



Credit Union  
Insurance  
Services  
Association

1441 Creekside Drive  
Vancouver, BC  
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May 3, 2010

To: All Credit Union Insurance Services Association Members and Partners

It is with our deepest sadness that we announce the passing of our beloved Roberta Kelly, previous Executive Director of CUISA. She had been battling an illness for over a year and passed away on the evening of Sunday May 2, 2010.

During her life, Roberta touched many as she had an exceptional ability to care about others and always remembered the most important details of people's lives.

Roberta was extremely well respected in the insurance industry and joined CUISA in 2006. As our Executive Director, Roberta represented the Association proudly at many industry events; organized outstanding annual conferences and served on many committees including: Salute, MOUC, and Liaison. She was awarded the CUISA President's Award in 2001 for her significant contributions to our organization.

Before coming to CUISA, Roberta's career was diverse. Her most notable positions included: Teaching at Capilano College; President of the Constituency Association for the Social Credits; Chief of Staff for Bill Vander Zalm; Manager of Communications at ICBC and working for the Vancouver Opera Association.

It was Roberta's wish to battle her illness in privacy with no service or flowers at her passing. Out of respect for Roberta's wishes, the Association has no further information regarding her illness or her passing.

Should you wish to make a donation, Roberta was passionate about the BC Children's Hospital.

We will all miss Roberta dearly.

With deepest regrets,

A handwritten signature in black ink, appearing to read "Lesley Maddison". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Lesley Maddison  
President