



Welcome to the CQ! CUISA's Quarterly Newsletter

The Credit Union Insurance Services Association (CUISA) was established in 1984 to maintain a non profit society of insurance brokers. Our objective is to promote the interests of the public, our insurers, and our members. We are member owned, values based, and proudly work hard to help build vibrant communities across BC.

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Message from the President



Peter Knowles

I am both excited and honoured to be taking the torch from Kevin Sigouin and leading CUISA members through the challenges that face us. Credit Union culture and values are aligned with my own—things like trust, collaboration, inclusivity, and community—and I am truly driven to be a bigger voice of positive change.

My first order of business is to thank and congratulate Kevin for the amazing leadership and dedication to CUISA while serving on the board and as president for many years. Kevin brings an amazing amount of energy and enthusiasm to everything he does, and while I may not share his interest in winter ocean swimming, I am definitely determined to build on his legacy of leading this great organization loud and proud! Kevin, words can't do your contribution to CUISA justice, so I'll leave it at this: thank you so much.

As for me, I have been leading insurance teams at British Columbia credit unions for nearly twenty years, including Coast Capital, Northern Savings, Coastal Community, and Interior Savings. I am currently the AVP Integrated Relationship Sales for Coastal Community Insurance & Interior Savings Insurance, and I live in the Victoria suburb Colwood with my wife Allie and children Emily, 11, and Wyatt, 3. I own a 1953 Belair I have been restoring! And I am addicted to personal development having attained my CAIB, CIP, and in 2021, my MBA.

I believe in the value of curiosity and listening and I encourage any of our members, business partners, or anyone interested in advancing our goals and values to contact me directly peter.knowles@cccu.ca. That will be my guiding light and nothing is too small or too big.

Thank you and I look forward to serving you as President!

Peter

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Welcome to the new CUISA Board!

Your new CUISA Board was elected at this June's conference in Kelowna.



New prez Peter Knowles bookends ICBC prez David Wong with past prez Kevin Sigouin

- Peter Knowles**, Coastal Community Insurance..... **President**
- Maureen Kurenoff**, Growth Financial Corp..... **Vice President**
- Sandy Thor-Larsen**, Kootenay Insurance..... **Treasurer**
- Michael Henfrey**, Bulkley Valley Insurance..... **Director**
- Kirsty Scriver**, Interior Savings Insurance..... **Director**
- Geordie McLennan**, SASCU Insurance..... **Director**

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2023 Conference

This year's CUISA conference was held at the Coast Capri in Kelowna where delegates were treated to keynote speaker Dr. Kimberley Amirault-Ryan, a performance consultant who shared insights from working with high performing leaders and organizations such as Glen Sather and the New York Rangers.



Dr. Amirault-Ryan shares a Sidney Crosby story during the 2023 conference



ICBC President David Wong made a special appearance

Filling out the theme of 'unlocking human potential' were speakers John Glennon of Sandler Training, John Dickinson, ICBC, Harper Grey LLP, Patricia Boyce, and the always well attended seminar hosted by Janet Sinclair of the Insurance Council of BC.

After an excellent dinner the crowd had to clear tables to make more room on the dance floor for Andrew Johns who featured many songs by Elton John and other popular favourites. The next afternoon the always popular trade show was hosted by Mike Henfry and was well attended with some great draw prizes.



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ICBC Update

While CUISA representatives continue to meet monthly with ICBC, the broader membership were treated to a presentation at the conference by senior leaders Jill Blacklock, David Fearncombe, and Cam Sutherland. ICBC said they were moving into an evolutionary phased after several years of big changes, a message well received by the crowd. Key components of ICBC's strategy include:

Affordable: managing inflation and supply chain issues to keep rates low

Customer driven: being there every step of the way for recovering customers, and continuing to evolve usage based insurance

Smart and efficient: exploring new tools to enable claims customers to be informed

Future focused: keeping roads safe through technological advances such as telematics, autonomous vehicles, and continued investments in road improvements.



Jill Blacklock leads off with ICBC Director David Fearncombe and Cam Sutherland

ICBC thanked brokers for processing over 200,000 online renewals since introduction, with a balance of 60% being processed on customer desktops and 40% on mobile devices. ICBC has no plans to expand online offerings. ICBC also indicated that commissions on optional coverages are trending higher this year and the commission expense ratio overall remains steady at 8.3%.



Tyler McGilvery (ICBC) bags a selfie with Chuck Byrne and John Dickinson at IBABC's leader conference



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Coming this fall...

With vacation season over and the kids back in school, the inevitable return of the busy business cycle is upon us. It also marks the return of special industry events that bring us all together to network and build on relationships that help us progress through our careers and serve our clients.

Salute

Since 1992, the Salute Insurance Person of the Year award has recognized leaders in our industry and reinforced the values that are so important to help ensure peace of mind for our customers. In a time where the demand for talent has never been greater, an evening to recognize those that have accomplished so much and help show the way for up and comers seems particularly appropriate. CUISA congratulates this year's recipient, Andrew Janzen of Janzen Insurance, and Rising Star Moe Arbab-Hesari of Wawanesa! Tickets for this event on October 26 may be purchased at salutebc.org.



WICC

The WICC BC committee has brought back the formal attired seated dinner gala to the Terminal City Club on November 18, and features CTV News anchor Mi-Jung Lee as special guest emcee. Benefiting the Canadian Cancer Society, this event used to sell out every year when it originally began in the early 2000's. Tickets and details are at wicc.ca/bc/events and sponsors are always appreciated.

Follow us on social media!

For the very latest in CUISA and breaking insurance industry news, follow us on X formerly known as Twitter, and LinkedIn. We'll post our own content and repost items we think will be of interest to you. Feel free to like us up!

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CQ Recognition Corner

Dave Jevons

Your exec director since 2018, Dave Jevons retired last month to enjoy life full time on BC's spectacular Sunshine Coast. Dave strongly represented CUISA membership interests during one of the busiest periods of change in the history of BC's insurance industry and spent countless hours in meetings on ICBC task forces and frequent regular meetings with senior executives. If you ever find yourself in Powell River, be sure to give Dave a ring and say hello or even better, spoil a good walk by joining him for a quick 9 on the golf course. All the best in the next, best, phase of life Dave!



Dave presents to Powell River city council

Do you have a team or someone you'd like to recognize? Send a pic and details to exec@cuisa.com and we will publish one in the next edition of the CQ, in December.



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Message from your Executive Director

As of August 1st, I'm proudly serving the interests of CUISA members as your new Executive Director. Through enhanced communications, stakeholder partnerships, and political outreach, I'll be working to increase the profile and influence of CUISA members both within and outside our industry.

Please reach out to me at any time with questions, concerns, or ideas. And a big shout-out to our corporate sponsors, the companies you'll see in this newsletter that support the efforts of CUISA members and help us achieve our goals. Thank you very much for your continued support!

John



Incoming director John Dickinson was surprisingly allowed into outgoing director Dave Jevon's house

CQ *Chill Zone*



Photo taken at low tide by John Dickinson at Spanish Banks

CUISA headquarters are based in North Vancouver, seen here from low tide at Spanish Banks. Submit a scenic shot to exec@cuisa.com from your community for the next edition of CQ!



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And the 2024 Conference will be held in...

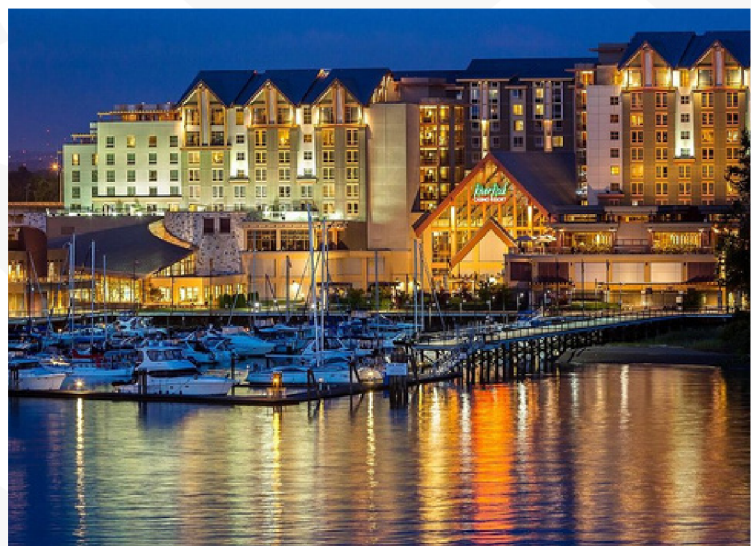
CUISA' board of directors is very excited to announce that the 2024 conference will return to **Richmond's River Rock Casino Resort** on June 18-20!

For those of you who have regularly attended CUISA's past conferences, you will likely have fond memories of this beautiful and fun facility which is conveniently located a 5 minute Canada Line ride from YVR. In addition, the timing of this conference will be a couple of weeks after the IBABC Leadership convention also held in Vancouver, and we are hoping that company and our corporate partner representatives will appreciate the time to rest and catch up with desk time in between both.

More details will follow in December's CUISA Quarterly, but we would be remiss to mention that 2024 marks **CUISA's 40th anniversary** and the board is keen to make this one special! Members, this will be an excellent opportunity to invite more of your leaders and staff, so when you are calculating your 2024 budgets be sure to allow additional attendance. Thank you!

Sponsorships

Ad space in this newsletter is offered to CUISA's corporate partners for a reasonable annual fee. We are always looking for more corporate partners! Please email exec@cuisa.com if you are interested in joining us!





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