



CUISA 2026 Conference & Trade Show

People. Prosperity. Purpose.

**Eldorado Resort in Kelowna BC
May 12-14 2026**

A message from the President

Peter Knowles

As we gather for this year's conference, I find myself reflecting on the past three years and the privilege of serving as President of CUISA. It has been a period defined by significant change—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 the members and communities we serve across British Columbia.



Over this time, we have worked deliberately to strengthen CUISA's voice and relevance within the broader insurance and credit union system. By clearly articulating the value of credit union-owned insurance agencies, we have reinforced our role as trusted partners and contributors to the long-term sustainability of both our agencies and the cooperative system as a whole.

What stands out most, however, is the collaboration across our membership. CUISA agencies have consistently supported one another, shared insights, and navigated change with professionalism and resilience. That collective mindset continues to be our greatest strength—and a defining competitive advantage.

....continued...

A message from the **President** ...continued



This spirit is captured in this year's conference theme: **People. Prosperity. Purpose.** These principles reflect both our journey and our direction forward—investing in our people, building sustainable prosperity, and remaining anchored in a purpose that extends beyond profit.

As CUISA enters its next chapter, I am pleased to pass leadership to Kawkab Jamal. Her thoughtful approach, industry expertise, and commitment to collaboration position her well to build on the strong foundation we have created together.

Thank you to the Board, our Executive Director, our partners, and our members for your continued trust and support. It has been an honour to serve, and I look forward to the conversations and insights this conference will bring.

Peter Knowles

A message from the **Executive Director**

John Dickinson



Welcome everyone to 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. Our events will be at the newer Manteo building with the exception of the trade show which will be on the 2nd floor of the Eldorado Hotel.

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!

If there is anything I can do to make your conference more enjoyable, please do not hesitate to contact me – text is best at 604-988-9802.

Enjoy!

John

CUISA

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Program Schedule

People. Prosperity. Purpose.

Manteo building at Eldorado Resort

May 12-14 2026

Tuesday, May 12

3:00 pm – 8:00 pm	Registration Desk open--Manteo foyer
4:00 pm – 5:30 pm	Annual General Meeting
5:00 pm – 7:00 pm	Opening Night Reception & Wine Tasting--Manteo Patio
7:00 pm onwards	Networking on your own

Wednesday, May 13

7:30 am – 9:00 am	Registration Desk open--Manteo foyer
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	Your ICBC Leadership Team
12:15 pm – 1:15 pm	Lunch
1:15 pm – 2:15 pm	A World in Flux: BC's Outlook - Eloho Ennah, Central 1
2:15 pm – 3:15 pm	Leading Sales Teams - John Glennon
3:15 pm – 3:30 pm	Juice & snack break
3:30 pm – 4:30 pm	Insurance Council of BC - Brett Thibault
6:00 pm – 7:00 pm	Gala Dinner Reception--Manteo Waterfront
7:00 pm – 9:30 pm	Gala Dinner featuring Vic Storm
9:30 pm onwards	Networking on your own

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 - Jim Hand, BOXX Insurance
11:15 am – 12:30 pm	Balancing the Right to Monitor Employees with the Right to Privacy - Rose Keith & Brett Weninger, Harper Grey LLP
12:30 pm – 3:00 pm	Trade Show and Silent Auction--2nd Floor Eldorado
2:45 pm	Silent Auction closes; \$500 door prize draw
3:00 pm onwards	Networking/Travel

Speakers

Leadership Workshop

Wednesday, May 13th and May 14th at 9:00 am



Sam Thiara

Sam Thiara is a speaker, educator, coach and storyteller who helps individuals and organizations find clarity, purpose, and direction. With more than 5,500 career and life conversations, he brings practical insight and meaningful stories that inspire growth. A two-time TEDx speaker, Sam is an accomplished speaker with a practical approach that strengthens leadership, communication, and connection.

Through keynotes and interactive workshops, Sam works with organizations, schools, and community groups around the world, helping people and teams discover their potential, shape their stories, and build meaningful impact. An Adjunct Professor at Simon Fraser University's Beedie School of Business and founder of Ignite the Dream, he has also supported more than 50 non-profits in strategy and engagement. His work is grounded in the belief that everyone's life is an autobiography, so make yours worth reading.

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Your ICBC Leadership Team

Wednesday, May 13th at 10:45 am



Jason McDaniel

As the president and CEO of ICBC, Jason McDaniel leads the Crown corporation of dedicated and diverse individuals serving communities across British Columbia. Together with the executive team, he provides leadership and strategic direction to ensure the delivery of affordable insurance, exceptional customer experiences, and trusted protection for people in B.C. and all who travel on the province's roads.

Over his 20-year career with ICBC, he has held several key leadership roles. A career milestone for McDaniel was playing a central leadership role in the implementation of Enhanced Care, the most significant auto insurance transformation in ICBC's history. This initiative greatly improved affordability and recovery benefits, resulting in better car insurance for everyone in British Columbia.

Your ICBC Leadership Team

Wednesday, May 13th at 10:45 am



Kelly Aimers

Kelly Aimers (she/her) is ICBC's Vice President of Insurance & Chief Actuary. She is responsible for the development, maintenance, and pricing of ICBC's auto insurance products. Her team works closely with more than 900 Autoplan brokers, who serve as key partners in insurance distribution, while also providing additional support to meet customers' insurance needs.

Kelly has been with ICBC since 2006 and most recently served as Chief Actuary. Prior to joining ICBC, she spent 10 years in consulting, working in the pension and health and welfare practices. Kelly is a Fellow of the Canadian Institute of Actuaries and an Associate of the Casualty Actuarial Society. Outside of work, she helps "manage" her three children and plays an active role in coaching their many sports.

Your ICBC Leadership Team

Wednesday, May 13th at 10:45 am



David Fearncombe

David is ICBC's Director, Insurance Sales, Distribution. He is responsible for driving the strategic direction of the sale and distribution of ICBC's products and services. He oversees both the Broker Accounts and Broker Governance teams as they build relationships with our broker partners while continuing to manage broker compliance to over 900 broker locations throughout British Columbia. David has significant sales and distribution experience in financial services including, most recently, at Coast Capital Wealth Management. Prior to Coast Capital, David directed distribution for western Canada for Desjardins Wealth. He also spent some time on the board of North Shore Insurance Services.



Cameron Sutherland

Cam Sutherland is ICBC's Senior Manager of Broker Governance. He is responsible for driving strategic broker initiatives, implementing the Strategic Broker Accord, and managing broker compliance programs. Cam chairs and manages various broker consultation groups including the Memorandum of Understanding Council (MOUC), ICBC Broker Liaison Committee and the Broker Online Task Force. Cam has a Bachelor of Management from the University of Lethbridge and has worked in several divisions at ICBC since 2000.

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INSURANCE

A World in Flux:

BC's Outlook in an uncertain landscape

Wednesday, May 13th at 1:15 pm



Eloho Ennah

Economic Analyst, Central 1

Eloho Ennah is an Economic Analyst with Central 1 Credit Union. She specializes in interpreting complex economic trends and translating them into clear, actionable insights for decision-makers. In her current role, Eloho analyzes global and domestic economic conditions, develops forecasts, and provides strategic insights on the evolving economic landscape. She also prepares and contributes to a wide range of economic reports published by Central 1 Credit Union and gives presentations that delve into the Canadian and the global economy. Eloho holds an Honours Bachelor's degree in Economics from the University of British Columbia, Okanagan.

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John Glennon - Leading Sales Teams

Wednesday, May 13th at 2:15 pm



John Glennon

John Glennon is the President of Insight Sales Consulting and Hire Me A Salesperson. He is an accomplished Salesperson and Manager with over 36 years sales and sales management experience. Beginning in sales in 1990 as a Sales Representative, he progressed to Territory Manager, Sales Manager, Division Manager and National Sales and Marketing Manager roles throughout his career.

In 2008 John opened Insight Sales Consulting and become a sales trainer and coach. Over the past 18 years, John has trained thousands of Salespeople, Sales Leaders and Customer Service Representatives.

He now speaks, coaches and trains clients throughout North America through his Insight Sales Consulting practice and recruits and hires salespeople through Hire Me A Salesperson.

Successful in accelerating growth through strategic leadership, John knows firsthand the value of a sales training approach that follows a learning philosophy of ongoing reinforcement. He is experienced in driving the behaviours, attitudes and techniques required of an effective sales team.

Based out of his office in Vernon, BC, and Campeche, Mexico, John works with clients throughout North America.

www.insightstrategicconsulting.com

www.hiremeasalesperson.com

LinkedIn - [linkedin.com/in/johnglennonbc](https://www.linkedin.com/in/johnglennonbc)

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FOUR POINTS
INSURANCE

Insurance Council of BC Annual Update

Wednesday, May 13th at 3:30pm

One of the most popular presentations, CUISA is grateful to have the continued participation of Council executives as they provide an update on their latest projects and activities.



Brett Thibault

Brett Thibault is the Director, Governance and Stakeholder Engagement for the Insurance Council of BC. He joined the Insurance Council in 2016 and prior to joining as a staff member he was a voting member and past Chair of Council. Brett oversees the Insurance Council's communications, stakeholder engagement, and project management activities as well as liaises with the provincial government regarding Council member appointments and policy matters.

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OPTIMUM

General Insurance



PEACE HILLS
INSURANCE

BOXX Insurance: The Coverage Gap: Personal Cyber Risk and the Opportunity for Credit Union Brokerages



Jim Hand

Head of Affinity and Strategic Partnerships Canada

Jim Hand was appointed to the Head of Affinity Sales after being a digital and affinity leader in the Canadian insurance and telecom industries. During this time, he developed strategic partnerships and tailored insurance solutions with top Canadian banks, professional associations and member groups, driving substantial growth.

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Wawanesa

Harper Grey LLP: Balancing the Right to Monitor Employees with the Right to Privacy

Thursday, May 14th at 11:15 am



Rose Keith

With over 30 years of experience, Rose is a senior lawyer and Chair of Harper Grey's Personal Injury Group, with a broad practice spanning workplace law, insurance litigation, and dispute resolution. She also co-chairs the firm's Workplace Investigations Group, advising employers and senior executives on complex employment matters, including wrongful dismissal, human rights issues, executive transitions, and workplace investigations.

Rose has extensive litigation experience across wrongful dismissal, professional liability, product liability, and complex personal injury and abuse claims. She has acted for both plaintiffs and defendants, including in institutional contexts, and brings a nuanced understanding of risk, liability, and reputational considerations—particularly relevant to insurers and financial institutions.

In addition to her litigation practice, Rose maintains an active mediation and arbitration practice. She is a roster mediator with Mediate BC and a member of the ADR Institute of BC and the National College of Distinguished Neutrals. She is also a frequent writer and speaker, offering experienced insight into evolving issues at the intersection of law, risk, technology, and privacy.

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LEARN MORE EARN MORE

Harper Grey LLP: Balancing the Right to Monitor Employees with the Right to Privacy

Thursday, May 14th at 11:15 am



Brett Weninger

Brett is a litigation and dispute resolution lawyer whose practice focuses on professional regulation, health law, insurance defence, and workplace law. He represents health professionals in both court and administrative proceedings, including regulatory complaints, disciplinary matters, billing disputes, and human rights issues, giving him a strong understanding of risk, compliance, and professional liability.

Brett regularly advises insurers on coverage, liability defence, and subrogated claims involving both bodily injury and property damage. His experience in insurance defence informs his practical, results-driven approach to complex claims and dispute resolution.

In his workplace law practice, Brett advises employers and employees on a range of matters, including employment agreements, terminations, wrongful dismissal claims, and workplace investigations. He also has experience in construction and strata disputes, representing clients in proceedings before the Civil Resolution Tribunal and other forums.

Brett has appeared before the British Columbia Supreme Court, Provincial Court, the Human Rights Tribunal, and numerous regulatory bodies, and has assisted on appellate matters before the Court of Appeal. He brings a pragmatic and focused approach to resolving disputes across a range of legal and regulatory contexts.

CUISA Conference, Trade Show & AGM

The Association's core purpose is to promote and protect the interest of our members, the interest of the insuring public, and the interest of insurers in all matters pertaining to the insurance business & related services.

This includes fostering and encouraging a high standard of ethics in the insurance business and related services, and discouraging all unfair and unethical practices. The association will encourage the study of insurance and related services to promote a better understanding on the part of its members and the insuring public.

On behalf of our members, the association co-operates with, and assists, the appropriate ministries of government and municipal bodies in all matters pertaining to insurance and related services.