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Message from the President IBANB

Table of Contents

<i>Presidents' Messages.....</i>	1-8
<i>It's Clean Up Time Around the House</i>	10
<i>IBANB CEO Report</i>	12
<i>Viewpoint.....</i>	14
<i>IBANB Young Brokers Network...</i>	18
<i>IBANS Young Brokers Network...</i>	20
<i>IBANB PD Report.....</i>	22
<i>IBANS/IBAN PD Report.....</i>	24
<i>Innovation in Canada's Insurance Industry.....</i>	26
<i>Creating Peace of Mind with Travelers Insurance.....</i>	28
<i>Nearly 60% of Canadians Prefer Digital Insurance Documents.....</i>	30

Atlantic Insurance Broker

Volume 19, Issue 2 Summer 2018

Published by

**Partners
Publishing Ltd.**

2289 Route 101 Hwy, (Fredericton)
Beaver Dam, NB E3B 7T9
Phone: (506) 450-9768
Fax: (506) 450-2546
Email: pcole@nb.aibn.com

Published four times per year.

For advertising sales and deadlines call:
Peter Cole, President
Partners Publishing Ltd.
pcole@nb.aibn.com
1-866-450-9768 • (506) 450-9768

Graphic Design/Layout
Alicia Wilkins, Partners Publishing

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*Brian Schryer CAIB, AIPC
President IBANB*

In early May, I was fortunate enough to attend the IBAA conference in Banff. I was keen to hear what issues and opportunities were in front of Alberta brokers and whether or not they were similar to ours in Atlantic Canada. What I found was despite the size of our country and the diversity within it, when it comes to insurance brokers we are all having the same conversations around reaching our customers, being more digital and efficient, and how to grow our market share. We are in fact facing the same issues and opportunities together. Of course, we could spend a large amount of time focusing on our mutual issues, however the larger and more important discussion is around our opportunities. Today, there are more opportunities than ever for brokers and this is true no matter where you are in our vast country.

One of the more interesting pieces of the conference was the CEO speed dating event. Rather than a CEO forum, brokers were given two minutes of one on one time with various CEOs and senior managers from insurer partners. Given the time limit, I figured my best approach was to have a single question that I could ask each CEO and that question was "Looking at your broker partners from coast to coast, what are the top performing ones doing that the rest are not?" I assumed with the number of CEOs and management involved that I would receive plenty of differing answers. I was surprised when I heard the essentially same answer being given to me time and time again. They didn't mention acquisitions, major advertising budgets, or even training. The top performing brokerages focused relentlessly on the same thing: the customer.

Brokerages who put the customer journey at the center of all of their focus were the ones growing faster than the rest. It might seem simple, even a no-brainer, however if it was truly easy then it wouldn't be the focus that sets the best apart from the rest because everyone would be doing it. These brokers are not just giving great customer service (what broker would say they don't?), they put on constant emphasis on making every move and every decision with the client in mind. One great question that put this into perspective was "Are your office hours convenient for your customers or are they convenient for your brokerage?"

One question that was asked of me nearly everywhere I went was around how New Brunswick was handling our flooding. Albertans had plenty of empathy due to their own major flood five years ago. I shared that it was heartbreaking to see the devastation of so many homes, businesses and properties. Although a very sad situation, I am extremely proud of how our province came together with support for each other. Whether it was helping move furniture, fill sandbags or lend equipment, New Brunswickers were there to lend a hand. I was also very proud of our association and members during this difficult time. Whether it was spreading resources and information, or organizing clean up events, brokers showed that our role goes beyond insurance. We aren't just insurance brokers, we're neighbours in our communities who are there to lean on or lend a helping hand. It's just part of who we are and what we do. ■

You may contact Brian at (506) 548-8994 or via email at, bschryer@kentandwhite.com.

Au début de mai, j'ai eu la chance d'assister à la conférence de l'IBAA, l'association des courtiers d'assurance de l'Alberta, qui se tenait à Banff. J'avais hâte de voir quels défis et possibilités se présentaient aux courtiers de l'Alberta et s'ils ressemblaient aux nôtres au Canada atlantique. J'ai pu constater que, malgré la taille et la diversité de notre pays, lorsqu'il s'agit des courtiers d'assurances, nous avons tous le même genre de conversations à propos de la communication avec nos clients, d'une utilisation accrue des moyens numériques, d'une meilleure efficacité et des façons dont nous pourrions augmenter nos parts de marché. Bref, nous faisons face aux mêmes défis et possibilités. Naturellement, nous pourrions passer beaucoup de temps à nous concentrer sur nos problèmes communs,

mais le gros de la discussion devrait plutôt porter sur les possibilités qui s'offrent à nous puisque c'est l'aspect le plus important. Surtout qu'aujourd'hui les possibilités et occasions sont plus nombreuses que jamais pour les courtiers, et ce, peu importe l'endroit où ils se trouvent dans notre grand pays.

Un des faits saillants les plus intéressants de la conférence a été l'activité de rencontres express des PDG. Plutôt que de tenir un forum de dirigeants d'assureurs, les courtiers ont eu une rencontre personnelle de deux minutes avec divers PDG et cadres supérieurs des partenaires assureurs. Compte tenu du peu de temps alloué, j'ai pensé que la meilleure manière de procéder était de poser à chaque PDG une seule question : « Quand vous observez vos partenaires courtiers d'un océan à l'autre, que font ceux qui ont les meilleurs rendements et que les autres ne font pas? » J'avais pensé que le nombre de PDG et de cadres supérieurs ferait en sorte que je recevrais plein de réponses différentes. J'ai été étonné d'entendre une réponse essentiellement

semblable m'être donnée et répétée. Ils n'ont pas parlé d'acquisitions, de grands budgets publicitaires, ni même de formation. Les firmes de courtage offrant les meilleurs rendements se concentrent sur la même chose : le client. Les courtiers qui placent le parcours du client au centre de toutes leurs attentions sont ceux dont la croissance est la plus rapide. À première vue, simple et sans effort. Or, à bien y penser si c'était aussi facile, ce ne serait pas la démarche qui distingue les meilleurs du reste du groupe. Ces courtiers ne font pas que donner un excellent service à leur clientèle (quel courtier dirait autrement?), ils mettent continuellement l'accent sur le client dans chaque geste qu'ils posent, dans chaque décision qu'ils prennent. Le client devient omniprésent dans tout. Pour mettre cette attitude en perspective, voici une petite question : « Vos heures d'ouverture sont-elles pratiques pour vos clients ou pour votre bureau? »

Presque tout le monde me demandait comment le Nouveau-Brunswick s'en tirait avec ses inondations. Les Albertains avaient beaucoup

d'empathie après avoir vécu leur fameuse inondation d'il y a cinq ans. J'ai dit à quel point ça brisait le cœur de voir tous ces dégâts causés à autant de maisons, commerces et propriétés. Quoique la situation soit très triste, je suis extrêmement fier de la façon dont notre province a fait preuve de solidarité et d'entraide. Que ce soit pour déménager des meubles, remplir des sacs de sable ou prêter du matériel, les Néo-Brunswickois étaient prêts à donner un coup de main. J'étais aussi très fier de notre association et de nos membres pendant cette épreuve. En distribuant des ressources et de l'information ou en organisant des activités de nettoyage, les courtiers ont démontré que leur rôle va au-delà des assurances. Nous ne sommes pas que des courtiers dans notre domaine, nous sommes aussi des voisins dans nos communautés. Les gens peuvent compter sur nous pour du soutien et un coup de main. Voilà en gros qui nous sommes et ce que nous faisons. ■

On peut communiquer avec Brian au 506-548-8994 ou à bschryer@kentandwhite.com.





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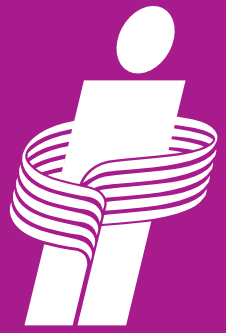
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Message from the President IBANS

Brokers Can Play a Role in Reducing Distracted Driving



*Gina McFetridge, CAIB
President IBANS*

Water and flood, climate change, self-driving cars, and legalized marijuana. There are many important issues and changes to educate our clients about, but perhaps none as all-encompassing as distracted driving. We know that our focus as a driver should always be the road, however according to many recent studies distracted driving is now the number one killer on our roads and highways. It's a serious issue and yet we're not taking it seriously.

Cars are coming better equipped than ever before to assist with accident avoidance. Could these features designed to keep us safer be lulling us into a false sense of security that we can turn our eyes away from the road? Add to this the proliferation of built in entertainment systems, navigation, music, phone and texting that all draw our attention away from the road, and you have a perfect recipe for distracted driving.

Perhaps the greatest obstacle to overcome with regard to distracted driving is the lack of stigma around it. Sure, you can be fined hundreds of dollars for driving distracted, but there is still a general opinion that it's not a big deal. We've all heard the explanations and may even have made them ourselves, "I only looked away for a few seconds, the road was clear, I was going slowly. It's not like I was driving drunk!"

Distracted driving is not a new phenomenon. We've had distractions as long as we've been driving. Distractions come in

many forms: a flashing roadside signs; the radio; the coffee we're sipping as we drive along; and even our children! Historically, these and other distractions caused accidents, but since the advent of smart phones and other onboard technology in vehicles the number of accidents caused by distracted driving has begun to rise noticeably.

Studies have shown that turning your eyes away from the road for just a matter of seconds can have life and death consequences. There is no way to eliminate all distractions while driving. However, we have a responsibility to not purposefully engage in activities such as texting that turn our attention away from the road while driving. We can also choose to speak up and let someone know we're not okay with them engaging in distracted behaviour while a passenger in a vehicle. We can also choose not to text someone when we know they are driving and could be tempted to respond to our message despite being on the road.

IBANS has been watching these trends and is concerned about distracted driving and how it's impacting the safety of our brokers' clients. We are also keeping a close eye on rising auto premiums due to the rising cost of auto claims. Add to this the impending legalization of marijuana, which will no doubt lead to a rise of impaired driving on the roads, and it makes even more sense for brokers to turn their attention to road safety.

We see education on distracted driving as an important strategy to decrease the number of accidents, which can help take pressure off the rising cost of auto insurance claims.

There are many opportunities to take action in our communities to support and educate safe driving. It's a win/win situation if we can make our roads safer and slow the rise of auto insurance premiums at the same time. This is an issue we believe our members can get behind. IBANS is actively working to partner with other groups across the province that share our concerns about distracted driving and wish to promote safer roads.

In the months ahead, IBANS will be working to formalize a strategy to tackle distracted driving head on. We are passionate about this issue that impacts all our brokers

and every single driver, biker and pedestrian on our roads. If you'd like to get involved in this initiative, please contact our office.■

You may contact Gina at (902) 477-2511 or via email at, gina@archwayinsurance.ca.



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Message from the President IBAN



Jason Sharpe, CAIB, CIP
President IBAN

April has turned the corner and we find ourselves quickly stepping into summer. Not that it feels like summer outside, at least not in NL, but you can feel the quickening pace as summer is fast approaching. I've always found summer to be the busy season in our industry and I'm not sure if it's that more people are buying homes, cars or investing in commercial business or just because of the amount of staff on vacation.

The one thing I do know is that consistently year after year summer is less busy for claims. There are less severe weather events, electrical fires, snow covered roads, etc. As such, it makes sense that claims staff should be more available during summer. So, why don't I find that to be the case? Why can I never find consistent claims service for our clients? Isn't that our time to shine? It's the primary time that we can provide to our clients. So why is it that it takes so long to settle claims, even in the low season. I feel myself getting annoyed even as I write this article. It almost seems that claims are a separate part of our business and they're not connected to anything else we do. How is it that underwriting has no contact with claims and vice versa? Why do companies look at us to deal with things like back flow valves (after the renovation of the flood loss is complete) or ask why there is no handrail on a set of steps that was just built after a windstorm. Does this seem logical? How do we go back as brokers and ask these things to be done immediately after the insurance company just fixed it? It seems easy to just do this at the time of the claim repair. But that's not the only thing that bothers me; it's the easy things like simply contacting a client in a reasonable time period or sending the

cheques to the right address. Why isn't it done right every time? There is no reason it shouldn't be! It seems to get lost in corporate offices that are dealing with more important things like acquisitions, growth targets and ROE. All insurance companies brag about service levels on claims but I have never been that impressed. This should be seamless, it should be easy, and we should add value after a loss.

So then, why am I, as a broker, sitting back and watching this? We are looking to add value for our client. We have to look at every challenge as an opportunity and we have to do a better job ourselves before pointing a finger. Why is it that we only get involved with claims when a claim goes off the rails? It should be consistent with all claims to make sure the service levels are there and hold insurance companies accountable. What a great way to increase the broker value proposition. Maybe I'm looking at this all wrong but I know I'm not the only one. What an opportunity for companies and brokers to improve their value proposition. If you are reading this and saying; this isn't us, we're great at claims! If you are; you may be right but I think we could all use improvement.

Now that the venting is over there's a more positive reason I know that it's May; it's the time of year that we get ready to visit Parliament Hill on behalf of our association's (Provincial and National) to meet with our MPs and Senators to showcase why brokers are the best way for consumers to buy insurance. It's one of my favorite experiences as a broker. For me it's an easy sell, and to be honest, the support we get from the MPs and Senators has been overwhelmingly positive. For the most part, they actually get why the best insurance purchase is through an insurance broker and most importantly they get that we need to have an equal playing field with the banks. With the Bank Act coming for review in 2019 this will be another opportunity to remind them that clients are vulnerable

towards influence from the banks at the point of granting credit and that no one should feel forced to buy an insurance product when applying for a mortgage or getting a loan on an insurable item. It is important to remind our MPs that the Bank Act should remain unchanged and that brokers continue to be the best way to provide choice and advocacy to the insurance consumer. If the opinions on Parliament Hill change we are in for a much different insurance environment than we see today. We should be grateful for all the work done to maintain this separation but let's not take it for granted – the fight continues.

Before signing off I want to remind everyone that we're planning for the Atlantic Insurance Brokers Convention in St. John's, and let me tell you, it is going to be epic. Thank you to all of the sponsors that have already come on board and for the support of all companies, vendors and brokers. We are really looking forward to being your host in September. ■

Jason can be reached by phone at (709) 570-1471 or by email at jasons@steersinsurance.com.



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Message from the President IBAPEI



*Helen Hyndman, BSc, CIP, CAIB
President IBAPEI*

While we really didn't have much of a winter to complain about, Islanders are currently feeling the lift of lengthening days and increasing temperatures.

Since this is one of my last articles for the Atlantic Insurance Broker I thought this would be an excellent opportunity to touch base with our incoming president, David Cooke. I had the great pleasure of spending Hill Day 2017 with David and am looking forward to the opportunity of spending the day with him in Ottawa once again this year.

David is presently working as a Business Insurance Broker with Cooke Insurance Group.

The following are David's thoughtful responses.

1. Brokerages can quite often be "generational." What was your journey to the career you have today?

One of the most interesting questions to ask someone working within the industry. Definitely been a long one. Insurance has surrounded me my entire life which is probably why I tried to find a career in something else. I studied marine biology initially, branching out to work in aquaculture and then to work with sharks. I took some time away from university to move to the Bahamas to work with sharks before taking more time off to travel to Australia. I eventually

decided to pursue medicine, obtaining my BSc in Biology Life Sciences and eventually wrote my MCATS (in 2016 actually) before finally settling in insurance. My father realized my indecisiveness of wanting to be involved everywhere and anywhere, he convinced me that insurance was the career for me. He was right. My insurance career started in the mail room then transitioned to a commercial CSR, personal lines broker before finally settling in as a commercial broker in this past November.

2. What do you think are some of the greatest challenges facing Canadian brokerages today?

Remaining relevant. The industry is undergoing some major changes right now whether it be AI, M&As, insurtech in general, direct writers, etc. Personal lines is under the most heat right now. Quite similar to where banking was compared to where it is with online banking today. Ease of doing business is at the front of the next generations mind. Unfortunately, brokerages are, too often, limited in their technological capabilities due to the insurance companies they represent... this is a component the direct writers have been capitalizing on.

3. What is one of your favourite elements about being a broker?

The dynamics of the industry. Being able to be involved within almost any industry and working with business leaders.

4. OK - no surprise - what would be something you possibly don't always enjoy about being a broker?

Probably saying no or not being able to find/provide a solution.

5. Brokers can have exceedingly stressful days sometimes. What do you like to do to unwind?

Anything around the ocean, traveling or spending time with my dog, Thor.

6. Although it is definitely one of the best places in the world to live, with a population of approximately 152,000 PEI can sometimes feel rather small. Do you enjoy small town living?

I love PEI. I also love the city life as well which stems from my love of dynamic environments. PEI may not be the most active place in the winter months but there is no place I would rather be than in Atlantic Canada.

7. You are presently IBAPEI's BIP Representative what have you learned about the importance of the BIP for brokers?

The BIP is important in highlighting who we are and what we do. I think the newer generation, which is less reliant upon face to face interactions, may not even recognize the BIP. The next generation prefers a faceless transaction and this for the most part is all they know... brokers have always been relationship based, face to face interaction based. It is very important we continue to, or start to, educate who we are and what we do. We must remain relevant.

8. You are also IBAPEI's YBN Representative. How do you think we can engage young people so that they might see being insurance brokers as a career option?

I don't think it is much of a surprise that not very many people look to insurance as a career. For many, it has been a generational thing or it has simply fallen into their lap. I think most of today's younger generation place a stigma on insurance and don't understand the role of a broker. To them, we are one in the same. Most of them (you could definitely include me in this group) want good benefits, flexibility in the workplace all the while obtaining a decent income. Being a broker has everything the next generation is looking for in a career so the message needs to be better communicated to them on what it is we do in relation to what they are looking for. Some may say that job fairs are a good place for this or even a presentation to high school students or university students. We need to be more involved within the community than ever.

9. At the 2017 Fall Convocation you received your CAIB. Congratulations! Studying while having a full time job is certainly a challenge. Now being on the other side how does your CAIB help you in your workday life?

Couldn't imagine being a commercial broker without it. Everything from the basics of coverage, how to read a wording, how insurance companies and brokerages operate. It lays the foundation out for any new broker.

10. I know you recently travelled to Vietnam which must have been amazing. Any future travel plans?

Don't know where to begin. Heading back to South East Asia in the near future to continue exploring some more beautiful countries and explore some of the scuba diving world down there. High on my list after that would be Nepal, hike to base camp of Everest.

11. If you weren't a broker, what would you be doing?

Full-time traveler, without question. Throw shark diving in there too.

Thank-you so much David. It certainly looks like IBAPEI will be in good hands with its next president.

I wish you all a safe, sunny and productive summer. ■

Helen may be contacted at (902)566-4244 or via email at, helen.hyndman@hyndmaninsurance.ca.



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It's Clean Up Time Around The House.



*Doug Daley
Kiers Marketing*

Your website is no different than your home, sometimes it needs a good, thorough cleaning. Just as some of your closets and drawers are full of stuff you don't need anymore, it's time to review your website and possibly get rid of that accumulated junk.

Be honest with yourself, how current is your website? It is quite common for businesses to forget about it and not keep it up to date. Take a look at your site and think about two things: What content is outdated and what content never gets looked at.

I would venture to guess that the majority of websites have out dated content. I was looking at a site recently and saw a photo of a person in the "Meet Our Team" section.... that had retired a year ago. That tells me the company is not too concerned about appearances. Some might think this view is a little harsh but think about it for a minute. How many times have you visited a website and the last item in the news feed is from six months ago, or the latest edition of the company newsletter is from 2016. What does this say to you? To me it says the business is either lazy, lacks resources to maintain the site, or they just don't care what people think about them

What areas of your website should you review and clean up? News archives, events, blogs, work samples, etc. These are usually the clutter culprits and need to be reviewed and cleaned up.

To carry on with the house analogy, you may have extra bedrooms that you don't need any more because no one is using them. The same goes for your website. Take a look at your Google Analytics and see where your visitors are going, or not going. If there has been no traffic to a page for a year, you can get rid of it. When we redesign a site for a client, we always check the analytics and plan the site accordingly. We often remove pages that are never viewed. For example, earlier this year we were creating a new site map for a client. When we found a page that was never being visited, we asked what was on the page. The answer was, I really don't know, I don't go to my own website. This begs the question; how well do you know your site?

When researching for this column, I visited many broker websites. I looked at your sites as a potential customer would. In fact, I am a member of your target market. What did I want to know to make an informed decision on whether or not buy from you? Visitors to your site are there because they are looking to buy insurance. No other reason. How many people really care about your mission statement and core values? Businesses often think that because it's a website and space is endless, they should put as much information about their business online as they can. Don't. It can create too much clutter and make the more important stuff harder to find.

Take the time to look at your website and clean out a "closet" or two. View your site as a potential client. Do you want to read a page of 20 or 30 testimonials, or a glossary of insurance terms in your resource section? Remove stuff that no one is reading. Take a step back and ask yourself what people might think about your website. Cleaning it up will be a positive reflection on your business and will make a potential customer's decision to buy from you easy. ■

Doug Daley is the Vice President of Sales and Marketing with Kiers Marketing 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*

The snow is gone and the warmer, sunnier days are finally finding their way into our calendars! Some of you will have been already hitting some golf balls by the time you're reading this while others will have been busy getting yard work done. Regardless of what the past few weeks have found you busy with, you have no doubt, also been busy with work related tasks as well. Spring has always been a busy time for our industry and even more specifically for IBANB. Much planning is underway for meetings and events later in the year, while also keeping busy with spring meetings and events.

Our annual Insurer Forum and Reception was held on April 9th at the IBANB office. This annual event is a great opportunity for the board and insurers to sit down one on one and discuss current issues within the industry and talk about the future. This year much of the conversation at the forum was to do with coverages, and more specifically auto products. With rising claims costs due in part to technology in vehicles, we are preparing for increases in auto rates. Other topics included technology, the need to adapt; and what a look into a crystal ball may reveal for our industry and more specifically for brokers. As products evolve, become more complex, and consumers' need for advice increases as a result of evolving products...the future looks good for brokers, since they are the professionals that are able to navigate the way for consumers. That said, brokers

will need to continue to pay attention to changes within the industry and consumer demands to ensure that they are evolving with the changing business environment. Our evening reception had insurers, board members, YBN executive, and past presidents of IBANB attend a relaxed evening of conversation and comradery to continue the dialogue that is so important to maintain the relationships that keep our industry moving forward.

This year's convocation and awards ceremony was held at the Delta Fredericton on May 24th with over 100 people in attendance to celebrate the 15 CAIB graduates and other award recipients. This was the second year for our special awards that we introduced last year, which were determined through a nomination process. Congratulations are in order for these special award recipients. They were: Insurance Company Representative Award, Jason Court, Intact Insurance; Above and Beyond Award of Excellence, Colleen McShane, McTague Insurance; and Emerging Professional Award, Jason Buggie, Miramichi Insurance Brokers. We were also pleased to invite MLAs to this year's convocation gala. This proved to be a good opportunity for our elected officials to see who the future of our industry is and to mix with all of industry representatives, both brokers and insurers, in attendance. With the floods only a short time behind us and clean up still underway, this also proved to be a wonderful opportunity to talk about how industry reacted to this year's tragic floods along the Saint John River, and beyond. Educating both consumers and government officials on how industry deals with this type of event will continue to be an important part of what IBANB does for our members. IBANB was very proud to have been able to donate \$10,000 to Canadian Red Cross to help with their efforts in assisting those displaced by the floods.

As I write this, I am thinking forward to the IBAC Board meetings and Hill Day in Ottawa, taking place May 27-30. Hill Day is the one day of the year where brokers cover 'The Hill' in magenta bippers. There will be in the vicinity of 100 brokers from across Canada meeting with, typically ~100 MPs and Senators to discuss topics important to brokers and consumers. This is the day where our messages are heard

loud and clear by our elected officials as to why brokers continue to be the consumer advocates that they are! New Brunswick will be well represented again this year with five individuals. Our IBAC Director and IBANB board Chairman, Jay Kimball; our IBAC Observer and IBANB President, Brian Schryer; our IBAC Political Action Champion and IBANB Past President, Bob Kimball; IBANB YBN Chair, Jeff Daniels; and myself will all be in Ottawa to chat with many of our local New Brunswick MPs and Senators.

If you review the contents of this article, the common theme is relationships and people. This is no surprise at all, since many of us know and realize...the foundation of the insurance industry is the people and relationships. I often say, we're in the relationship business; and it shows when you reflect on what the day to day operations of companies, brokerages, suppliers, and associations look like. As you enjoy the warmer days of summer, be sure to take some time to enjoy time with family, friends and colleagues.

Thanks for reading! ■

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



Save the Date

IBANB Annual

General Meeting

October 18th, 2018

Fredericton, NB

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Viewpoint

IBAC Tech Committee Builds Momentum



*Scott Treasure, President
Insurance Brokers Association
of Canada (IBAC)*

The Insurance Brokers Association of Canada (IBAC) is made up of Member Associations from across the country, each with their own unique interests and priorities. And yet, through the development of our new Strategic Plan for 2018-2020, we reaffirmed a commitment to shared values and objectives, recognizing that we can all accomplish more together than any one of us individually.

In keeping with that principle of unity, the IBAC Technology Committee aims to be a unified broker voice through which we may engage with partners and stakeholders to promote the adoption of technology into broker operations and business processes. Acting as a group, we can leverage our influence and ensure that the interests of all brokers are being considered as technology solutions are developed.

The insurance industry continues to face pressure to accelerate the integration of technology, and brokers are an integral part of the equation. As we work together with insurers and stakeholders, our goal is to ensure that brokers are the primary conduit for electronic communication with consumers who choose the broker channel, and to enrich the consumer interface while continuing to support the strong value proposition of the broker.

The IBAC Technology Committee has been working to identify practical steps

toward that goal. Their direction is being informed by the results and analysis of the latest Broker Technology Survey, which had twice as many participants as the previous one. Thank you to all those who took the time to respond.

The survey sought input on key areas including the use of broker management systems (BMS), integration strategies, and digital marketing practices. The results highlighted a need to improve workflows and processes through real-time integration between brokers and insurers, as well as the importance of carrier implementation of the IBAC Data Exchange Model.

Responding to this call to action, the committee has identified the promotion of the Data Exchange Model as a key priority, and recently launched the Data Exchange Action Plan that aims to achieve real-time integration using the model. This will include developing a readiness assessment protocol for insurers and BMS vendors and creating a certification process. The committee will also work to identify off-the-shelf Data Exchange compliant technolo-

gies that can be adopted more easily and quickly by the industry.

By building even greater consensus on the Data Exchange Model and putting a national focus on real-time technology integration, we believe that insurance carriers and brokers will be able to make better decisions around their strategies and investments moving forward.

There is still a lot of work to be done; however, with the clear objectives of the Data Exchange Action Plan, the significant ongoing investments in technology modernization by insurers, and the innovative solutions being developed by vendors, momentum is building. We have never been in a better position to actually make this happen, and in fact, we've already seen measurable progress in this direction.

Check out IBAC's technology website, www.ibactech.ca, for useful information and resources for brokers. ■

Scott may be reached at (708) 452-4405 or by email at ibac@ibac.ca.

Reminder:

All issues of the Atlantic Insurance Broker magazine can be found on the IBANB, IBANS and IBAN website(s) at:

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September 19 & 20, 2018

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Congratulations Graduates of 2018



Above and Beyond Award
Colleen McShane, McTague Insurance



CAIB Honour Graduates
Denis Landy (Top Graduate) and Kim Lomax



Emerging Professional Award
Jason Buggie, Miramichi Insurance Brokers



Insurance Company Partner Award
Jason Court, Intact Insurance



Back row (left to right)

Kent Rowe, Andrew Waugh, Lyndsie Mercer, Jacques McIntyre, Paula Edling-Nicholson, Denis Landry and Brian Schryer

Front row (left to right)

Kim Lomax, Erin Allen, Isabelle Gaudet, Kimberley Schriver, Suzanne Thibodeau, Rachel Riedel and Marie-Line Bezeau

Unable to attend

Bob Barrieau, Graeme Campbell and Michelle Doucette

IBANB Bursary

Brynn Weston, Hillary Curtis, Taylor Kennah

Rus Rice Bursary

Candace Mosher



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IBANB Young Broker Network



*Jeff Daniels BCom, CAIB
Chair, New Brunswick YBN*

How is it almost June already? As I write this, I am excited to be on my way to Ottawa to represent New Brunswick's Young Brokers at IBAC's Annual Parliament Hill Day! I will join fellow young brokers from all across Canada, sharing best practices to bring to our provinces, sounds perfect!

We will meet with elected Members of Parliament and Senators to deliver our message, as a united broker force. We will highlight who we are, and exactly what we do for the residents in our communities. As Brokers we provide an invaluable service to our clients, through choice of products, expert advice for their specific individual needs, and advocate on the consumers' behalf, if and when a claim occurs, we are the go to and aim to be the connection for insurers and consumers across all of Canada.

Collectively, we have over 120 meetings scheduled for hill day with representation from all corners of Canada with various groups of MP and their associates.

During the meetings, our main focus will be the Bank Act. There is a "sunset clause" allowing it to come up for review every five years and has done so successfully, since 1991. The 5-year mark landed close to the election this time around, so the review was pushed back to 2019. The Bank Act allows banks to own insurers, but not to retail directly from the bank. A larger than normal amount of our MPs are in their first or second year terms and have not had exposure to this issue before

and the possible conflicts it can cause for Canadians when going to the bank for a loan. We hope to educate MPs and how their input can directly affect those locally in our provinces, and ensure they have a greater understanding of the act.

My secondary message to the members I meet with will certainly focus on the victims of the record breaking flood we experienced this year in New Brunswick. As New Brunswick residents plan to rebuild and repair in those affected areas, I question why originally it was suggested that those recreational homes were not to be included?

I thank the New Brunswick government for rethinking their decision, as I learn from cottage owners the loss they have experienced. Homes along Grand Lake have been loved and lived in for generations, and a cherished refuge for family and friends. They made summertime memories that sadly floated away with the floods and winds. To some they looked make shift and tired, but to the owners they were a million dollar property. Some homes were raised above the historic flood levels of 1973 and 2008 but were still damaged, and thanks to the Red Cross, are able to start rebuilding and making new memories for years to come. I am happy to report that my association also donated \$10,000 to help the destruction from the floods of 2018.

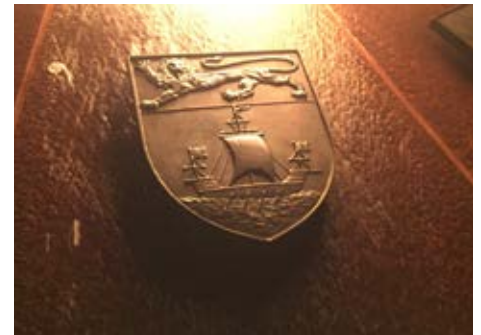
New Brunswick needs the tourist season, as many of the items found through Tourism New Brunswick focusses on our water ways and beautiful scenery. Will the government be focussing and investing in recreating these memories with us?


With all of the changes currently taking place in our industry, it is more important than ever to ensure our message

reaches to our elected officials loud and clear.


We are in every corner of the province no matter how small the city or town. We genuinely care for our customers, know them personally, and we are actively involved in supporting our communities. I will be joining our President Brian Schryer, Andrew McNair, Jay Kimball, and Bob Kimball to represent New Brunswick! ■

Jeff can be reached by phone at (506) 450-7719 or by email at jeff.daniels@gotoinsure.ca.





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Invitations to this event are being extended to retail, wholesale and reinsurance brokers, Lloyd's coverholders and risk managers.

For enquiries please contact Heather Ciavarella at Heather.Ciavarella@lloyds.com

IBANS Young Broker Network



*Christy Silvestri, CAIB
Chair, Nova Scotia YBN*

It's finally that time of year again for Hill Day! What is Hill Day some of you may be wondering? I'll be honest, before I joined the YBN Committee I really didn't know either. Hill Day is when the member associations of IBAC (Insurance Brokers Association of Canada), get together in Ottawa to speak with our political leaders about issues that impact our industry. Some topics that generally come up include:

Position towards the Bank Act:

The Bank Act allows banks to own insurers, but not to retail directly from the bank. This protects consumers and ensures an open and competitive marketing place.

The Bank Act will be reviewed again in 2019. IBAC/IBANS are against any changes to the current legislation and believe that banks ought not to sell insurance at the same time that credit is being granted. If this legislation were to change, it would create an unfair competitive advantage for the banks over brokerages. This also puts the public at a potential disadvantage by hiding insurance costs or by the use of "tied selling" which could leave them with the wrong coverage for their needs.

Property Insurance & Flood Coverage

I think everyone is more than aware these days that water is considered the new "fire" in insurance. Water claims are becoming more prevalent than fire related claims. The rising severity and frequency of claims is forcing the industry to change and evolve their products. The stance

of IBAC/IBANS is to help ensure that property insurance remains available and affordable for all consumers without having to lose coverage currently enjoyed. We also advocate for the government to address infrastructure changes required to help mitigate these losses. We remain optimistic that the insurance industry can work together with the government to develop up-to-date flood mapping and limit development for flood prone areas.

Technology

To quote Madonna, "I'm a digital girl living in a digital world." Well maybe not a verbatim quote, but it is fitting. We are now living in an ever-changing tech world. With all the new technology coming out and being introduced to the insurance industry, we want to make sure our clients' information is being used for the purpose it was intended for. Even though new devices and apps are cool, fun and informative for the consumer, there could be dangers to them surrounding data security / what their data is being used for. As data becomes more accessible to the insurance carriers to tailor products, services and pricing down to the individual, consumers could be affected by this data and we want to make sure their interests are protected.

Broker Advantage

What sets brokers apart from direct insurance companies?

Client Advocacy – as brokers, we work for our clients and not for the insurance companies, which ensures we're working in the best interest of our clients.

Choice – We don't just have one insurance carrier to choose from. If consumers' specific needs don't fit into a neat tidy box, we have the ability to find the right company and coverage for each of those needs and never have to say "Sorry, we can't help you with that".

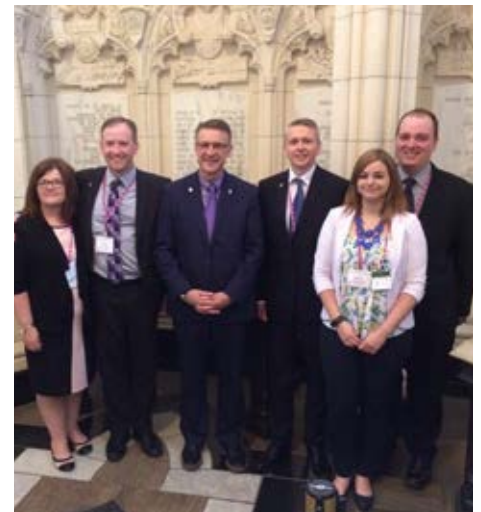
Professionalism – In Nova Scotia, brokers are required to be licensed through the Office of the Superintendent of Insurance. Many choose to continue their education and obtain Canadian Accredited Insurance Broker (CAIB) designations. With Insurance Brokers, the public can truly feel like their greatest assets are protected by educated professionals. Brokers that are part of IBANS are also bound by the Federal Privacy Act and IBANS Code of Ethics.

Claims Advocacy – Claims are the most stressful time for the consumer. While people want to know they have insurance "in case" something happens, no one ever wants to have to use it. When a consumer does have to make a claim, this is the broker's time to really show their value. Brokers can assist in the claims process to make sure their clients are being treated fairly and remain empathic through the whole process.

Service – Who better understands where you live and what the risks you're exposed to than someone living in the same area? Brokers are located in every small and large town across the province. You may even run into them at the gas station or grocery store, we all eat after all. Since brokers live and work where their clients live, they are the best ones to advise what they really need to protect their assets.

By the time this article is published, I know we will have another exciting and successful Hill Day under our belts. I am truly appreciative of being included in this experience as the Chair of the YBN Committee. This is my last time going to Ottawa for Hill Day in this capacity, since we are now welcoming in our new Chair Zach Armstrong, who will be joining me on the trip as well. I'm sure Zach will continue to move the YBN Committee forward with our goals, and with a great team working along with him! ■

If you have any questions about what we do, ideas you would like to share, want to help the YBN by volunteering at events, or want to join the YBN, please reach out to me at christy@cheepinsurance.ca.



Annual IBANS MLA Reception & Dinner



IBANB Professional Development Report

Why is insurance not as popular as we would like?



*Becci Taylor, BBA
IBANB Marketing and
Program Coordinator*

The insurance industry is one of the biggest industries that contribute to our economy but yet there is a lack in popularity with attracting new people? We've all heard the comments; it's boring or its old fashioned. It's even been said that the perception among students is that it attracts people who match this boring, old fashioned image. And, in addition to the negativity among our up and coming generation, there are numerous reports which would suggest most of our workforce is due to retire – Man the panic stations!!

Ok, ok, not yet, but this article is to try and prepare you to recruit, in the words of Justin Timberlake “bringing..... back” well, you get my point. If it makes you feel better, the insurance industry isn't alone in this workforce revolution necessity. Companies that effectively recruit, train and develop dedicated future staff and leaders will differentiate themselves and set themselves up for success into the future. As a result of this massive transformation, insurance brokers must re-examine how potential employees are screened and interviewed and what the continued support in employment looks like.

As of 2018, brokers should be assessing a potential hire based on their knowledge, skills and previous work experience as it relates to their current needs. Since insurance is involved in so many different aspects of our lives, that aforementioned knowledge

and experience can come from many different areas: cars, business, medical terminology, the law and infrastructure are all excellent examples. Obviously to have a resume land on your desk with their CAIB designation would be more than ideal, realistically, we need to look at those with “other” qualities.

We have to show this generation that insurance is not the boring 9am to 5pm and working in isolation; nothing could be further from the truth! There are so many roles, it's an element of independence, frequent client contact, teamwork, networking and professional stewardship, sounds fun right?

Roles we are seeing advertised at the moment include; Claims Representative, Underwriter, Insurance Advisor, Broker, Customer Service Representative, and the skills for these roles are number cruncher, working with people, having the ability to spot trouble before it happens or enjoy research and analysis. Is this terminology you are using when you advertise?

These positions also include tasks like developing strategies and putting policies into place for clients, understanding the goals and risk, tolerance of clients and being an independent and collaborative worker to meet personal and team goals.

Career development programs and trainee programs are popular training formats for insurance brokers to offer new hires. These training programs are designed to get you up to speed, whether you're taking your first step in the industry or moving into a more senior role.

In addition, insurance brokers need to offer that career evolving opportunity, to keep staff unique and up to date, focusing on continuing to learn. These areas can be as specific as fine wine collections, cyber liability, niche market insurance, or even sports and entertainment insurance because we all enjoy a good hockey game!

And that's were IBANB come in! We all recognize the need for additional training and education in order to excel in any insurance career and to round out your staff's knowledge and we have those available. All of our courses start with CAIB and Funda-

mentals, but there are so many offerings to keep staff engaged and up to date. Keep an eye out for the webinar series; Powertalks, and if you have any ideas, send them along!

Once staff are CAIB designated, there are so many opportunities available:

- The Canadian Professional Insurance Broker (CPIB) program is a senior designation program designed and written specifically for brokers by brokers. Positioned at the university study level, this program is designed to challenge the professional excellence of property and casualty insurance brokers.
- The Canadian Certified Insurance Broker (CCIB) designation - recognized by the insurance industry and general public, denotes a standard of excellence all commercial insurance brokers should aspire to. The CCIB sets a standard of quality and skills to merit public recognition throughout Canada, and to ensure that the broker profession will continue to flourish.
- The Professional Selling for Insurance Brokers Program will teach staff how to use consultative selling techniques, and practice them through role-playing, group exercises and business case studies. This will provide you with a step-by-step process to acquiring and retaining customers.

Just to name a few!

So in summary, we need to show those who consider our industry boring that we are fun! We encourage continuing education; attend events to build and nurture a professional network. Allow employees to volunteer in leadership roles on projects to help share passion for others, and make change in the world around us. Let's leverage energy, enthusiasm and creativity as it might advance a company's growth and development in the insurance broker world!

Check out professional development on the IBANB website or our events calendar!■

You may contact Becci at (506) 450-2898 or via email at, pd@ibanb.ca




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IBANS/IBAN Professional Development Report

IBANS Proudly Presents our 2017/2018 Graduates & Aspire Award Recipients



*Keri Foley, BTHM, CAIB
IBANS/IBAN Professional
Development Coordinator*

On April 17, 218 at The Westin Hotel in downtown Halifax, IBANS and members of the insurance community gathered to celebrate the successes of our 2017/2018 graduates and Aspire Award nominees. The evening began with a private pre-graduate champagne reception hosted by our Platinum Sponsor, Economical Insurance. This reception was specifically for the graduates and their invited guests, followed by a general reception and the graduation ceremony. After dinner, we presented the 2018 Aspire Awards.

"We love having the opportunity to celebrate the successes of our insurance community" says Gina McFetridge, IBANS President. "It's a truly special night for our industry and a great way to celebrate April Broker Month in Nova Scotia"

This year we had twenty-one students obtain their CAIB designation, and two students receive a Certificate of Completion. Insurance families seemed to be the theme of the evening, as we had a mother, Angela Hull and daughter, Jessica Hull receive their CAIB designation. Also, we had a mother, Suzy Maclellan, and son, Mitch Maclellan take home Aspire Awards in their respective categories!

Congratulations to all graduates, award nominees and award recipients! ■

Our 2017/2018 Graduates

Tanya Andreino, CAIB – MacLeod Lorway

Janet F. Burbidge, CAIB – A.A. Munro Insurance Brokers Inc.

Craig Bradshaw, CAIB Antigonish Insurance Agencies

Catherine Jacqueline Colbert, CAIB -Salter Ratchford Insurance – A Member of the Huestis Group

Andrea D'Eon, CAIB – Archway Insurance

Raya Donkin, CAIB – Archway Insurance

David Leslie Enman, CAIB – Archway Insurance

Nadene Gillis, CAIB – Salvatore Insurance Brokers Limited

Darlene Graham, CAIB – King Cole Harbour Insurance – A Member of the Huestis Insurance Group

Joseph Hines, CAIB – Arthur J. Gallagher

Angela Hull, CAIB – A.A. Munro Insurance Brokers Inc.

Jessica Hull, CAIB – A.A. Munro Insurance Brokers Inc.

Michael Andrew King, CAIB – Archway Insurance

Alicia Lee, Certificate of Completion – Cluett Insurance Brokers Inc.

Amy MacLean, CAIB – Roger E. Strum

Trisha Merritt, CAIB – Cosman & Associates – A Member of the Huestis Insurance Group

Michael J. Moore, CAIB – Gateway Insurance Brokers Ltd.

Shaunna Mowatt - Densmore, CAIB – Caldwell Roach Insurance

Terrance W. Riley, CAIB – Archway Insurance

Candace Sawler, CAIB – Fredericks Insurance – A Member of the Huestis Insurance Group

Brandon St. Peters, Certificate of Completion – Cluett Insurance Brokers Inc.

Shara Swinimer, CAIB – Bridgewater Insurance Agency Limited

Andrew Timmons, CAIB – BFL Canada



Our 2018 Aspire Award Recipients

Lifetime Achievement Award -

JD Salvatore, Salvatore Insurance Brokers Limited

Emerging Professional Award -

Mitch Maclellan, Founders Insurance Group Inc.

Lifelong Learning Award -

Suzy Maclellan, Founders Insurance Group Inc.

Above & Beyond Award -

Cynthia Steadman, Macdonald Chisholm Trask Insurance

Insurance Company Rep of the Year -

Andy DeCoste, Aviva

You may contact Keri at (902) 876-0526 or via email at, keri@ibans.com or keri@iban.ca.

CONGRATULATIONS 2017/2018 CAIB GRADUATES!



Alicia Lee
Certificate of Completion
Cluett Insurance



Amy MacLean, CAIB
Roger E. Strum



Andrea D'Eon, CAIB
Archway Insurance



Andrew Timmons, CAIB
BFL Canada



Angela Hull, CAIB
A. A. Munro Insurance Brokers



Brandon St. Peters
Certificate of Completion,
Cluett Insurance



Candace Sawler, CAIB
The Huestis Insurance Group



IBANS President Gina McFetridge and Marcus Ouellette from our Platinum Sponsor, Economical Insurance present the Top CAIB Award to Jessica Hull, A. A. Munro Insurance Brokers



Catherine Jacqueline Colbert, CAIB
The Huestis Insurance Group



Darlene Graham, CAIB
The Huestis Insurance Group



David Leslie Enman, CAIB
Archway Insurance



Janet F. Burbidge, CAIB
A. A. Munro Insurance Brokers



Jessica Hull, CAIB
A. A. Munro Insurance Brokers



Joseph Hines, CAIB
Arthur J. Gallagher



Michael Andrew King, CAIB
Archway Insurance



IBANS President Gina McFetridge, and Marcus Ouellette from our Platinum Economical Insurance present the Top CAIB Award to Angela Hull, A. A. Munro Insurance Brokers



Michael J. Gillis, CAIB
Gateway Insurance Brokers



Nadine Gillis, CAIB
Salvatore Insurance Brokers Limited



Raya Donkin, CAIB
Archway Insurance



Shauna Mowatt-Densmore, CAIB
Caldwell Roach



Tanya Andreino, CAIB
MacLeod Lowry



Terrence W. Riley, CAIB
Archway Insurance



Trisha Meritt, CAIB
The Huestis Insurance Group



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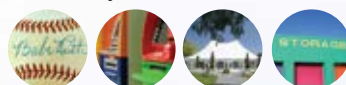
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Innovation in Canada's Insurance Industry



*By Erin Norwood, Manager,
Government Relations, IBC*

It has been said that the only constant in life is change, and that's certainly the case when you consider how technology is transforming our world. Brokers, like insurance companies, are not immune to drastic changes. Brokers and insurers both understand the importance of innovating to help customers better understand and navigate the complexities of insurance products and services.

Established companies have seen their businesses change with startling speed through technological innovations that have reshaped their entire industry. IBC is examining how it can support innovation and balanced regulation so its members are ready for the changes that are here today and coming tomorrow.

In markets around the world, insurers are developing new ways to do business. They're providing services electronically and using apps that allow customers to purchase insurance products via their mobile devices. In some markets, customers can process an entire claim through an app on their smartphone.

On behalf of its members, IBC is advocating to allow for more innovation. And recently, it commissioned the Future of Insurance - a survey to examine how Canadians feel about the technological advancements that could affect the industry.

While brokers have and continue to in-

vest resources in innovative strategies as a way to keep up with consumer demand, we would like to highlight a few areas that will be increasingly relevant to our industry and to brokers.

Digital documentation: By law, cancellations, proof of insurance and other key documentation must be physically provided to customers. Nova Scotia is currently the only province that allows electronic pink slips as acceptable proof of insurance, and IBC is advocating for the other Atlantic provinces to do the same. According to our survey of insured Canadian drivers, 58% would choose to receive their insurance documents online or electronically, and 69% believe electronic insurance documents are convenient.

Autonomous vehicles: With autonomous technology being included in a growing number of vehicles, a fully autonomous future in which all vehicles are able to navigate the roads without human drivers may be closer than we think. This development will change the insurance landscape because collisions won't result from human error, but will more likely be a result of product malfunction. These collisions will have ramifications for tort claims, which take longer and may be more expensive to settle. IBC's Working Group on Automated Vehicles has developed a framework that outlines how insurers can handle these future claims.

Usage-based insurance (UBI)/fintech: The information gained from UBI platforms creates an opportunity to provide drivers with insurance products that are personalized to their exact circumstances and driving habits. Currently, insurers can only offer discounts to drivers from telematics information based on rating drivers against a traditional formula. In IBC's poll, 66% of respondents agreed that determining premiums based on driving performance is a fair way to price insurance. Only one in 10 disagreed.

Cyber insurance: Hackers and other technologically savvy criminals pose a growing threat to companies everywhere. The opportunity exists for insurers to provide coverage against this type of criminal activity, but rating this type of risk is challenging. Insurers need more reliable data

to figure out how often companies are hit. Adding to the difficulty is the fact that companies tend to under-report the number of cyber-attacks they've experienced. We need greater public-private collaboration to increase the sharing of data on cyber incidents. Analyzing this data can give insurers a foundation they can use to provide options for companies at risk of a cyber-attack.

Insurers, brokers, policymakers and regulators all need to work together, to adapt to the world as it is, not cling to the world as it was. Insurers need not only the freedom, but approval, to adapt to these changes. The clock is ticking and as so many have discovered: When it's too late, it's too late. ■

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Creating Peace of Mind with Travel Insurance

By Kyla Russell and Gregory Hardy

With more people taking to the sky or the roads and travelling out of country, travel insurance should be one of the most important aspects of planning for a trip. All too often, however, clients hastily add on travel insurance to their travel plans or choose the lowest cost insurance available without making sure it meets their needs. An insurance broker or agent should help make sure clients know the importance of travel insurance and ensure that proper travel insurance is put in place.

Failure to have adequate or sufficient travel insurance in place can be costly, not only to the travel insurance purchaser but to brokers and agents as well. If a broker or agent does not see to their clients' needs properly when placing travel insurance, a claim for professional negligence against the broker or agent could result.

The importance of travel insurance

Travel insurance is intended to cover problems that may occur when traveling, such as medical expenses, trip cancellation, lost luggage, flight accident or delay, the tour operator going out of business, and other possible losses incurred while traveling. The purpose of travel insurance is not to cause fear within consumers about all the problems that could go wrong when traveling, but to provide peace of mind that should something go wrong, they have coverage that addresses the problem. It is also important to note that travel insurance is meant for any type of travel-vacation, personal, or business. As a broker or agent who provides travel insurance, it is important to provide clients with the details of what they are purchasing and whether it suits their travel plans.

Convincing your clients about the importance of travel insurance

The first step in providing travel insurance to your clients is often explaining why they need it. Travel insurance is not an insurance that most clients need every day nor is it an insurance that is continuously in effect, compared to home insurance or automobile insurance. It is an occasional insurance that clients might not necessarily think about getting, and it may be one that they might not be familiar with it. Therefore, it may make be difficult to convince clients about the value of obtaining travel insurance.

Younger clients may, as an example, assume that they do not need travel insurance because

they are young and fit, without any medical concerns; however, flight delays, baggage loss, and cancellations can happen to any traveler. Travel insurance covers these things. Accidents can also happen. Recently while on vacation Cuba, a 38-year-old Nova Scotia man, slipped and fell in his hotel bathroom, hitting his head. He required emergency surgery to deal with brain swelling. His unfortunate situation is an example of what can go wrong when travelling.

As for the health aspect of travel insurance, clients may also assume that their provincial or territorial health plans, which exist for all residents within Canada, provide sufficient coverage. These plans extend coverage when residents travel within Canada, but they provide only basic, limited coverage when travelling outside of Canada. Without adequate coverage, clients could face substantial bills resulting not only from medical issues, but other travel related issues, such as the cost of booking hotels if trips are cancelled or delayed.

Understanding the Travel Insurance Policies

The second step for a broker or agent is to ensure clients have travel insurance that fits their needs. It is important that brokers or agents know the product they are providing so not only can they answer questions clients might have, but also so they can ask clients appropriate questions to determine what travel insurance clients need. Within those questions, the insurance agent should canvas clients about all relevant pre-existing medical conditions so these conditions can be accounted for when placing the coverage. Failure to advise of pre-existing medical conditions is a common reason for denial of medical travel insurance. Adequate insurance also requires putting insurance in place for the correct period of time the client will be traveling.

In placing the insurance for clients, they need to understand the eligibility requirements, terms and conditions of the policy, and any limitations, exclusions or restrictions of the policy that is put in place. Failure to obtain proper information from clients can result in inadequate coverage and a client's claim being denied. Consideration also has to be given to other insurance options available to client, such as coverage through group plans, as stand-alone travel policies are often secondary to other insurance and duplication may result.

If an insurance broker or agent does not properly advise on the issues of the travel insurance

policy an error can happen and inadequate insurance is put in place. If a client purchases a travel policy, but the insurer decides that there is no coverage under the policy, a claim against the insurance broker or agent could result for being negligent in properly placing the policy, especially because a denial can result in a client being left individually responsible for substantial costs that they expected to be covered under their travel insurance.

In 2014, a Saskatchewan woman travelled to Hawaii for vacation where she unexpectedly gave birth to their daughter nine weeks prematurely. The baby spent two months in intensive care, before the family returned to Canada via a flight with a full medical team. The medical costs from delivery onward equaled approximately \$950,000, and the claim was denied by the couple's insurance provider because of a pre-existing condition. The couple claimed they were never asked about any pre-existing conditions by their insurance agent. Whether a claim was brought against the insurance agent was not reported; however, this incident shows how expensive it can be for clients if proper coverage is not put in place.

A final word

Whether for business or pleasure, travel should be fun, or at least as stress free as possible. Travel insurance eases stress so clients do not have to worry should anything happen when they are travelling. It gives them peace of mind; however, that peace of mind will be shattered the travel insurance clients purchase ends up being inadequate. Insurance brokers and agents can ensure that doesn't happen by knowing their product, asking their clients relevant questions, and informing clients about their options and the details of the insurance.

Kyla Russell and Gregory Hardy are lawyers at C3 Legal Inc. C3 Legal Inc. is a modern insurance defence law firm that takes a fresh look at services for the industry. ■

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Nearly 60% Of Canadians Prefer Digital Insurance Documents



By Grant Patten Digital Media & User Experience Specialist, CSIO

Over half of Canadians (58%) who purchase auto insurance want to receive their insurance documents electronically – rising to 71% among millennials, according to a recent Insurance Bureau of Canada (IBC) survey. Fortunately for insurance brokers, CSIO's My Proof of Insurance eDelivery solution enables them to do just that, for both personal and commercial lines as well as for electronic auto insurance liability cards (eSlips).

All at no additional cost to CSIO members. Brokerages that belong to IBANB, IBANS, IBAN or IBAPEI are automatically members of CSIO.

"I attended a presentation of CSIO's eDelivery solution at our IBANS Technology Town Hall Meeting and was impressed by how simple and straightforward the user experience of the solution is for both brokers and consumers," said Gina McFetridge, President of IBANS in a November 2017 CSIO press release. "IBANS is pleased to endorse this solution as an excellent option to respond to consumers' growing demands for digital interactions with their service providers."

Uptake of the solution has been especially strong in Nova Scotia, partly in response to their insurance regulator being the first in Canada to approve eSlips. Over 60% of IBANS members have registered so far.

IBAN has endorsed the solution for its members as well, says President Jason Sharpe. "It truly is a game-changer, levelling the playing field for any broker looking to expand their digital service footprint."

Customer focus

CSIO conducted extensive market research to better understand consumer expectations and behaviours prior to developing this solution, ensuring that it would meet those expectations upon launch. The data showed:

- 74% of consumers want to receive their insurance documents electronically (IBC)
- Only 4% of Canadians have downloaded an insurance company app (Forrester Research)
- Mobile app installs in the United States decreased by 38% from 2014-2016 (Adobe Digital Insights)

The research found that consumers typically minimize the number of apps they have on their phone, preferring to preserve memory for photos and videos. The apps they do download are the ones they use on a regular basis, such as social media, banking and games.

Therefore, My Proof of Insurance eDelivery was developed as a push solution that sends policy documents over email, leveraging a technology that most customers already use in their day-to-day life – no need to download a separate app or create login credentials.

To provide consumers with a consistent experience regardless of their insurance provider, all emails come from the "@myproofofinsurance.ca" domain. In addition, to support brokers in communicating the benefits of this solution to the public, CSIO has launched the consumer-facing informational website www.myproofofinsurance.ca. The content includes an educational video, step-by-step instructions, and an FAQ section.

Co-branded emails

One of the most important features of this solution is co-branding. Emails sent through My Proof of Insurance eDelivery include both the carrier and broker logos, reinforcing the consumer's relationship with their broker regardless of which company sends the email.

The result is a consistent customer experience that increases the value proposition of brokers and carriers equally. "What impresses me the most is the dual functionality of the software for brokers and carriers, as well as the cost effectiveness of adoption at the brokerage end," says Rose Cava-

liere, Operations Manager at Dawson & Keenan Insurance. "The simple design of the application brings true value to the ease of doing business in the digital world."

Brokerage benefits

This solution provides brokerages of all sizes with a fast, easy and convenient way to provide consumers with an essential digital service, without adding costs to their bottom line. Simply by signing up, brokers ensure that their logo will automatically be included in all My Proof of Insurance eDelivery emails sent to customers, and their BMS will receive Sent Message reports as part of their daily eDocs download.

Getting started

Brokerage registration and setup for the My Proof of Insurance eDelivery solution takes as little as one business day:

1. Log into your personal account on CSIO.com. Members may also create an account if they do not already have one.
2. Ensure your organization has a CSIONet mailbox.
3. Prepare a copy of your brokerage logo.
4. Designate an Organization Administrator to register for your company's primary My Proof of Insurance eDelivery account.

Next steps

CSIO has provided dozens of walkthroughs for industry stakeholders including members, regulators, and provincial broker associations. "These webinar walkthroughs have been very helpful so far in demoing the overall functionality of the My Proof of Insurance eDelivery solution," says Catherine Smola, President and CEO of CSIO. "We are committed to educating the entire P&C industry about this solution, as we know that widespread adoption of My Proof of Insurance eDelivery is how as many consumers as possible will benefit from digital policy document delivery."

Visit CSIO.com for registration and more information on the My Proof of Insurance eDelivery solution, including videos and upcoming webinars. ■

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CALENDAR OF EVENTS 2018

MAY

2	National CAIB/CPIB exams	various locations
5	IBANB CAIB 3 Immersion	Fredericton, NB
10	IBANB CAIB 4 Immersion	Fredericton, NB
24	IBANB Convocation	Fredericton, NB
27-28	IBAC Board of Directors Meeting	Ottawa, ON
29	Hill Day	Ottawa, ON
30	IBANB Fundamentals of Insurance exam	Fredericton, NB

JUNE

6	IBANS Role of a Leader Part 1 <i>Sponsored by Economical Insurance</i>	Webinar
12	IBANS Anatomy of a Commercial Package <i>Sponsored by Wawanesa Insurance</i>	Halifax, NS
13	IBANS Anatomy of a Commercial Package <i>Sponsored by Wawanesa Insurance</i>	Stellarton, NS
14	IBAN/YBNL Golf Tournament	St. John's, NL
21	IBANS Golf Tournament hosted by the YBN	Oakville, NS
22	IBANS Role of a Leader Part 2 <i>Sponsored by Economical Insurance</i>	Webinar
30	IBANB Fundamentals of Insurance exam	Fredericton, NB
30	NBIWA Annual General Meeting	Fredericton, NB

JULY

4	National CAIB/CPIB exams	various locations
25	IBANB Fundamentals of Insurance exam	Fredericton, NB

AUGUST

21	IBANB Board Meeting	Fredericton, NB
22	IBANB Golf Tournament	Sussex, NB
29	IBANB Fundamentals of Insurance exam	Fredericton, NB

SEPTEMBER

7	NSIWA Golf Tournament	Chester, NS
12	National CAIB/CPIB exams	various locations
19-20	Atlantic Brokers Convention	St. John's, NL
25	IBANS Annual General Meeting	Halifax, NS
26	IBANB Fundamentals of Insurance exam	Fredericton, NB
26	IIPEI Golf Tournament	Stanley Bridge, PE

OCTOBER

4-5	IBAC Board Meeting	Halifax, NS
5	IBAC Annual General Meeting	Halifax, NS
18	IBANB Annual General Meeting	Fredericton, NB
19	IBANB Board Meeting	Fredericton, NB
25	IBANB CAIB 1 Immersion	Fredericton, NB
30	IBANB CAIB 2 Immersion	Fredericton, NB
30	IBAPEI Annual General Meeting	Charlottetown, PE
30	IIPEI Convocation	Charlottetown, PE
31	IBANB Fundamentals of Insurance exam	Fredericton, NB

NOVEMBER

TBC	Meet the Underwriter Night hosted by YBN	Fredericton, NB
4	IBANB CAIB 3 Immersion	Fredericton, NB
9	IBANB CAIB 4 Immersion	Fredericton, NB



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