



Profitability:

Improving Results & Securing our Future

30th Annual Credit Union Insurance Services
Association Conference, Trade Show, & AGM

JUNE 4 - JUNE 7, 2013

Westin Bear Mountain Resort, Victoria, BC

Profitability:

Improving Results & Securing our Future

30th Annual Credit Union Insurance Services Association
Conference, Trade Show, & AGM

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

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

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



Conference Agenda

Tuesday, June 4

8:00 am – 9:00 pm

Registration Desk Open

Prefunction

10:00 – 11:00 am

Golf Registration opens 10 am
First tee time 11:05 am

Outside Pro Shop

12:00 pm
1:30 pm

Shuttle leaves for Six Mile Pub
Shuttle leaves for Castle Craigdarroch
Sponsored By



6:00 pm - 9:00 pm

Opening Reception
Silent Auction to Benefit BC Children's Hospital Foundation
Sponsored By

Highlands/Colwood



Wednesday, June 5

8:00 am – 5:00 pm

Registration Desk Open

Prefunction

8:00 – 9:00 am

Are you Being Served? Breakfast
Sponsored By

Prefunction



Wednesday, June 5

9:00 – 10:30 am



Keynote Address - Leadership at 100 mph:
How to double Revenue and Profit in 3 Years or Less

Highlands/Colwood

Cameron Herold

Cameron has thrived building companies and is invited to speak around the world about his experience. Now you can have the same powerful tools that took a fledgling \$2M business to \$105M in just 6 years. You'll learn easy to implement ideas such as: how to communicate your vision so employees rally to make it happen; how to plan & run effective, efficient meetings (seriously!); how to harness simple technology tools to grow faster and more profitably; and finally, the resources you need to master the critical aspects of growing a company without driving yourself crazy or working 80+ hours per week!

Sponsored By



10:30 - 10:45 am

Coffee
Sponsored By

Prefunction



10:45 – 12:00 pm

ICBC Moving Forward
Tim Courtenay - ISAS Rep
Kellee Irwin
Glenda Ouellette
Nicolas Jimenez

Highlands/Colwood

12:00 – 1:00 pm

Lunch
Sponsored By

Master's Lounge
Terrace



Wednesday, June 5

1:00 – 2:00 pm

Managing Earthquake Risk in BC :
An Overview of Recent Developments
And Potential Impacts
Mazdak Moini, Vice President, Aviva

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2:00 – 3:00 pm

The IBC Earthquake Project
Bill Adams, IBC

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When it comes to the next earthquake to significantly impact British Columbia, we all know that It is not a question of “if”, but “when”. How will the insurance industry respond? What will be the impact on the province’s economy? What can Canada learn from other earthquake prone countries? Insurance Bureau of Canada believes that the P&C insurance industry needs to take a leadership position in finding answers to these and other important questions if we are to mitigate as much as possible the impact of an earthquake and respond effectively to the needs of those people affected.

3:00 – 3:15 pm

Coffee
Sponsored By

Prefunction



3:15 – 4:15 pm

Marketing for Impact
Martin Reed
Alanna Dyani

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Are you using the appropriate strategies to target Millennials and capture their attention? Central 1 Credit Union (advertising under the Credit Unions of BC banner) is proof that you can overcome this challenge. How did they do it? They developed the ‘Get Your Share’ and the Be Remarkable™ credit union youth focused marketing campaigns. The Be Remarkable™ campaign received 22 awards over two years.

Wednesday, June 5

6:00 – 7:00 pm

Cocktails (No Host Bar)
Photography Sponsored By

Prefunction



7:00 – 9:30 pm

Gala Banquet & Bursary Presentation
*50/50 Draw Proceeds will go to WIIC
(Women in Insurance with Cancer)*

Bear Mtn. Ballroom

Wine & Dinner Sponsored By



Chocolates Sponsored By



Audio/Visual Sponsored By



Flowers Sponsored By



7:00 – 9:30 pm

Entertainment
Michael Harrison
Sponsored By

Bear Mtn. Ballroom



Thursday, June 6

8:00 am – 12:00 pm

Registration Desk

Prefunction

8:00 – 9:00 am

Breakfast

Bella Montagna

9:00 – 10:00 am

Insurance Council of BC: Regulatory Update
Gerry Matier

Member's Lounge

10:00 - 10:15 am

Coffee

Prefunction

10:15 – 11:30 am

Creating Efficiencies: The Lean Journey
"SixSigma"
Mike Rosenblood
Elizabeth Arobaga-Edafe
Shelly Maurer

Highlands/Colwood

11:30 – 12:30 pm

Lunch
sponsored By

The Buck and Bear



12:30 – 2:00pm

Growth & Profitability: Tactics to Grow your Business
from Experts Who Face your Challenges
CUISA Board

Highlands/Colwood

CUISA Tradeshow

Thursday, June 6, 2PM - 6PM

CUISA members and Corporate Partners enjoy the party atmosphere courtesy of the exhibitors while exploring a variety of the first class products and services available in the insurance community. Lots of give-aways and a grand prize of a \$1000 travel voucher for one lucky CUISA member. Silent Auction Grand Prizes will also be drawn at this time.

Applied Systems

Beacon Underwriting

Custom Software Solutions

Echelon General Insurance Company

Grapevine Computer Systems

Guardian Risk Managers

Keal Technology

Paul Davis Systems

Speedy Auto Glass

Sports Can/Special Risk

TIC Insurance

Travel Underwriters

Group Medical Services

PAL Insurance

RSA Travel Insurance

Power Soft Development

Two massage chairs will also be available during the Trade Show, provided by Right Touch Massage.

Appointments for the massage chairs can be made throughout the conference at the Registration Desk.

Generously Sponsored By:



Friday, June 7

8:00 am – 9:00 am

Breakfast
Sponsored By

Prefunction



9:00 – 11:00 am

CUISA AGM

Highland/Colwood

CONFERENCE CONCLUDES
We look forward to seeing you again next year!