



Institute Insider

DECEMBER 2004

FOR MEMBERS OF THE INSURANCE INSTITUTE OF BRITISH COLUMBIA VOLUME 10, ISSUE 2

President's Message

Of all the things I get involved in at the Institute, the Awards Day is without a doubt my favorite event. Seeing all those insurance professionals getting their CIP



Phil Cunningham, BA Hons, CIP, Pg/Dip

designations, sensing the anticipation, excitement and relief that you are finally finished, it reminds me of how I felt when

I achieved the designation.

I remember in particular the last two courses I took, number eleven – only one more to go and finally number twelve – the last one. You start to get so close you can smell it and yet there are still one or two more to go so you knuckle down and keep going because you've come so far you can't stop now!

One thing I would like to mention is that this year's graduating class is the last class who will have had to pass twelve exams to get their designation. Next year, and in future years, students will be able to graduate after completing ten courses. For the graduating class this year I would say, what doesn't kill you makes you stronger – so the fact that you've had to do two extra classes just adds to your character!

It seems very few people outside of the insurance industry know anything about our business and what they do know seems rather dull. Yet as my career progressed in the insurance business, and once I started on the CIP program, I

became more and more aware of just how much insurance is entwined in the very fabric of our society.

The fact that very few people know much about insurance is exactly why we need insurance professionals to work in this business. Educated, technically competent and ethical professionals who can advise people what they need, set competitive rates and pay claims fairly and promptly.

Shortly after starting the CIP program, I was reading an English newspaper – *The Sunday Telegraph*. Under the Finance section was a large heading titled "Do you really need Alien Insurance?" Being in the middle of my Specialty Lines course and surprisingly not having seen a chapter on this in the book, I decided to read on. The article informed us that over 37,000 people in the United Kingdom have bought policies to protect against being abducted by extra terrestrials.

Now, insuring against the risk of being

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Important Dates to Remember

- January 25 "Turn Down the Heat" Solid Fuel Seminar, Vancouver
- February 7 "Speed Reading" Seminar presented by Terry Small, Vancouver
- February 17 "Building By-Laws – A Pandora's Box" Seminar, Vancouver
- February 18 **Early Registration Deadline** for In-Class CIP Courses – Spring Semester
- March 8 "Ultimate Liability" Seminar, Vancouver
- March 18 "The Power Within" – 6 Dynamic Speakers Live in Vancouver
- Final Registration Deadline** for In-Class CIP Courses – Spring Semester
- April 4 to 8 **Winter Semester National Examinations**
- April 11 **Spring Semester** Begins
- May 12 "Dealing with Difficult People" Seminar presented by the Justice Institute

For more information, please visit: www.iibc.org



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President's Message

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abducted by an alien from outer space may not be high on your list of financial planning priorities, but 37,000 people were sufficiently spooked by the prospect of a close encounter to have paid \$225 per policy. The London insurer offering this coverage earned an easy \$8.5 million from this X-files obsession. You will not be surprised to learn that, to date, it has not paid out a single claim. Could it be that their 1-800 claims numbers do not work from outer space?

Needless to say, this is an example of people being sold an insurance policy they do not need. We need to encourage everyone in our industry to carry out their business in an ethical manner and always to the highest standards of conduct – in other words, to be a professional.

By obtaining your CIP designation you are making an investment in your own career that will help you be the best insurance person you can be. As the CIP program shifts to a more application based learning approach, it will further enhance your professional abilities in the industry, whether you are a broker, adjuster or an underwriter.

The demographics of our population are changing and with the baby boomer generation looking toward retirement, your CIP designation will make you a valuable asset in today's workplace. Right now, and looming in the future, there is a definite shortage of experienced, well-trained insurance professionals to lead the industry. The CIP designation will enhance your abilities, your career prospects and your reputation.

And so in finishing, I would like to say thank you to the IIBC staff, Danielle Bolduc and Kim Durocher for their excellent work throughout the year, thanks to the IIBC Council members and their committees for keeping the Institute running smoothly, and congratulations to all of this year's new graduates.

Phil Cunningham, BA Hons, CIP, Pg/Dip
President

Academic Division Report

By **John Dickinson**, BA, FCIP
Vice President, Academic Division

Could there be a more exciting time for the Academic Division than our annual graduation ceremony? The conferring of diplomas and the recognition provided to the graduates in November marks a time of accomplishment, not only for the graduates themselves but also for the tireless Institute staff and volunteers within the Academic Division who bring this moment to fruition.

This thought is particularly applicable to the **Operations Committee**, lead by Janice Wavrecan. The organization of the actual event, including the extensive logistics around diplomas, food, hosts etc, rests on their shoulders with the energetic assistance of Danielle Bolduc and Kim Durocher. And did they ever do a great job! We had close to 400 people enjoy a great meal, saw the graduates off with nary a hitch, and finished for the first time in recent memory before 2pm. For an encore, Janice and her

team will be focusing on redesigning the BC Institute website, publishing the Insider newsletter and updating Institute general information literature for members and potential new members – all for the first half of 2005.

The **Marketing and Communications Committee** will be directing its spring 2005 activities toward increasing enrollment for the fall classes. Their plans include contacting the February CAIB graduates and ensuring that the people identified as corporate liaisons have the new CIP syllabus that will come out in the early summer. They will also focus on career counsellors and student placement offices located on college campuses, as these people can influence the career plans of our

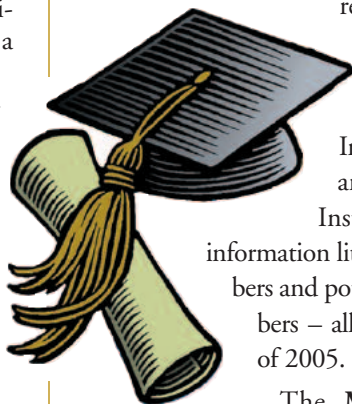
target market.

Joanne Campbell and her committee will also explore the costs of advertising outside of industry publications to draw people into the industry and into the Insurance Institute programs. Raising the awareness of Insurance as a career and learning path might be accomplished by advertising on transit buses and sky train stations that serve colleges and universities, for example.

The **Education Committee**, lead by Ed Novak, developed and distributed questionnaires to night school students requesting they identify courses they were planning to take in the next year and the preferred location for these classes. They are attempting to align courses and locations with student preferences and demand, thereby providing options that will be utilized in the most efficient way possible.

Demand for courses in the downtown core of Vancouver continues to exceed space capacity so the Education Committee is also in the process of identifying additional classroom locations to meet this rising demand. Meeting the requirements of our students is further evidenced by our response to requests for week long courses. We will be holding 2 week long courses in March 2005 (Property and Liability). The New Instructor mentoring program has also been successful and we are continuing with the program through 2005. As part of our project we continue to seek interested and qualified instructors in the various fields for our night school courses – please let us know if you are interested!

So, from one afternoon of celebrating success to the hard work involved in the upcoming term, your Academic Division continues to strive to ensure accomplishment and professionalism is achieved and recognized. **See you in 2005!**



Awards Day 2004

The 2004 Annual Awards ceremonies were held at the Sheraton Vancouver Wall Centre Hotel on Thursday November 18, 2004 and the Victoria Golf Club on Friday November 19, 2004. The functions which honoured our graduates and award winners were attended by approximately 400 people in Vancouver and 125 in Victoria. The graduating class of 2004 consisted of 74 CIP Graduates, 11 FCIP Graduates and 2 GIE Certificates.

British Columbia Awards

Fellow, Chartered Insurance Professionals:

NORMAN BORTNICK MEMORIAL

Gold Medal Award

Castor Hoo Ming So, Oakwest Insurance Agencies

Sponsor: Insurance Corporation of British Columbia

MORRIS & MACKENZIE

Silver Medal Award

Leah Schraeder, CGI Adjusters Inc.

Sponsor: Morris & Mackenzie Inc.

ROBERT YATES MEMORIAL

Bronze Medal Award

Jeanie Lee, Commonwealth Insurance Company

Sponsor: BC Insurance Adjusters' Association

Top Graduate, Vancouver Island

Darwyn Stickle, Coast Claims Service Ltd

Sponsor: Axa Pacific Insurance Company

Chartered Insurance Professionals:

LEONARD J. DEVITO MEMORIAL

Gold Medal Award

Victoria Shiah, ING Insurance Company of Canada

Sponsor: Insurance Corporation of British Columbia

MALCOLM C. SIMPSON MEMORIAL

Silver Medal Award

Susan Muzzin, Insurance Corporation of British Columbia

Sponsor: BC Insurance Adjusters' Association

ADVANCE CLAIMS SERVICE

Bronze Medal Award

Shannon Corps, Axa Pacific Insurance Company

Sponsor: Advance Claims Service Ltd.

Top Graduate, Vancouver Island

Trevor Presley, Canadian Northern Shield

Sponsor: ING Insurance Company of Canada

Runner Up, Vancouver Island

Tina Reid, Insurance Corporation of British Columbia

Sponsor: Aviva Insurance Company

General Insurance Essentials:

Top Graduate Award

Christina Peel, Aon Reed Stenhouse Inc.

Instructor of the Year Award:

DAVID C. SKINGSLEY MEMORIAL

Instructor of the Year Award

Carol Kuzyk, FCIP, CRM, Morris & Mackenzie Inc.

Sponsor: British Columbia CIP Society

Insurance Institute of Canada Awards

FCIP Program:

THE COLIN ATKINSON MEMORIAL AWARD

Jeanie Lee, FCIP, Commonwealth Insurance Company

CIP Program:

THE RALPH SKETCH PRIZE

Victoria Shiah, CIP, ING Insurance Company

THE NATIONAL ASSOCIATION OF INSURANCE WOMEN (INTERNATIONAL) PRIZE

Eugene Roh, The Economical Insurance Group

GIE Award:

THE CANADIAN ASSOCIATION OF INSURANCE WOMEN'S PRIZE

Christina Peel, Aon Reed Stenhouse Inc.

In attendance from the Insurance Institute of Canada were Martin-Eric Tremblay, BAsC, Chair, Board of Governors and Peter Hohman, MBA, FCIP, CAE, President and CEO.

Congratulations to all graduates and award winners!



Photos, from top to bottom:

Vancouver CIP Graduates; Vancouver CIP Graduates; Vancouver FCIP Graduates; Carol Kuzyk accepts the Instructor of the Year Award.

Insurance Institute of Canada Graduates 2004

FELLOWSHIP GRADUATES

Tracy L. Amos	<i>ING Insurance Company of Canada</i>
Shannon Kathleen Briggs	<i>Insurance Corporation of BC</i>
Dianne Eva Dong	<i>Commonwealth Insurance Company</i>
Penny J. Harris	<i>Aon Reed Stenhouse Inc</i>
Gloria Theresa Kondruk	<i>Canadian Northern Shield</i>
Jeanie Lee	<i>Commonwealth Insurance Company</i>
Leah Schraeder	<i>CGI Adjusters Inc.</i>
Castor Hoo Ming So	<i>Oakwest Insurance Agencies Ltd.</i>
Darwyn John Stickle	<i>Coast Claims Service Ltd.</i>
Judy Lee Quan Tam	<i>Jardine Lloyd Thompson Canada Inc.</i>
Catharina Van Aert	<i>Insurance Corporation of BC</i>

CHARTERED INSURANCE PROFESSIONAL GRADUATES

Judy Ann Ashcroft	<i>CGI Adjusters Inc</i>	Alice C.H. Mak	<i>Premier Marine Insurance</i>
David J.A.M. Badanic	<i>Insurance Corporation of BC</i>	Luis M. Marin	<i>Federated Insurance Company of Canada</i>
Ronald Peter Bakker	<i>Koch B&Y Insurance Services Ltd</i>	Susan A. McFarlane	<i>Insurance Corporation of BC</i>
Geoffrey Alexander Bean	<i>The Economical Insurance Group</i>	Richard Stephen Moor	<i>Mercury Adjusters</i>
Trevor Jason Bowering	<i>Crawford Adjusters Canada</i>	Susan E. Muzzin	<i>Insurance Corporation of BC</i>
Angie Breadner	<i>ING Insurance Company of Canada</i>	Eugene Ng	<i>Sovereign General Insurance Company</i>
Jessica Victoria Brown	<i>ING Insurance Company of Canada</i>	Paula Lisabette Nyuli	<i>Canadian Northern Shield</i>
Brian Burrows	<i>Family Insurance Solutions</i>	Fredrick Nzivo	<i>Family Insurance Solutions</i>
Pierre Chavigny	<i>ING Insurance Company of Canada</i>	Shirley Denise Overend	<i>Insurance Corporation of BC</i>
Vivian Hong Chen	<i>Koch B&Y Insurance Services Ltd</i>	Jane Elizabeth Potter	<i>Insurance Corporation of BC</i>
Fanny Cheung	<i>Westland Insurance Group Ltd</i>	David Andrew Preddy	<i>Insurance Corporation of BC</i>
Esther Bik-Yin Chow	<i>ING Insurance Company of Canada</i>	Trevor J. A. Presley	<i>Canadian Northern Shield</i>
Jeff P. Clark	<i>Commonwealth Insurance Company</i>	Tim Provenzano	<i>Insurance Corporation of BC</i>
Barb Close	<i>Canadian Direct Insurance Inc</i>	Lorraine Prystay	<i>Insurance Corporation of BC</i>
Shannon Victoria Corps	<i>Axa Pacific Insurance Company</i>	May Quan	<i>Insurance Corporation of BC</i>
Tracey Day	<i>Insurance Corporation of BC</i>	Deborah Lynn Raffard	<i>Insurance Corporation of BC</i>
Connie M. Desharnais	<i>Aviva Insurance Company of Canada</i>	Tina Eileen Reid	<i>Insurance Corporation of BC</i>
Michael Foley	<i>Insurance Corporation of BC</i>	Wendy S. Reisler	<i>ING Insurance Company of Canada</i>
Arthur Douglas Fredell	<i>Archibald, Clarke & Defieux Insurance</i>	Athena Roddick	<i>Insurance Services Dept. of London Drugs</i>
Michael Gagnon	<i>Canadian Northern Shield</i>	Kamal Sahota	<i>Atkinson & Terry Insurance Brokers</i>
Gloria Yuan Yun Gao	<i>Federation Insurance Company of Canada</i>	Joven Santos	<i>Federation Insurance Company of Canada</i>
Donna Garcia	<i>Wawanesa Mutual Insurance Corporation</i>	Maria Vivien Santos	<i>Federation Insurance Company of Canada</i>
Kevin R. Gelin	<i>Insurance Corporation of BC</i>	Victoria Fu-Hua Shiah*	<i>ING Insurance Company of Canada</i>
Hayley Glauser	<i>Canadian Northern Shield</i>	Rita Shori	<i>Commonwealth Insurance Company</i>
Roberta Goodrick	<i>Canadian Northern Shield</i>	Karin M. Singbeil	<i>Insurance Corporation of BC</i>
Janet Gwilt	<i>The Economical Insurance Group</i>	Dana Lynn Skelton	<i>Mardon & Garrison Agencies Ltd</i>
Brian Hickey	<i>Insurance Corporation of BC</i>	Terry D. Soo	<i>Insurance Corporation of BC</i>
Karen Hopkins-Lee	<i>Canadian Direct Insurance Inc.</i>	Bradley William Stephen	<i>Huston Grant Adjusters</i>
Harold Hurlen	<i>Township of Langley</i>	Tania Storojeff	<i>Insurance Corporation of BC</i>
Michael E. Jobson	<i>CGI Adjusters Inc</i>	Robert A. Suksawat	<i>BCAA Insurance Corporation</i>
Julie Johnston	<i>Insurance Corporation of BC</i>	Julia Katherine Sykes	<i>Cunningham Lindsey Canada Ltd</i>
Nicole Erika Jorgensen	<i>ING Insurance Company of Canada</i>	Gary James Taylor	<i>Aon Reed Stenhouse Inc</i>
Jatindar Judge	<i>Insurance Corporation of BC</i>	Sharon Lea Vandekerckhove	<i>Insurance Corporation of BC</i>
Thomas Raymond Kent	<i>Deak Agencies Ltd.</i>	Jacqueline Anne Wall	<i>Aviva Insurance Company of Canada</i>
Louise Merion Langton	<i>Barton Black & Robertson Insurance Services</i>	Donna L. Wingenbach	<i>Aviva Insurance Company of Canada</i>
Larry Laws	<i>Insurance Corporation of BC</i>	Edmund Tit Fu Yuen	<i>Metrotown Insurance Services Ltd</i>
Tara Lee MacPherson	<i>Vanguard Insurance Brokers Ltd</i>	Amy Zettler	<i>Zurich North America Canada</i>

GENERAL INSURANCE ESSENTIALS CERTIFICATES

Lindsay Matthews	—
Christina Peel	<i>Aon Reed Stenhouse Inc.</i>

*Graduated with Honours

Professional Division Report

By **Carol Kuzyk**, FCIP, CRM
Vice-President, Professional Division

As Phil Cunningham identified in his Convocation Address, professionalism is an absolute necessity in our industry. To this end, the Professional Division has been very active in the following areas:

SEMINARS

Chaired by Rick Pickens
FCIP, CCIB, CRM

The Committee has been working diligently and has organized the following upcoming quality seminars:

Turn Down the Heat

January 25, 2005

A Pandora's Box (Building By-Laws)

February 17, 2005

Ultimate Liability – Ultimate Limitation Date and Joint Ventures

March 8, 2005

Dealing with Difficult People

May 12, 2005

Watch for further announcements.

CIP SOCIETY OF BC

Chaired by Graham Haigh
BA, CIP, CAIB

The Committee has had a very active Fall.

Three graduate level seminars took place, one of which was in Victoria. The topics were Equipment Breakdown Insurance and Insurance Fraud.

In the New Year, the CIP Society is planning a luncheon seminar discussing the Florida Hurricanes as well as another seminar on Directors and Officers Liability coverage.

Also, now is the time to mark your calendar for the CIP Society's social highlight of the year – the Golf Tournament – June 1, 2005.

FUTURE DIRECTIONS

Chaired by Shawn Sinclair
MBA, FCIP, CRM

The Committee is reviewing materials and statistics in order to adapt our marketing plan to match the best opportunities for the short term and long term. They are also in the process of gathering data to prepare and execute a survey on distance learning.

Each one of these Committees continues to focus on providing the support to further education and professionalism in the insurance industry.

Vancouver Island Chapter Report

By **Tara Johnson**, CIP
President, Vancouver Island Chapter

The Vancouver Island Chapter held its annual awards dinner and dance at the Victoria Golf Club on November 19th, 2004.

As usual, it was an extremely enjoyable event with approximately 125 people in attendance to honor our 2 FCIP graduates and 5 CIP graduates.

The insurance industry faces many struggles in maintaining a positive image with the general public. As more consumers become aware of the importance of insurance, it is our job to ensure their needs are met. It is necessary that we exhibit integrity & professionalism in these dealings.

Working toward and obtaining a CIP or FCIP designation is a significant accomplishment. It is an important step in obtaining the knowledge and confidence required to become professional insurance representatives.

We sincerely congratulate all the 2004 graduates and wish them the best of luck in all their future endeavors.

MAKING THE Career Connection

The Insurance Institute of Canada's latest initiative, **Career Connections**, is taking off across the country! The objective: To raise awareness among junior high, high school, and post secondary students of the many rewarding and challenging careers available in the industry.

Industry professionals can play a significant role in connecting the world of insurance to students. The *Ambassador Program* brings insurance industry volunteers into the classroom. The objective is to leverage the education and career experiences of insurance professionals with youth and encourage them to choose the p & c insurance industry for a career.

Whether in a classroom setting, a career panel, or a formal guest speaking engagement, volunteers have an opportunity:

- To showcase the insurance industry to future recruits;
- To heighten awareness of the industry to educators and youth;
- To share personal education and career experiences;
- To work directly with local schools and communities; and
- For personal satisfaction in motivating others to pursue their educational and career aspirations.

If you are interested in volunteering for the *Ambassador Program*, we will provide training and guidelines for presenting to youth. For more information, please contact:

Tammye Bedard
Career Connections Officer
at career-connections@iic-iac.org
or

Danielle Bolduc at
daniellebolduc@iibc.org.

The New CIP Program

As of September 2004, the curriculum requires students to complete 10 courses to graduate (5 mandatory, 3 applied professional, and 2 elective).

The CIP Program has been enhanced with new texts and teaching aids, but the 9 applied professional courses, of which any 3 are required, represent the greatest advancement. These applied professional courses will be offered at 3 levels of study, in each of 3 categories: Agent & Broker, Underwriter and Loss Adjuster. These 9 courses are at the heart of our program enhancement. They will give students an opportunity to shape their learning according to their interests and career goals.

NEW CIP COURSE OUTLINE				
MANDATORY	APPLIED PROFESSIONAL*			ELECTIVES
<i>5 courses required</i>	<i>3 courses required</i>			<i>2 courses required</i>
Principles & Practice <i>Must be taken as one of first four courses</i>	Agent & Broker	Underwriter	Loss Adjuster	Refer to your 2004-05 syllabus for options
Automobile	C130	C120	C110	
Property	C131	C121	C111	
Liability				
Business of Insurance <i>Must be taken as one of last three courses</i>	C132	C122	C112	

*Students may fulfill their subject requirements by taking courses at any level within any stream. It is, however, our recommendation that subjects be selected according to an individual's future career goals.

For more information, please visit: www.iic-iac.org.

Licensing Programs

General Insurance Salesperson / Adjuster Level 1 License; General Insurance Essentials (GIE) – Part 1 & 2

This course provides the training required by the Insurance Council of BC for anyone wanting to obtain a Level 1 Salesperson or Adjuster License. Based on the **General Insurance Essentials** courses of the Insurance Institute of Canada, it introduces the student to the insurance business, insurance intermediaries, the insurance company, basic documents, insurance practices and automobile insurance. In addition, the course covers, at an introductory level, law and insurance, insurance contracts, insurance organizations, fire insurance, the Homeowner's policy, personal lines policies, liability insurance, commercial insurance coverages, reinsurance, risk management and loss prevention. **Once this training has been completed, the successful candidate is required to have the sponsorship (employment) of a licensed insurance agency in order to obtain a Level 1 license.**

Douglas College Continuing Professional Education, in partnership with the Insurance Institute of British Columbia (IIBC), is pleased to offer insurance licensing programs for classroom instruction. All students must be current, registered members of the Insurance Institute of British Columbia.

<i>Instructor:</i>	Carol Kuzyk, FCIP, CRM
<i>Location:</i>	Douglas College, New Westminster Campus
<i>Dates:</i>	CRN 11065: Saturdays, Jan 15 – Mar 5 (no class Feb 5) CRN 21108: Saturdays, Apr 2 – May 21 (no class Apr 23)
<i>Times:</i>	Saturday, 9:00 am – 4:00 pm (7 sessions)
<i>Fee:</i>	\$425 plus textbooks (plus \$15 registration fee)
<i>Textbooks:</i>	General Insurance Essentials – Part 1 (includes CD Rom) General Insurance Essentials – Part 2

For more information, please visit: <http://www.douglas.bc.ca>, under the Continuing Education Section.