Brett Thibault
6:00 pm – 7:00 pm	Gala Dinner Reception
7:00 pm – 9:30 pm	Gala Dinner and Vic Storm
9:30 pm onwards	Networking on your own





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*Only two (2) credits will be available if you've already completed the CIP course C11: Principles and Practice of Insurance.

2026 CUISA Conference Thursday, May 14th



Another full breakfast is served with coffee/tea refreshed after the first seminar. The trade show will begin immediately after the morning seminar program. There will be a reception buffet with hot and cold appies available during the trade show. If you have to leave early for travel, you'll miss the \$500 door prize draw (you must be in attendance to win) as well as the end of the silent auction, which concludes at 245pm. Everything will be over by 3pm and if you are remaining in town, the evening is yours for more networking or other social activities.

Thursday, May 14

8:00 am – 9:00 am	Breakfast
9:00 am – 10:00 am	Keynote: Leadership Workshop continued with Sam Thiara
10:00 am – 10:15 am	Coffee break
10:15 am – 11:15 am	Managing Cyber Risks – BOXX Insurance
11:15 am – 12:30 pm	Artificial Intelligence & Privacy with Harper Grey LLP
12:30 pm – 3:00 pm	Trade Show and Silent Auction
2:45 pm	Silent Auction closes; \$500 door prize draw
3:00 pm onwards	Networking/Travel



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- Restaurants with low liquor

03

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Message from your Executive Director



John Dickinson

I am very much looking forward to welcoming CUISA members and our business partners to our 2026 CUISA Conference & Trade Show, which is being held this year held in Kelowna May 12-14 at the historic lakefront Eldorado Resort! It is a fabulous location with bright, lake facing meeting rooms and a few nice bars and restaurants on site for networking. And once again, we have intentionally added some breathing space between our conference and IBABC's Leadership Conference to allow our supportive insurer partners time to rest in between.

May is typically a wonderful time of year in the Okanagan—the hills are green from April showers, the weather can easily hit over 20 degrees, and the threat of wildfire season is typically a month or two away. Add in live music during the receptions as waves lap the shoreline, and a Frank Sinatra tribute act at the gala dinner, and we have a recipe for a memorable conference!



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Message from your Executive Director



The seminar program features returning favourites Sam Thiara, John Glennon, ICBC, Central One, and Insurance Council; and new seminars on artificial intelligence and privacy risks from Harper Grey LLP, as well as seminar on cyber risk from Boxx Insurance.

There will be a few pleasant surprises for delegates, not only at check-in but also some special touches during the receptions. If you are a fan of wine and chocolate, you are going to have difficulty leaving at the end of it all!

I would be remiss if I did not thank our outgoing President, Peter Knowles, for his outstanding leadership and dedication to CUISA over the past 3 years. I am the type of person who very much appreciates a 'management by objectives' leadership style; and even more so, reporting to someone who believes in me. It makes the job of representing CUISA's members truly enjoyable. Thank you Peter, you continue to have a bright future ahead of you and I wish you all the best!



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