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MESSAGES**

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**THE STORY
OF 2013**



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Message from the President IBANB

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*Theresa Kimball, CIP
President IBANB*

This year will be a year of big changes for the insurance industry. This year both brokers and consumers are going to see changes in property insurance and possibly in auto insurance as well. We will have our work cut out for us.

There will be changes to how property policies are rated as there will be new discounts introduced. Companies will provide new details and specifics on how consumers will qualify for the coverage available. Many insurance companies are implementing changes that will require a lot of discussion. It will be important for us to embrace this opportunity to discuss these changes with our clients. In turn, it will increase the value of the relationships we have with our clients. Educating ourselves on how the rating will change, knowing the new limitations, and understanding how the new discounts will be applied will be crucial. We will need to educate our clients on those changes and assist them in making choices that are in their best interest. This is where we will shine because brokers are available to provide professional advice to their clients.

I am sure that by now everyone has heard the term telematics. In December, Randy Carroll from the Independent Broker Resources Inc. (IBRI) discussed telematics and the IBRI broker owned

solution to our members. Telematics has been used in the United States for some time now. Recently, Quebec has introduced telematics and in the near future, this technology will also be seen in other Canadian jurisdictions. IBANB has this on our radar as it will only be a matter of time before telematics is introduced in our province. Our goal is to make sure that our brokers are educated on this topic so that they can better serve their client. Regulators are currently in the process of reviewing how this can, and will, affect consumers. There is concern about who will own the information, where it is kept, and how it will be used. There is a broker solution for telematics and we hope that this concept moves along quickly with the regulators.

I would like to remind any broker who is looking to sell their brokerage, to SELL to a broker. Please keep in mind the valuable information learned during the morning session of our AGM. The Bank of Montreal is available to assist brokers with financing options and succession plans. Tony Ngo and Wendy Ross advised IBANB members that they are there to help brokers. They indicated that they have some unique ways to assist brokers with financing and planning. With these resources available, brokers will be able to keep their business within the independent broker channel.

Finally, Mother Nature has kept us busy this winter with the ice storm that caused extended power outages and the January flooding that caused a lot of problems for southern New Brunswick. I normally do not like to push the seasons along, but I believe many of us have had it with this winter!

Come on spring!! ■

*You may contact Theresa at
(506) 432-1550 or via email at,
tkimball@pearsoninsurance.ca.*

L'industrie de l'assurance se prépare à d'importants changements cette année. Ces changements toucheront aussi bien les courtiers que les consommateurs, l'assurance des biens comme, peut-être, l'assurance automobile. Nous avons donc pas mal de pain sur la planche.

Entre autres, la façon de calculer les primes des polices d'assurance de biens est appelée à évoluer, de nouvelles réductions de prix vont apparaître et les compagnies vont devoir fournir des détails et précisions sur la manière dont les consommateurs peuvent bénéficier de la couverture offerte. Bon nombre des compagnies d'assurance mettent déjà en œuvre des changements qui ne manqueront pas de susciter des discussions. Pour nous, ce sera l'occasion comme jamais de parler de ces changements avec nos clients. En soi, ce n'est pas une mauvaise chose puisque cela nous permettra de mettre en valeur nos relations avec les clients. Une chose est certaine, nous ne pourrons pas rester les bras croisés : il nous faudra apprendre en quoi le calcul des primes va changer, connaître les nouvelles limites et comprendre le mode d'application des nouvelles réductions. Il nous faudra informer nos clients de ces changements et les aider à faire des choix judicieux. Voilà qui nous donnera le beau rôle, parce que les courtiers s'y connaissent

pour ce qui est de conseiller les clients.

Dans un autre ordre d'idées, j'imagine que tout le monde a entendu parler de la télématique. En décembre, Randy Carroll, de l'Independent Broker Resources Inc. (IBRI), a abordé le sujet et présenté la solution que son organisation propose aux membres de l'association. La télématique est utilisée aux États-Unis depuis un bon moment et, plus récemment, au Québec. Il y a fort à parier qu'on verra bientôt cette technologie dans d'autres provinces et territoires canadiens, y compris au Nouveau-Brunswick. C'est pourquoi l'ACANB suit de près ce dossier. L'association tient à ce que les courtiers soient bien au fait de cette technologie pour qu'ils puissent mieux servir leurs clients. Les organismes de réglementation sont en train d'examiner l'incidence de la télématique et son potentiel pour les consommateurs. Les principales préoccupations résident dans la propriété des renseignements et le mode de stockage et d'utilisation des données. Comme il existe déjà une solution adaptée aux courtiers, il ne reste plus qu'à espérer que les organismes de réglementation fassent avancer rapidement ce concept.

Parlant de changement et d'évolution, je voudrais rappeler aux courtiers qui cherchent à se départir de leur bureau de le

vendre à un courtier. Gardez en tête les précieux renseignements que vous avez pu apprendre à la séance du matin de l'assemblée générale annuelle. La Banque de Montréal est prête à aider les courtiers en leur proposant des options de financement et des plans de relève. Tony Ngo et Wendy Ross ont informé les membres de l'ACANB qu'ils se tenaient à la disposition des courtiers pour les aider et leur faire des suggestions de financement et de planification innovantes et originales. Ainsi, les courtiers pourront faire en sorte que leur entreprise reste dans le circuit des courtiers indépendants.

Pour terminer sur une note positive, n'oublions pas que le printemps approche! Quel hiver! Tempête de verglas, pannes de courant prolongées, inondations en janvier... le sud du Nouveau-Brunswick y a goûté. Alors, moi qui normalement ne cherche pas à passer trop vite à la saison suivante, je vous dis : vivement le printemps! ■

Theresa peut être jointe au 506-432-1550 ou à tkimball@pearsoninsurance.ca

2013 IBANB Special Awards

Award of Merit



Paulette Holder, Olmstead Insurance Service Ltd.

Outgoing Chairman



Terry Gaudet, Beauséjour Gaudet Insurance Ltd.

Outgoing President



Geordie Lamb, Carnaghan Taylor Fowler Insurance Ltd.

2013 IBANB Graduates

CAIB Honour Graduates



Back row (left to right): Trisha Noel, Richard Crawford, Mary Fowler, Shelley Mills, Natalie Nelville and Laura Matchett
Front row (left to right): Jane Keating, Stephanie Lewell, Jennifer Cahill and Lise Beaulieu

CAIB Graduates



Back row (left to right): Erin Black, Jason Best, June Alward, Andrea Ferris, Marie-Josée Vautour, Janis Sears-Annis, Tammy Grant, Joan Edgett, Kim Gourley, Norma Durette, Julie Cyr-Ouellette, Janick Cyr, Amy Smith and Ashley Clancy
Front row (left to right): Stephanie Davis, Lena Fournier, Debbie Rioux, Kayla Fearn, Suzan Sharp, Nicole Gallant and Melissa Landry

Associate in Insurance Production Canada



Richard Low, GoToInsure.ca; Cambridge-McKnight

Canadian Professional Insurance Broker



Suzanne Pomeroy, Wilson Insurance Ltd.

CAIB Certificate of Completion



Rolanda Patterson, Carleton Mutual Insurance Company

Top CAIB Student Canada



Dawn Ellis, Huestis & Harbour City Insurance

Top CAIB Graduate:

Laura Matchett, IBANB

Graduates unable to attend:

CAIB Graduates:

Paula Beaulieu, Shaw Insurance Agency Ltd.
Jennifer Higgins, Higgins General Insurance Ltd.
Beth Quinn, C.S. Branch Insurance Ltd.

CAIB Certificate of Completion:

Julie Chase, Alliance Assurance Inc.
Nicole Guay, Alliance Assurance Inc.
Carole Hache, Alliance Assurance Inc.
Tina Levesque, Alliance Assurance Inc.
Darren Parker, Alliance Assurance Inc.
Sylvie Valdron, Alliance Assurance Inc.

Bursary Recipients

IBANB Bursary



Maggie Tobin
Daughter of Carol Tobin of John Walker Insurance

IBANB Bursary



Jason Levesque
Son of Patricia Levesque of Shaw Insurance Agency

Rus Rice Bursary



Troy Kennah
Son of Karen Kennah of Henry White Insurance

GTI Group Bursary



Jessica Anthony
Daughter of Amanda Anthony-Bordage of J.B. Elliot Insurance

Message from the President IBANS



*Sarah Amirault, CAIB
President IBANS*

The Role of Digital Marketing in Today's Insurance World

Facebook. Twitter. LinkedIn. Terms that didn't exist ten years ago are now a vital component to our work culture. These tools allow us to communicate and reach a broad range of clients and potential customers with a simple click of a button. Social media has unleashed great potential in the business world and provides an effective means of staying on the pulse of any industry while providing up to date information and tips to anyone and everyone. The importance of social media in the insurance industry cannot be overlooked but to be successful in this arena one must develop a plan, implement its components and evaluate its effectiveness.

Facebook Facts:

- Facebook recently celebrated its 10th birthday
- The lifecycle of a Facebook post is roughly 80 minutes

Twitter Facts:

- There are over 9,000 tweets that happen every second
- The lifecycle of a tweet is approximately 5-25 minutes

LinkedIn Facts:

- There are over 3 million LinkedIn business pages online.

These statistics prove that social media is becoming a vital marketing tool for insurance products and services in order to stay relevant and competitive in today's marketplace.

When implementing any of these social media tools within your business, the first step is to develop a digital strategy. This is the process of translating your organization's goals into a plan that will create effective digital marketing initiatives. This step is critical as it provides your campaigns and projects with guidelines and insight to make certain that all of your work is aligned with the overall goals of your organization.

The beginning stage is to create objectives and goals as to what exactly you want to accomplish. Is it to attract new clients? Provide relevant insurance information to existing clients? Market your existing products or new offerings? You need to review your current practices and then form new goals based on your present performance. It is important to clearly define your initial aims and expected outcomes.

After creating your objectives and goals, your next step is to plan and create your strategy. Deciding what channels to use to

showcase your business is critical to the success of your plan. Once you have selected your channels, you move onto the design and building stages. At this point you may want to survey clients and employees to get their opinion on what works best as a marketing tool for your business.

Once these steps have been completed, you are ready to implement and execute the digital strategy. You need to take time to track the engagement of your target audience within the channels selected and monitor their performance.

The final stage is to measure and analyze the performance of the social media tools selected and determine their effectiveness in relation to the objectives outlined during the planning phase. By conducting this exercise, strengths and necessary changes are identified, which creates an opportunity to position your organization to move forward and allow these tools to expand and grow. ■

Sarah may be contacted at (902) 245-4741 or via email at, s.amirault@fairway.ca.

An advertisement for System Care, a disaster restoration company. The ad features a background image of a living room with a sofa and a coffee table, partially obscured by a large red and white graphic. The text includes the company name 'System Care' with a logo, 'COMPLETE DISASTER RESTORATION', '24 Hour Emergency Services', the phone number '1-800-335-CARE (2273)', the website 'www.SystemCare.ca', and the tagline 'A Nova Scotia Company'. At the bottom, it lists services: 'WATER • FIRE • WIND'. There is also a small logo in the bottom right corner.

2013 IBANS Annual General Meeting



The IBANS Board of Directors for 2013/2014:

(L) to (R) Karen Slaunwhite, Executive Director, Gina McFetridge, Director, Sarah Amirault, Chairperson/President, Scott Conrad, Director, Paul Croft, Director, Cathie Robski, Treasurer, Glenna Boudreau, Vice President, and Liz Cosgrove, Director.



Sarah Amirault, IBANS Chairperson/President presents the C.D. Fraser Memorial Scholarship to Justin Greek.

Message from the President IBAPEI



*Dan McInnis, BBA, CIP, CAIB
President IBAPEI*

After a quiet winter of near hibernation, PEI is starting to heat up with the planning of the 2014 Atlantic Insurance Brokers Conference being held in Charlottetown, PEI October 1st & 2nd. The Delta Prince Edward hotel will be hosting this event.

Atlantic Insurance Brokers Conference Committee

- **Chair:** Shelly Cooke
shelly.cooke@gmail.com
- **Registration:** Dawne Livingston
dlivingston@icpei.ca
- **Golf:** Scott Cameron
scameron@cooke.ca
- **Sponsorship:** David McInnis
davemcinnis@peake-mcinnis.com
- **Tradeshow:** Donna McNeill
dmcneill@cooke.ca
- **Communications:** Stephanie Cooke-Landry
scooke-landry@cooke.ca
- **Website:** Kent Tredenick
ktredenick@cooke.ca

Check out the following website for more details: <http://brokersconvention.ca/>

Update: Bill 26 – An Act to amend the Insurance Act

Bill No. 26 - An Act to Amend the Insurance Act received its first reading in November 2013. The goal was for the changes to be effective April 1, 2014 – however, there have been delays. The latest update is that there is a good chance that the bill will go through this spring and the accident benefits/cap changes will come into effect August 1, 2014. The bill may also include direct compensation for property damage, which will to come into effect in 2015. IBAPEI will provide its members with complete details of the changes once the bill has been passed into legislation. ■

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danmcinnis@peake-mcinnis.com*

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Message from the President

IBAN



*CJ Nolan, BBA
President IBAN*

Well, the old saying "**March comes in like a lion and out like a lamb**" certainly couldn't be any further from the truth here in Newfoundland this year. The winter weather continues to roll on and we can only hope that spring will break sooner rather than later.

However, the weather is only one of the hot topics to highlight in the insurance industry for Newfoundland during the first quarter of 2014. We have seen two insurance companies announce that they will discontinue to write business in Newfoundland & Labrador in 2014. As well, the increased M&A activity that has been forecasted by many of the insurance industry experts has again been realized through another acquisition announcement made by Intact Insurance.

In January, Portage Mutual Insurance Company advised their Newfoundland & Labrador brokers that they will discontinue writing automobile insurance in May 2014.

On March 21st, Economical Insurance Company also announced that they will discontinue writing insurance in Newfoundland and Labrador. The Economical Insurance Company press release read, "After a thorough review of its business in the province (Newfoundland & Labrador), Economical Insurance has announced that it will discontinue writing insurance in Newfoundland and Labrador beginning October 1, 2014. Limited opportunities for profitable growth combined with a challenging regulatory environment were key considerations in making this decision."

On March 3rd, Intact Insurance announced in a press release that they had completed the acquisition of the local insurance company, Metro General Insurance Corporation Limited. Intact advised that "Metro General's independent brokers in Newfoundland and Labrador will benefit from our broad offering of insurance products, including our commercial lines solutions and services."

This recent activity, will no doubt, affect the brokerage community in our province going forward. As I was told very early on in my career by one of my colleagues, "the only thing that remains the same in the insurance industry is that there will always be change."

Political Action

With the recent activity in our province during the first quarter of 2014, IBAN representatives look forward to meeting with the Honorable Minister Danny Crummell to discuss the landscape of insurance in Newfoundland in April 2014. This will be our first meeting with Minister Crummell.

Also on IBAN's 2014 calendar is IBAC's Annual Parliament Hill Day scheduled to take place on Tuesday, June 3rd on Ottawa's Parliament Hill. IBAN continues to lead by example with our strong connections and relationships with our local MPs and senators serving Newfoundland & Labrador proudly in Ottawa. This one day relationship building and networking event is permanently circled in the IBAN calendar annually as we continue to fight the good fight for brokers and consumers across Canada.

BIP

IBAN's continued partnership with the St. John's Ice Caps has once again been front and center to the sold out crowds at Mile One Center. The Ice Caps are having a strong season, currently sitting in 2nd Place in AHL's Atlantic Division and 4th overall in the Eastern Conference.

As the AHL playoffs look to begin in mid April for the Ice Caps, IBAN's shoot for \$10,000 promotion will continue to be apart of the Ice Caps intermission lineup. Go Ice Caps Go!

YBN

The Young Brokers of Newfoundland once again have a full slate of activities lined up

for 2014.

YBN's Education Day is scheduled for May, with the focus topic to discuss the "SEF 28 & 28A" coverage, as well as, the legal aspects of the endorsement. This education session will certainly be well attended given the interest in the nature of the topic.

YBN President, Jason Sharpe, announced 3 major YBN events will continue in 2014.

1) The YBN Golf Tournament will take place on Thursday, June 19th at Bally Golf & Curling Club in St. John's.

2) The 2nd annual YBN Softball Tournament will return again this summer after a successful inaugural tournament last year. The 2014 YBN Softball Tournament promises several more teams to this very fun event.

3) Also, back by popular demand in the fall of 2014, will be the "YBN Olympics". The inaugural event in 2013 was certainly a hit for anyone who had the pleasure to attend the event. The positive feedback and strong word of mouth that came from last year's event will definitely help to draw a much stronger attendance this fall.

The Broker Value Proposition

As independent brokers, we will face many challenges and obstacles throughout our professional careers. Yet, as we continue to enhance our professional knowledge through continued education, work tirelessly with our industry partners to establish greater efficiency through technology and develop long-lasting relationships with our clients - the broker channel truly begins to show it's continued broker value proposition through professional knowledge, consumer choice and trusted advice.

There is a famous inspiration quotation by Randy Pausch that always comes to mind when life throws me a curve ball. This quote has helped me get into the proper mindset to deal with my personal and professional challenges ahead, and who knows, maybe one day it may also help one of you as well.

"We cannot change the cards we are dealt, just how we play the hand." ■

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Make Your Prospective Customers Feel Like Customers



Doug Daley
Kiers Marketing Group

In today's business climate, there is increased pressure to grow market share despite increased competition. Now is the time to think hard about outside the box ideas to gain market share. Try thinking about what you can give your prospects for free. Obviously, you can't give away insurance, but what can you do to give prospective customers an ownership experience for free.

You are in business because you offer products and services that deliver desirable benefits. You are in business because you're better than many of your competitors. You are in business because you want to consistently earn profits.

That is why you must be serious about transforming all of your prospects into customers. If they won't purchase from you, regardless of your investment in marketing, perhaps they'll purchase what you have to offer if they are made to feel like a long-time customer.

If they have the experience of being your customer, they'll understand the advantages of being your customer. And then, they'll be far more likely to actually make a purchase.

This means that a prime marketing investment for these prospective customers will be a well thought out freebie. You'll be giving valuable things away for free, risking that you'll get nothing in return. But if you are truly confident in the quality of your service, that risk is dramatically minimized.

Here is what many smart businesses give away for free:

1. Obviously you can't give gift certificates for insurance. Think of something that can be related to the insurance industry, whether the certificates are for products or services for automobiles, home or business.
2. Give printed brochures to anyone who requests one.
3. Give electronic brochures, audio and video, to people who ask for them.
4. Give donations to worthy causes and let prospects and customers know that you support a noble cause, encouraging these people to support the same endeavor.
5. Give free consultations and never make them seem like sales presentations. Truly try to help your prospects.
6. Give free seminars and clinics. If the information is worthwhile, it will attract the right kind of people to you.
7. Invite prospects to company sponsored functions or even your Christmas party.
8. Of course, give them any swag you might have. People love free stuff they can hold in their hands.
9. Offer them a subscription to your newsletter or e-zine that is usually exclusive to customers.

10. Provide invaluable information on your website. This data will bring customers and prospects back for more, therefore intensifying their relationships.

In addition to these suggestions, be creative when dreaming up what you might provide for free. Think outside the norm when it comes to advertising specialties such as calendars and scratchpads, mouse pads and ballpoint pens. The ultimate in creative freebies is to give something they might otherwise have to pay for.

The investment of your freebie must be measured against your current marketing investment. My advice is to use this strategy with a select group of prospects and measure the results. If it garners results, then expand the program to a larger group of prospects.

The bottom line will always be the quality of your company, your people, and your service. These will prove more than anything you can ever say in a marketing context. Your customers are your customers because of the benefits of being your customers. Now go out and get more of them. ■

Doug Daley is the Vice President of Sales and Marketing with Kiers Marketing Group in Fredericton. Doug can be reached at ddaley@kiers.com or by visiting www.kiers.com.





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IBANB CEO Report



*Andrew McNair, CAIB, CAE
IBANB Chief Executive Officer*

Change Happens!!

The landscape of our industry is changing...and quickly! Telematics is on the horizon and consolidation of both insurance companies and brokerages is continues to happen. Business as well as training are more often completed online, and the list goes on with changes that have to do with technology.

My last article talked a lot about technology and change; however, here I am again, banging the drum about embracing technology and change. Our industry, whether we want to admit it or not, is sometimes guilty of being slow to adopt new technology and making changes. This isn't necessarily a bad thing since one must proceed cautiously and do their due diligence when making changes. However, one must also make sure they pay attention to what is going on around them; otherwise they run the risk of being left behind. Being in a smaller, more rural part of the country, we have a habit of letting trends find their way to us as things filter their way to us from larger centres. Let's change that habit, or at least be somewhat more proactive with respect to change and how we embrace it! I challenge each and every broker in New Brunswick to ask questions, read, and learn as much as you can about what changes are coming for our industry in 2014. Get ahead of, or at least alongside of technology and opportunities that are out there to prepare yourself and your brokerage for how the insurance industry will look tomorrow!

So there, now I am finished with my rant about change and the need to embrace it.

Nevertheless, I am going to continue on a somewhat related vein: more change. IBANB is currently experiencing a lot of, internal change.

By the time you will be reading this article, the IBANB office will be at our new location. We are moving before the end of March into our new office location, located at 334 Queen Street, Suite 202 and we are excited about our new space. We invite you to drop by to see us in our new location anytime. Keep an eye out for an announcement regarding an open house once we are settled in...

A new Association Management Software program will be implemented in the coming months, and will streamline many of our current processes. It is designed to improve member's ability to update their information, keep in touch with us and provide online registration for all events and courses. Keep an eye out for our announcement of it being live.

The final and most significant change for IBANB is that Judi McIsaac, our administrative assistant, who has been with IBANB for over 18 years, will be retiring

The graphic features a white car with a person inside holding a laptop, set against a dark blue background with a grid pattern. On the left, the logo for 'insurance brokers association of new brunswick' and 'association des courtiers d'assurances du nouveau-brunswick' is displayed. The main text reads 'We're Moving' and 'Nous déménageons' in large, bold, white letters. At the bottom, contact information is provided: '334 Queen Street Suite 202 Fredericton, NB E3B 1B2' and 'PO Box 1523 Fredericton, NB E3B 5G2', along with the phone number '506-450-2898' and website 'WWW.NBINSURANCEBROKERS.CA'.

We're Moving

We're excited to announce that we are moving by the end of March 2014 into our new space at 334 Queen Street, Suite 202; across from the Police Station in downtown Fredericton. Be sure to drop in for a visit anytime.

Nous déménageons

Nous sommes fiers d'annoncer que, à la fin mars 2014, nous serons installés dans de nouveaux locaux au centre-ville de Fredericton, plus précisément au 334, rue Queen (bureau 202), en face du poste de police. Au plaisir de vous y accueillir!



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on March 28th. Many of you have had the pleasure of communicating with Judi as she has a vast wealth of knowledge of the history and procedures of the IBANB. Judi certainly has been a valuable asset to us and has always gone above and beyond on every project she has been a part of. On

behalf of the Board of Directors and staff of IBANB, I would like to extend a huge thank you to Judi for the dedication she has shown IBANB over the years!

Thanks for reading, and remember... pay attention and embrace change! ■

Andrew may be reached at (506) 450-2898 or via email at amcnair@nbinsurancebrokers.ca

Congratulations on Your Retirement Judi McIsaac



On behalf of the Insurance Brokers Association of New Brunswick Board of Directors and Staff, we would like to thank Judi for her many years of dedication to the Association.



IBANB Young Broker Network



*Robert Kimball, CAIB (Hon), AIPC
Chair, New Brunswick YBN*

Winter is here! In like a LION out like a..... (only time will tell)

Well, winter is definitely here. We've now the storms, blizzards, ice storms, power outages, 30 below (plus wind-chill) and yes the January thaw. But, we are more than half way there. By this time the days are getting longer and the skiing and snowmobiling weather is more predictable and there are plenty of ways to enjoy winter, for example curling...

2014 Young Broker Network (YBN) 9th Annual Curling Bonspiel.

Thanks to all who participated in the 9th Annual YBN Curling Bonspiel. As usual, it was a great night of fun and networking. Our YBN Annual Curling Bonspiel was on the seventh of February and each participant brought a bag or box of diapers for their registration fee which YBN donated to Moncton Headstart. Moncton Headstart is a charitable, non-profit early family intervention agency focused on building school readiness skills with children and their parents. Their programs and services aim to build healthy relationships, improve self-esteem, develop new skills, enhance existing skills, and encourage self-sufficiency.

Headstart families are continuously provided with opportunities and support for growth and change. These families sometime struggle to meet their basic needs and may require services, resource awareness and programs in order to thrive and grow. You can learn more about this organization by visiting their website at www.monctonheadstart.com.

We will be having our 10th Annual YBN Curling Bonspiel in February 2015 which will be the biggest and best yet, so mark your calendars. If you were unable to make the event this year, you won't want to miss the next one!

Young brokers are and will continue to be very influential in our industry.

Looking around within our industry, not only in New Brunswick but in the Maritimes and all across Canada, we have some excellent young brokers out there. Some of the top achieving brokers are under 40, in both production and education. I am very proud to be a young broker and we should all be proud of our contribution to our industry. We can, and do, make a huge difference in our brokerages and will continue to do so for years to come. Current brokerage principals have a great opportunity to make the most of our enthusiasm and eagerness to learn and get involved. I see several examples of brokerages that have young brokers in leadership and marketing positions and we have already seen these brokerages improve and grow because of their involvement. To all the young brokers out there, don't forget what it's like to be a young broker, before you know it many of us will be principals and CEO's, presidents and brokerage owners and we will have our own young brokers in our own offices. I have full confidence that our young brokers of today will make the most of our young brokers of tomorrow.

The Bipper celebrates 25 years!

Being a young broker myself I am not able to talk about the history of the Bipper as though I was there when it was introduced to the brokers across Canada. Let's face it, many of us were still in elementary school when it was created, none of us were graduated let alone thinking of a career in insurance and some of us were not even born. However, I'd be willing to bet that a young broker had something to do with the idea and creation of the Bipper somehow. It's hard to believe the Bipper is 25 years old already but at the same time, 25 is still very young. The Bipper is a great logo and we are very fortunate to have it. Twenty-five years ago, brokers realized that we need something to identify us, something that can be recognized as our brand and something we could use for marketing and be proud to display. Twenty-five years later we need to continue to proudly display the Bipper. Use them at your office, wear them on your jacket, and put them on your business cards. Let people know what they are and what they represent. Have you ever been to a McDonalds that doesn't have the "Golden Arches"? Probably not... so let's make sure we display our Bipper proudly. The Bipper has earned it and so have we.

I hope you all have a healthy and prosperous 2014! ■

*You may contact Robert at
(506)432-1550 or via email at,
rekimball@pearsoninsurance.ca.*



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IBANS Young Broker Network



Leslie Roberts, CAIB (Hons), CIP Chair, Nova Scotia YBN

Education. We are told throughout our childhood and adolescence about the importance of getting an education. Work hard in school, get good grades and go to college or university. This will enable you to obtain a good job with a promising career. Once we start that career we can finally stop going to school and studying until all hours of the night. Right...

The beauty of the insurance industry is that it is forever changing. Whether it is new government regulation, changing severe weather patterns or just understanding new exposures that ten or even five years ago didn't exist, the coverage we provide must evolve and adapt in order to keep the industry viable.

Due to the continuously changing nature of our industry, it is extremely important to keep education up-to-date in order to provide our clients with the best coverage options available. There are many forms of continuing education available such as seminars offered by various insurance companies, law firms, restoration/service providers and industry related associations. There are also a number of designations which insurance professionals can work towards. Specifically for brokers, there is the Canadian Accredited Insurance Broker (CAIB)

Program or the Chartered Insurance Professional (CIP) Program. The CAIB program consists of four courses which focus on personal insurance, commercial insurance, liability insurance and broker management. The CIP program is open to all industry professionals and consists of ten courses. There are five mandatory courses which focus on the principles and practices of insurance, property, liability, automobile and the business of insurance. There are three applied professional courses where you can choose which aspect of insurance you would like to work towards – claims, underwriting or broker professional. The Broker Professional Series includes essential skills, advanced skills and broker management. And finally there are approximately 17 elective courses available, of which you must complete 2 to make up the 10 required for the designation. Upon completion of the CIP you can continue on to obtain your fellowship (FCIP) and if you are interested in the risk management aspect of insurance there is the Canadian Risk Management (CRM) designation as well. There are many other designations within our industry, but these are the primary ones available for brokers.

As you can see, continuing education is an important part of the insurance industry. Yes, it means that we are not done with school and the late nights of studying (especially since now we have full time jobs and families) but it is well worth the effort. So, in order to provide your clients with the best service you can, be sure to attend education seminars and work towards obtaining a designation or two. Even once you have obtained a designation, don't forget to keep up on industry changes. Education sessions put on by associations and companies are great for updates and give you the opportunity to network at the same time.

In an effort to encourage young people to enter the broker channel and continue their education, the YBN provides a \$500 bursary to a student enrolled in the CAIB 1 course at the Nova Scotia Community College. I would like to congratulate Rebecca Shirley from South Rawdon, Nova Scotia who was the recipient of the YBN Bursary for the 2013-2014 term.

As a reminder, the IBANS Annual Golf Tournament is coming up this June (date TBD) which will once again begin with an education discussion panel. This was well received last October and we would like to thank Scott Beattie, The Dominion/Travelers and Gordon Murray, Aviva Canada, for the great information and insight into the industry and its future. We hope to see you in June, and keep an eye out for the details and invitations.

Check us out on Facebook to see photos of our latest events and watch for upcoming education or networking events scheduled.

If you are a broker under the age of 40 and are not a member, membership is free and you will find the registration form on the IBANS website or our Facebook page. ■

Leslie may be contacted at (902) 429-4242 or via email at, lroberts@zive.com.



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Viewpoint



Ken Myers, B.Comm, FCIP, CAIB
President, IBAC

The BIP Blanket

Brand symbols have always been important to businesses and organizations. The name logotype, while injecting the enterprise with a distinct identity and character is often supplemented by a brand symbol for extra dimension and emphasis: the elegant simplicity of Mac's Apple, the power of Merrill Lynch's bull, the agile aggressiveness of Jaguar's cat, the empathetic appeal of the World Wildlife Association's endangered panda. Such symbols provide depth and meaning to a brand, setting the tone for what the customer should expect from it.

The magenta BIP blanket has been a vital part of the insurance broker brand for many years now. 2014 marks the 25th anniversary of the Broker Identity Program (BIP), and our blanket is key to how the brand effectively communicates its importance to politicians and the public. Around the world, IBAC and the broker brand symbolism is recognized by other national broker groups as one of the most developed and comprehensive programs in the industry.

An extrapolation of our humanistic BIP-PER or "blanket man" logo, the BIP blanket is a metaphor for comfort, protection and caring. It carries an implied promise that a broker will take care of customers and look after their best interests - an expression of a sacred trust between broker and client. Our research has told us time and time again that consumers interpret the BIP magenta blanket exactly as intended. It reminds them that they are protected and will be supported and comforted in times of trouble by their insurance broker. Next to no cynicism or rejection of any sort.

While brand symbols are not new, brand symbols that are particularly relevant to the sponsoring business or organization are not as commonplace. The famous Starbucks "Siren" for example is well recognized, but do people connect it to the seafaring history of coffee, interpret it as an inspirational (even seductive) muse, a storyteller, or

invitation from the brand to explore and connect with others? Possibly not.

Such a well-understood and relevant asset as the BIP blanket is incredibly important to the overall reputation and credibility of our profession. IBAC incorporates it into its advocacy and marketing efforts, as an investment in the perpetuation and growth of the broker brand. Brokers, brokerages and broker associations each make use of the blanket in various ways. Tens of thousands of blankets have been donated to national organizations such as the Canadian Ski Patrol, and at the grass roots level, community centers and shelters, blood banks and the like are grateful recipients of this most welcome item.

The goodwill and positive association of our magenta BIP blanket with the broker brand story will carry forward for years to come, adding an extra measure of popularity to the protection and coverage that brokers have provided Canadians for generations. With the seemingly more impersonal service that many people feel they receive these days in every quarter, a good reserve fund of blankets in your community will help underscore the broker's commitment to customer well being. ■

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Cyber Liability “Knowing Your Risk”



*Amber MacInnis, BA, CIP
President, NSIWA*

The Nova Scotia Insurance Women’s Association recently held a free seminar on **Cyber Liability “Knowing Your Risk”**, as part of our Annual Insurance Information Campaign. We invited representatives from three facets of insurance – lawyer, Shelley Wood, insurance company representative, Brian Houlihan, and broker, Paul Croft. I know it sounds like a joke, “a lawyer, commercial manager and a broker walk into a room...” but what we accomplished during the seminar, was extremely informative and timely.

The first part of the seminar was a discussion regarding the new legislation introduced last year after the death of Rehtaeh Parsons. The **Cyber-safety Act** was created to address and help prevent cyberbullying. It includes minors under the age of 19 and will include their parents and guardians. Parents and guardians could be found vicariously liable for their child’s activities and it could be thought that their homeowner policy could be called in to respond to the damages, as trying to recover damages from a 10 year old could pose a problem.

What would be the potential impact on homeowner’s insurance policies and in particular the liability portion? Should we

have conversations with our customers regarding cyber liability? First we need to understand that because this Act is so new, the claim’s waters and judgments haven’t been tested yet. However, with most liability cases, did the parents educate their children on proper use of their technology? Did they monitor their communications/feeds? Basically, did they act in a manner which was reasonable to prevent such damages from occurring? What would an average prudent person do in the same situation?

The second part of our seminar was focused on lost, stolen and compromised data. At the seminar, we learned that 70% of risk managers see that cyberbullying and cyber liability is one of the largest risks today but only 4 out of 10 businesses purchase this protection with their commercial policies. Businesses big and small need to be concerned and covered against this exposure.

“70% of risk managers see that cyberbullying and cyber liability is one of the largest risks today but only 4 out of 10 businesses purchase this protection with their commercial policies”

There have been countless cases of customer information being exposed to the universe, which creates cases of cyber liability. Companies must ensure that their networks are secure and guard against threats such as hackers, viruses, worms, trojan horses, etc. There are content liability policies and it is our job, as professionals, to know our customer’s risks and ensure we tailor-make a policy to cover all of their exposures. This is because all risks are different and all insurance policies are unique with the coverages they provide.

Cyber liability is everyone’s concern, both personally and professionally. So how do we assess and educate our customers with their potential risk? When we are selling liability coverage, are we sure we are explaining the coverage and providing our customers with what they need to know? This is where “knowledge is power” and our jobs, as insurance professionals, are to ensure that we understand our company’s policies and our customer’s exposures.

It is the goal of NSIWA to always provide education on current and relevant topics that affect us all within our Industry at our monthly meetings. Due to the wonderful feedback we received with this last seminar, it will not be our last. We would like to encourage you to attend our next seminar and check out our website at www.nsiwa.com as we are always looking for new members to become involved in our mission to provide...education, professional development and networking. ■

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IBANS Professional Development Report



Keri Foley, BTHM, CAIB
IBANS PD Coordinator

Creating Collaborative Partnerships

The Insurance Brokers Association of Nova Scotia (IBANS) has recently teamed up with the Insurance Institute of Nova Scotia (IINS) to provide a series of seminars entitled “Coffee & Conversations”. These education sessions will take place on the last Friday of each month until May 30, 2014. IBANS members were surveyed to determine what topics they felt warranted a seminar or refresher course.

Our sessions include:

Business Interruption Basics
Auto Glass

Crime Insurance
Boiler & Machinery
Contract Surety Bonding

Effective collaborations generally do not just happen: Rather, it involves planning, capacity building, advance planning, the right attitude, needed data or information and a common goal. Working together, whether within your organization or as in this case, with other education partners, requires relationship building. It takes time to get to know your partners; their habits and work ethic and there needs to be a comfort level in knowing that you both believe in the desired outcome of the partnership.

Keys to Successful Partnerships:

Shared Purpose – It is necessary for each organization to have shared goals, and also have the same understanding of what needs to be achieved throughout the collaboration.

Shared View of Roles – This is realizing that the shared purpose cannot be met without the work on behalf of each organization. It means valuing the work of every contributor and their specific role in achieving the desired outcome.

Shared Power – Each party has something unique and positive to bring to the

partnership; be it knowledge on organizing events, or having relationships within the industry. Realizing that each component is valuable and equal in strength will help to lead to shared power of the endeavour.

Shared Control – The previous steps will lead to shared control. It is imperative to make sure that resources are shared in an efficient manner to accomplish the agreed upon goal.

Shared Indicators of Progress – It is crucial to the partnership to communicate throughout the partnership. Making sure responsibilities are being shared to the terms agreed upon, and whether or not changes need to be made in order for the purpose to be achieved.

Mutual Respect and Trust – In my opinion, two of the most valuable points to a successful partnership. These two features need to be held not only at the beginning of the relationship, but all of the way through the process. Each party must hold true as to what they said they would do, and follow through on that agreement. ■

For more information on the IBANS/IINS Coffee & Conversation Series, please contact Keri Foley at 902-876-0526, or keri@ibans.com.

An advertisement for Belfor Property Restoration. The background features a house with a large tree in the foreground and a lightning bolt striking a house on fire in the background. The text is as follows:

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Catastrophic Weather Events and their Impact on Coverage for Seasonal Properties and Business Interruption

Brian Butcher, J.D.

Assistant Vice President, Claims and Liability Management
Swiss Re Corporate Solutions

Certain seasons herald an increase in particular types of severe weather events. As we have seen with Hurricane Sandy, such catastrophes can have a significant impact on property losses and, as a result, also potentially impact insurance professionals' liability exposure. Therefore, it's always opportune to discuss weather-related catastrophes and their potential impact and reflect upon the steps an insurance professional might take to ensure that customers are adequately protected and informed about the nature of the weather-related risks they face. Even if the insurance professional and client are located in an area of the country where there is a low risk of a particular type of weather-related catastrophe, the customer might still face exposure to these risks. Although the impact of weather-related catastrophes is widespread, this article will focus on two areas: Seasonal Properties and Business Interruption Coverage.

Seasonal Properties: Many brokers have customers who own seasonal properties, such as a mountain cabin or a seaside bungalow and these properties can be located in a different part of the country than the broker's office. Consequently, it is crucial that the broker be mindful of particular weather-related risks associated with the area of the country in which the seasonal property is located. For example: does the area have high winter snowfall, or extremely cold temperatures, making the property susceptible to collapse from the weight of snow/ ice or water damage as a result of frozen pipes? Is the property vacant for long periods of time and does a vacancy clause in the policy preclude or limit coverage if a loss occurs while the owner is away? Does the property sit on a flood plain, or is it otherwise susceptible to damage as a result of floods, severe storms or hurricanes?

As with any insurance transaction, the axiom, "Know Your Client" is crucial. The agent should discuss weather-related risks with the client and find out what types of risks the customer needs insurance coverage for. Particular types of coverage, such as earthquake or flood, could be difficult or costly to obtain, depending on where the property is located and its use. Nevertheless, the broker should thoroughly discuss all potential exposures and coverage options with the customer and document these discussions in a letter and a note to the file. Additionally, the broker should consider obtaining a signed rejection form for all significant coverage offers the customer declines. In short, communicate, inform, document.

Business Interruption due to Catastrophic Weather Events: We are all familiar with Business Interruption Coverage and its traditional application in the event of a property loss. However, one often overlooked area is how a catastrophic weather event could impact a supply/distribution chain. Again, the weather related exposures could be quite different in the area of the county where the supplier or customer of the policyholder is located vs. the location of the policyholder. Also, the nature of this exposure depends, in part, on the nature of the customer's business. For example, is the customer an end customer, supplier, or middleman? If the customer is an end-user whose supply chain is cut, the customer's business could be significantly impacted by a catastrophic weather-related event affecting one of the suppliers, whose location is in a higher risk area. If so, the broker should consider discussing coverage which could help minimize the customer's loss of business. Two such coverage options include:

Contingent Business Interruption Coverage (generally covers lost profits resulting when a customer or supplier sustains property damage that prevents the customer or supplier from accepting goods from or supplying goods to the insured, thereby interrupting their business) and **Contingent Extra Expense** (covers cer-

tain additional costs the insured incurs to avoid or minimize the interruption of business when a customer or supplier sustains property damage which prevents the customer or supplier from accepting or supplying goods from the insured).

Again, the broker should follow best practices for documenting the discussion and offering of coverage.

In short, it is worth remembering that even if the broker does not think they are in a high risk weather area, it is quite possible that their customer may have a risk in one of those areas that needs coverage. ■



Upcoming IBANB Webinars

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July 15

Introduction to Business Interruption

November 4

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IBANS Executive Director's Report



*Karen Slaunwhite, BA, BPR, MEd, CAIB (Hons)
Executive Director, IBANS*

We're Live and Loving it!

IBANS new website is live and we're loving it! After many months of: research, planning, designing, data entry and testing, we are ready to provide our members with not only a new experience but new member services as well. Our decision to move forward with an integrated system will bring together the Association's: website and content management, association and member management and special events into one system. This will help realize efficiencies not only for the provincial office staff but most importantly for our members.

Similar to other websites, ours uses email addresses to identify members (license and non-licensed) and relate them with a brokerage or specific branch. For this reason, the program will not allow two individuals to use the same primary email address. Individuals will use their email address to access member-only services, download information, as well as register for courses and events.

Our members will be able to perform the following functions using the new website:

- In June 2014, membership renewals can be completed online by the broker principal.
- Brokerage principals can add/remove staff and edit the brokerages profile.
- Staff will be able to login, register for courses, defer courses, re-write courses, and view their marks and transcripts.
- IBANS will be accepting credit card payments for student registrations and events, but not for membership dues.

If you are not an IBANS member and are visiting the site, you will have the option to become a guest which provides limited access to different areas of the site. For example, if you are a potential student and are interested in registering for a course you will be provided with a login and password, which will allow you to register for a course, but will not give you access to the full information available to members.

The new website has three main points of entry which are easily identifiable on the home page. Whether you are a consumer, broker, an existing or potential student, you will automatically know where to click to bring you to the information most relevant to you. The site is easy to navigate so I invite you to take a few minutes to check it out. We welcome all feedback.

The company we chose to work with was Exware Solutions, a Canadian company operating out of British Columbia. They were the perfect fit for our Association because their business strategy is to help organizations turn their websites into pro-

ductivity tools and that's exactly what we needed. In addition, their ability to develop customized components to meet IBANS unique needs and incorporate these into their existing system have enabled us to achieve our intended goals.

To support our new website, IBANS is moving forward with a digital strategy which incorporates digital marketing initiatives to assist us in achieving our organizational goals. Our plan will focus initially on LinkedIn and Twitter, whose presence you will note in the top right hand corner of all pages on our new site.

Social media is a powerful tool and with a well delineated strategy, it is one that can help your business to flourish. Social media is here to stay, what's in and what's not will continue to evolve but the one thing we can be certain of is that it is the way of the future. We need to remember, people want to belong to web-based communities and if we wish to remain relevant we need to be there and participating in these new communities. IBANS has decided to join the community and become part of the online conversation. ■

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We're celebrating our 5th birthday. And you.

Your support has played a large role in the growth we've achieved over the last 200 years. So thank you for helping us continue to become the choice of most Canadians for their home, auto and business insurance needs.



A Responsive Website – Responding to Client Needs



*Grant Patten
Communications Specialist, CSIO*

According to a 2013 study from Nielsen, 40% of insurance research time is spent on mobile devices and 25% of customers use mobile devices exclusively in their research prior to purchasing insurance. This statistic tells an important truth – having a mobile web presence today is essential, especially in the P&C industry where customers increasingly prefer to search for insurance information online.

Victoria Stanhope - VP & Commercial Insurance Broker at Stanhope Simpson Insurance, based in Halifax – recognized the importance of addressing the mobile market when implementing her brokerage's new website. "Mobile technology is the future and Stanhope Simpson wants to be included in that future," says Stanhope. "The use of mobile devices is just so prevalent now. Everybody has a smartphone now and the tablet market is also evolving very quickly, and we wanted to take that into account when building our new site."

The new Stanhope Simpson site – launched in August 2013 – is a responsive design, which is a modern web design technique that allows a website to display nicely on whatever device it is being viewed on, e.g., desktop computer, mobile phone, tablet. It is easy to maintain a responsive site because it only has to be updated once to display across all devices – you don't have to separately update mobile pages.

Sending the Right Perception with Mobile

Stanhope outlined what she thinks are some of the key benefits to making sure that your brokerage's website is optimized for viewing and navigating on mobile devices. "If you have a client or prospective client who googles you on their smartphone and your website isn't mobile-ready, you're sending the perception that you're not an up-to-date, on-trend and forward-thinking organization," asserts Stanhope. "Also, maybe the client wants to find your contact list or your phone number or your address. Well, if your website isn't compatible with mobile devices, it's obviously going to be very difficult for a client to find that critical information."

Stanhope offered some advice to brokers who are interested in making their website mobile-ready, but aren't sure where to start. "Talk to several different website developers. Don't just go to one and ask them about it, go to several because the firms can have very different offerings and price points. But if you talk to several different vendors, you'll eventually find the one that is the best fit for your brokerage's needs," she advises.

Addressing Your Mobile Market

When designing your brokerage's mobile or responsive site, you should take into consideration what you think your mobile visitors will want to see. Stanhope effectively did this by prioritizing information about commercial lines insurance in the design of her new site. When you visit the Stanhope Simpson website on a mobile device, you immediately see easily accessible information about construction insurance. The reasoning for this becomes clear when you learn about Stanhope Simpson's areas of expertise.

"Stanhope Simpson is over 85% commercial, so we wanted commercial, construction, surety and restaurant insurance clearly visible to the user as soon as they visit the site, whether that be on desktop or mobile," says Stanhope. "We wanted them to know right away that we're primarily a

commercial broker, because that is our largest market. And so if a general contractor who is a prospective client of mine visits our website on his mobile phone to find some information about us, he'll see that we're a forward-thinking brokerage with a professional, modern and mobile-ready website."

Mobile Websites are Affordable

Having a mobile website developed for your brokerage does not have to be expensive; the overall cost of the Stanhope Simpson responsive website was under \$5,000 CAD. There are many mobile web developers offering reasonable prices out there who can be found by performing a simple search such as "make my website mobile" or "mobile website developer".

CSIO invites you to visit the Stanhope Simpson website (www.stanhopesimpson.com/) using your mobile device, and compare their website to a site that isn't optimized for mobile. Then ask yourself, which user experience is more likely to elicit favourable responses from customers?

CSIO will be releasing an educational white paper in March that will provide further guidance and offer best practices to brokers on building their mobile site. Register for an account on CSIO.com to access these informative resources and to learn more about CSIO standards and solutions that will help your brokerage become more competitive.

Already have a mobile website? Let CSIO know about it by emailing us at communications@csio.com and your brokerage's mobile site could be featured on CSIO.com. ■

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The Story of 2013



*Amanda Dean, BPR, MBA
Vice-President, Atlantic
Insurance Bureau of Canada*

Two words aptly summarize the events of last year: severe weather. Floods, heavy snowfall, wind and ice storms dominated the insurance landscape, resulting in a record year for catastrophic claims. At \$3 billion and counting, the insured losses from this past year will have an impact on our industry for years to come. Through the experiences we lived through alongside of our neighbours in the midst of disaster, and in our industry's discussions about what is next.

The historic flooding in Alberta in late June caused more than \$1.7 billion in insured losses, surpassing the 1998 ice storm in Ontario and Quebec as the costliest natural disaster in Canada. Extensive rainfall in Toronto in early July also led to more than \$850 million in insurance claims. To cap the year off, a severe ice storm hit southern Ontario in late December, downing trees, felling power lines and leaving hundreds of thousands without power as it moved eastward.

Atlantic Canada also witnessed its fair share of weather-related events. The

severe weather of 2013 included one of the heaviest snow storms to hit the region in years on February 8th-9th, a tornado that touched down on July 20th in the Grand Lake area of New Brunswick and a slow-moving weather system in late July that dumped record rainfall and caused significant flooding in St. Stephen, NB and Digby County, NS. Not unlike our neighbours in Ontario, the ice storms in December left many New Brunswickers and Newfoundlanders and Labradorians without power.

In fact, IBC deployed its virtual Community Mobile Assistance Pavilion (CAMP) to nine events in Atlantic Canada in 2013 to assist in sharing information while members of this industry provided assistance to those who were impacted. Quick claims response, provision of accurate insurance information to consumers and lists of practical emergency tips – these are all what this industry does very well in a time of crisis. But it's predicting those events that is often difficult to plan for.

Ours is an industry where the product is priced before the actual costs are known. However, what we do know is that consumers will be asking more questions about personal property insurance. Already, we are seeing media reports speculating on what the future may hold, as consumers continue to call their insurance representatives with questions.

Policyholders will be asking questions about their insurance coverage, particularly in terms of overland flood versus sewer back-up - what is and what is not covered, and how deductibles apply to insurance claims. Insurers and brokers alike need to be well prepared to deal

with what will certainly be a constant rush of inquiries concerning policy wordings and coverage.

Consumers will also want to know how loss prevention techniques can help protect their personal property. In addition to the IBC web site (ibc.ca), another resource is a new consumer education microsite, "Get in the Know" (getintheknow.ibc.ca). The site features regular blog posts from IBC staff with tips and information on a variety of insurance-related topics, such as water damage prevention. This practical information on topics like wind and water damage prevention applies to a wide range of potential loss situations. It is also supplemented with our "Time to Talk" site (timetotalk.ibc.ca), where our consumer information officers respond to actual questions that we receive through our consumer information centre.

While consumer outreach and practical loss reduction tips are important, we also have to focus on long-term adaptation strategies to severe weather. This is one of IBC's strategic priorities in the months and years ahead.

It is clear that Canada, like many countries, is facing a new insurance landscape as a result of an increase in severe weather events. We can expect more weather-related losses in the future as the result of changing weather patterns, and higher precipitation rates.

The catastrophic losses of 2013 and a string of other severe weather events across the country are more than just bad luck.

Unfortunately, the weather is not likely to get any better. Our IBC-commis-

sioned research report “Telling the Weather Story” suggests that increasingly severe weather trends will continue, with more hail, storm and wildfire events anticipated over the coming decades.

The focus in the years ahead, for both governments and the insurance industry, must be on loss reduction and adaptation.

Our industry has always been, and continues to be intent on helping Canadians adapt to our changing weather patterns. IBC has several projects on the go, including the launch in November 2013 of a Municipal Risk Assessment Tool (MRAT). This diagnostic and planning tool will help municipalities better allocate limited resources to the most pressing storm water and sewer infrastructure demands in an effort to alleviate sewer

back-ups in areas that are most vulnerable.


Fredericton is one of the first three cities in Canada to adopt this innovative risk-mapping tool in our national pilot program, demonstrating its leadership in loss reduction.

While we don’t have all of the solutions for managing issues resulting from climate change and severe weather, we have ideas and research to contribute. We are eager to participate with key stakeholders in the discussion about how we can better protect ourselves.

We have a window of significant opportunity for a healthy and frank dialogue about how we can make our homes, our communities and our country stronger and more resilient.

If the story of 2013 was one of severe weather, the message of 2014 and beyond must be clear and simple: adaptation is the best solution. ■

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CALENDAR OF EVENTS 2014

APRIL

2	IBANS Insurance Awards	Halifax
23-28	IBANB CAIB 3 Immersion	Fredericton
24	IBANS YBN Broker Development Day	Dartmouth
24	IBANS Meet the Underwriter	Dartmouth
25	IBANS/IINS Coffee & Conversation Series: A Guide to Equipment Breakdown	Dartmouth
30	IBANB Broker Awareness Day	Fredericton

MAY

28-3	IBANB CAIB 2 Immersion	Fredericton
3-9	IBANB CAIB 4 Immersion	Fredericton
9-14	IBANB CAIB 1 Immersion	Fredericton
7	National CAIB/CPIB exams	Various Locations
8	IBANB Board Meeting	Fredericton
27	IBANB Webinar: Understanding Residential Plumbing & Electrical Systems	
30	IBANS/IINS Coffee & Conversation Series: Contract Surety Bonding	Dartmouth

JUNE

5	IBANS YBN Golf Tournament	Dartmouth
19	IBAN YBN Golf Tournament	St. John's
23-28	IBANS CAIB 4 Immersion	Halifax
24	IBANB Board Meeting	Fredericton

JULY

9	National CAIB/CPIB exams	Various Locations
15	IBANB Webinar: Introduction to Business Interruption	

AUGUST

26	IBANB Board Meeting	to be confirmed
27 (TBC)	IBANB Golf	to be confirmed

SEPTEMBER

10	National CAIB/CPIB exams	Various Locations
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OCTOBER

2-3	Atlantic Insurance Broker Convention	Charlottetown
6-11	IBANS CAIB 1 Immersion	Halifax
16	IBANB Annual General Meeting	Fredericton
16	IBANB Convocation	Fredericton
30	IBAPEI Annual General Meeting	Charlottetown
30	Insurance Industry Awards Banquet	Charlottetown

NOVEMBER

1	Insurance Industry Liaison Convocation	St. John's
4	IBANB Webinar: Personal Umbrella Liability	
27-1	IBANB CAIB 1 Immersion	Fredericton
1-6	IBANB CAIB 2 Immersion	Fredericton
6-11	IBANB CAIB 3 Immersion	Fredericton
11-16	IBANB CAIB 4 Immersion	Fredericton

DECEMBER

3	National CAIB/CPIB exams	Various Locations
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Cory Morrison,
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