



Newsletter

February 2013

To support and strengthen our membership: credit union owned insurance subsidiaries

CUISA Meets with IBC President & CEO, Don Forgeron

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Recently the CUISA Association was invited to speak to the Insurance Bureau of Canada regarding the earthquake situation in BC. Both directors and members were present to participate in a dialogue regarding the issue. Participants were joined by Don Forgeron, President and CEO of IBC, Bill Adams, VP Western and Pacific Region, and Serge Corbeil, Manager, Government Relations Western and Pacific Region. The discussion included the availability and affordability of earthquake coverage as well as the industry's state of preparedness for a major event. The meeting also touched upon some of the lack of knowledge that some consumers have regarding earthquake coverage. When polled, 50% of Canadian respondents believed that insurance companies would pay in the event of an earthquake even if they did not carry the insurance coverage.

In 2011, the IBC launched a major research initiative intended to help Canada prepare for an earthquake of devastating proportion. The research examines the potential economic and insured losses, government programs for mitigation, emergency preparedness and response as well as research into consumer attitudes and expectations. This research will provide recommendations to government and is expected to be completed later this year.

All parties were in agreement that there is work to be done and further discussion with key stakeholders was required, and CUISA will be there. If you would like to participate in the conversation, please contact the Executive Director by email at cuisa@central1.com. The Association is here to represent your interests.



Don Forgeron, President and CEO of IBC

2012 Board

- Shelly Maurer, President
- Kevin Sigouin, Vice Chair
- Cindy Schiller, Treasurer
- Lesley Maddison, Director
- Lynda Mantler, Director
- Michael Henfrey, Director
- John Sullivan, Director



...it's that time again, please review our existing Membership Directory and let us know of changes to your organization. We want to ensure that our information is current. Updated directory information can be sent to cuisa@central1.com

ICBC's Future State (reprinted from BC Broker)

The one element of ICBC's Transformation Program that will most impact brokers will be the renewal of our insurance systems. The Insurance Sales and Administrative Strategy (ISAS) is the process through which ICBC will retire its aging legacy insurance systems (i.e., ADC) and replace them with industry- standard business processes and applications. Since ICBC's inception in 1974, we have been working on the same technology platform. These systems are becoming increasingly more difficult to maintain and to make improvements and changes to – therefore making it more difficult to meet customer and broker needs. Our aging point-of-sale system will be replaced with a new one through a Broker Portal and a new policy administration system. As a broker you will recognize that increased convenience, less hassle, increased speed to market equals a much improved customer experience, too, enhanced by systems that are easier to use and that make more use of electronic documents.

Currently ICBC is in the process of finalizing our partnerships to help with our systems renewal and related business changes. Once finalized we will then go through design and development phases with these partners to build and test the new systems. Broker engagement in the journey is integral to the success of ISAS and the Broker Task Force for this work has been running since early 2012 and has provided valuable insight and counsel to the project.

Thank you for your continued support and stay tuned for more information in the coming months.



Kellee Irwin, Vice President of Insurance and Driver Licensing, ICBC

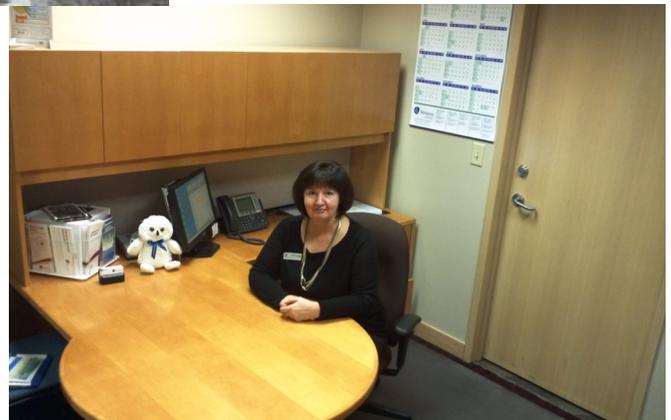
Having issues with an ICBC system or procedure?
Wondering if some process from 1974 is still relevant?

There's a Committee for that! Bring your ICBC problems to CUISA, we want to hear from you!

Liaison Committee is set up to review system issues, procedural and process issues, particularly if you believe a process or procedure is redundant! Please contact us at:

sbelanger@aldergrovecu.ca or through CUISA's email at cuisa@central1.com

Next Liaison meeting is scheduled for: March 19, 2013.



Sharon Belanger, Aldergrove Insurance Ser. Ltd.
CUISA Liaison Representative

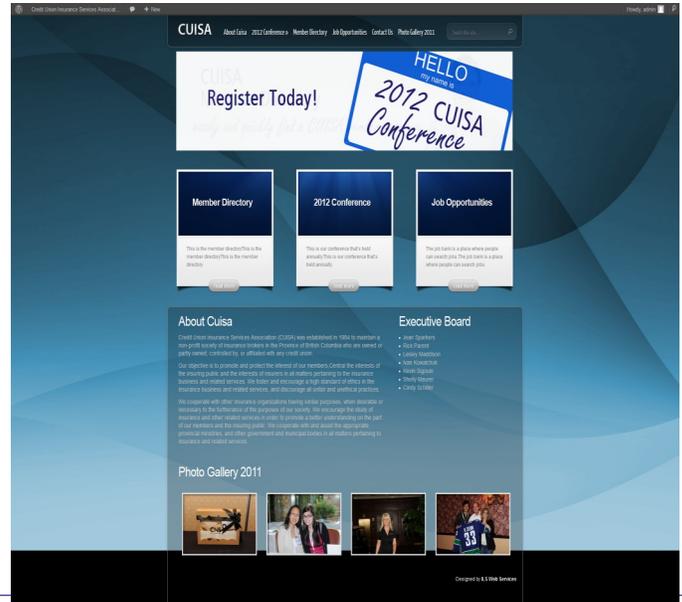
One last word...

Just a reminder regarding our Job Board, please encourage your human resources department to use it, it's free and it supports the Association.

The Robert P. Vickerstaff Dinner will be held March 14th at the Pan Pacific, tickets are available at www.ibabc.org.

Check out our website! We are continually making changes and would love to hear what you think of them!

Registration forms for Conference 2013 are now available online! Hotel rooms are limited so please book early!



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

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This includes fostering and encouraging a high standard of ethics in the insurance business and related services, and to discourage 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