



Institute Insider

SPRING 2004

FOR MEMBERS OF THE INSURANCE INSTITUTE OF BRITISH COLUMBIA

VOLUME 9, ISSUE 2

President's Message

How did you wind up working in the insurance business? Whenever this subject comes up in a group of insurance people, the answer is generally the same – by acci-



Debbie Ferguson, FCIP, CCIB, CRM

dent. Most of us never imagined ourselves in insurance when the eighth grade teacher asked us what we wanted to be when we grew up. Time and circumstances converge and suddenly you're not an astronaut, you're a claims adjuster.

When you started working in insur-

ance, did you realize that you were now regarded as a professional? Insurance workers are considered professionals when they use their expertise and knowledge to assist or serve members of the public. You are considered to have specialized insurance knowledge – you work with it every day, you understand it and you can advise the insurance purchaser on the subject.

So do you feel like a professional? In the course of simply doing our jobs in the insurance industry, we often lose sight of the fact that it is more than a job. We have a responsibility to the public to use our specialized knowledge to assist them in purchasing a contract of insurance or to maintain the integrity and intent of the contract or to fulfill the promise of the contract when a claim occurs. The job is important because people rely on us to provide them with the right answers to all their questions.

Does the public know that you are a professional? The insurance industry seems to have stood quietly in the background in the past. The Insurance Institute of Canada is changing that with the publicity campaign around the CIP designation.

IIC is asking its members and graduates to stand up and be counted as a recognizable professional in Canada.

How do you start to really feel and act like an insurance professional? Take control of your place in your profession and expand your knowledge. Knowledge is the key to success in any job but it is crucial to a professional. As the world changes, so does your profession. Keeping your professional knowledge current keeps you on top of your profession. The CIP designation speaks volumes about your commitment to your profession – it says you have acquired the necessary knowledge to excel.

What can you do to advance insurance as a profession of choice? Always speak highly of what you do and be proud of it. If you meet a bright young person who now realizes they can't be an astronaut after all, encourage them to investigate a career in insurance. The insurance industry needs more bright young people. After all, you were one once and now you are an insurance professional. Something to be proud of, right?

Debbie Ferguson, FCIP, CCIB, CRM

President

Important Dates to Remember

- June 2** *2nd Annual CIP Society Golf Tournament*, Newland's Golf & Country Club, Langley
- June 7** *"Forensic Engineering in Practice" Seminar*, SFU Harbour Centre, Vancouver
- June 8** *Annual Meeting, Vancouver Island Chapter*, Holiday Inn, Victoria
- June 10** *Annual General Meeting*, Hyatt Regency, Vancouver
- June 10** *Past Presidents' Dinner*, Vancouver Club
- August 20** *Registration Deadline* for Fall Semester In-Classroom Courses
- September 13** *Fall Semester* begins

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



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Vancouver Island Chapter Report

By **Vicki Rowan**, CIP
President, Vancouver Island Chapter

In order to make a career in the Insurance Industry available and known to more people, and to bring some fresh faces to the industry, the Victoria Chapter partnered with Camosun College to offer the General Insurance Essentials Licensing Course in the Fall of 2003. The class was full with 30 students of various ages, past occupations, and life experiences. We were pleased with the results as the pass ratio was on par with the national average. A great job was done by the instructor, Maurice McFadden.

As a result of the GIE course being offered at Camosun College, the Victoria Council had a booth at the Camosun Career Fair in February. This gave us the opportunity to speak to college students about the industry and what it has to offer.

As you know, the CIP designation will require only 10 courses and a new set of applied professional courses were launched in January 2004. Keep checking the website at www.iibc.org to see which of the new courses, in addition to the existing courses, will be offered next semester.

We continually strive to offer you interesting, pertinent seminars. Several years ago we ran a successful Risk Management Seminar. We are pleased to advise that an updated version will be offered again in the Fall of 2004. Also keep your eyes open for information about a casual social event for graduates (CIP & FCIP) which we hope will become an annual event beginning this Spring.



Academic Division Report

By **Phil Cunningham**, BA (Hons), CIP, Pg/Dip
Vice President, Academic Division

At the national level, the Insurance Institute of Canada (IIC) has been working hard to promote the property and casualty insurance industry with the aim of encouraging people to pursue careers within our industry. Locally, the Insurance Institute of British Columbia has also been actively involved in this drive to make the general public aware of career opportunities that exist both locally and nationally.

In March, members of the IIBC Communication and Marketing Committee manned a booth at the Douglas College Trade Fair to promote the Institute and the CIP program. The Institute's recently launched CD, titled "A World of Possibilities," was also shown at the Fair. This CD has been produced by IIC and is aimed at high school students. Complete with a rock soundtrack, it is an informative video that gives an overview of the many different types of careers available in the

property and casualty insurance business. The committee has also sent similar information to all the high schools in the Vancouver area.

The IIBC Operations Committee is currently working on an information package titled "How do I get into the Insurance Industry?" This will contain a wide range of contacts and resources that the Institute will make available to the many people who contact us each day with general questions concerning employment in our industry.

The IIBC Education Committee continues to work on enhancing the delivery of the CIP program. The Committee has been busy this year fielding questions regarding the launch of the new CIP Program and remains committed to its mandate of ensuring that courses and instructors are available to students at all stages of their CIP Program.

DOUGLAS COLLEGE LICENSING PROGRAMS

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 at the New Westminster campus. All students must be current, registered members of the Insurance Institute of British Columbia.

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 or licensed adjusting firm in order to obtain a Level 1 license.

INSTRUCTOR	Carol Kuzyk, FCIP, FRM
DATES	7 Saturdays, September 18 – November 6 (<i>no class October 9</i>)
TIME	9:00 am - 4:00 pm
FEE	\$425 plus textbooks (plus \$15 registration fee)
TEXTBOOKS	General Insurance Essentials – Part 1 (includes CD ROM) General Insurance Essentials – Part 2

NOTICE *of* ANNUAL GENERAL MEETING

Vancouver Island Chapter · JUNE 8th, 2004
Insurance Institute of BC – Vancouver · JUNE 10th, 2004

NOTICE OF Annual General Meeting

The Annual General Meeting of
The Insurance Institute of British Columbia
will be held at 4:30 pm on Thursday, June 10th, 2004
in the *Cypress Room* of the Hyatt Regency Hotel,
655 Burrard Street, Vancouver, BC.

AGENDA

- (i) Notice Calling meeting and proof of service;
- (ii) Report on Quorum;
- (iii) Minutes of previous Annual General Meeting;
- (iv) Committee Reports:
 - (a) Academic Division;
 - (b) Professional Division;
 - (c) Vancouver Island Chapter;
- (v) Report of President;
- (vi) Annual Financial Statement(s) and Auditors' Report;
- (vii) Approval of Act of Directors;
- (viii) Election of new Officers/Directors;
- (ix) Appointment of Auditor;
- (x) Any other business on the Agenda.

No business shall be considered at a Meeting except such as is specified on the Agenda; but upon a resolution passed by a majority of votes cast at the Meeting other new matters may be introduced and referred to the Council or a Committee for consideration, to be reported on and considered at the next Meeting. — Article III, Sec. 4.

May 6th, 2004

Carol Kuzyk, FCIP, CRM
Secretary-Treasurer

VANCOUVER ISLAND CHAPTER Annual Meeting

The Annual Meeting of the
Vancouver Island Chapter will be held at
12:00 Noon, Tuesday, June 8th, 2004 at the
Holiday Inn, 3020 Blanshard Street, Victoria, BC.

Lunch will be served
prior to the Annual Meeting
for a nominal charge of \$10.00.

REPORT OF THE NOMINATING COMMITTEE

In accordance with Article V, Section 5, Paragraph (a) of the Bylaws of The Insurance Institute of British Columbia the following is a listing of proposed Officers and Council Members for election at the next Annual Meeting:

Officers

President

Philip Cunningham, BA (Hons), CIP, PgDip
Mardon Group Insurance

1st Vice President

John Dickinson, BA, FCIP
Insurance Corporation of British Columbia

2nd Vice President

Carol Kuzyk, FCIP, CRM
Morris & Mackenzie Inc.

Secretary/Treasurer

Andrew Janzen, BComm, FCIP, FCRM, CAIB
Mardon & Campbell Insurance Brokers

Past President

Debbie Ferguson, FCIP, CCIB, CRM
Jardine Lloyd Thompson Canada

Council Members

Joanne Campbell, MBA, FCIP
Insurance Corporation of BC

Graham Haigh, BA, CIP, CAIB
BCAA Insurance Corp

Ed Novak, BA Hons, CIP
Insurance Corporation of BC

Rick Pickens, FCIP, CCIB, CRM
Pemberton Insurance Corp

Shaun Sinclair, MBA, FCIP, CRM
Telus

Janice Wavrecan
Royal & SunAlliance Insurance

The duly elected President of the Vancouver Island Chapter of the Insurance Institute of British Columbia.

Representatives to the Governing Council of the Insurance Institute of Canada

Philip Cunningham, BA (Hons), CIP
John Dickinson, BA, FCIP

The duly elected President – Vancouver Island Chapter
Debbie Ferguson, FCIP, CCIB, CRM (*Alternate*)

May 6th, 2004

Glenda Ouellette, BA, FCIP
Chair, Nominating Committee

Professional Division Report

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

We in the Professional Division have a virtual smorgasbord of events and plans designed to enrich and enliven everyone's insurance industry career. In fact, our Committee Chairs are having the time of their lives, which might make you wonder: why not join a Committee yourself? The leadership skills and contribution to the industry are sure to make any career in the insurance business as glamorous as a career in Hollywood!

The Future Directions Committee, lead by Shaun Sinclair of Telus, is on fire. They've hired a consultant to prepare a marketing plan for the IIBC to explore the marketing opportunities that we have at the Institute moving forward. A sneak peek revealed opportunities for independent brokers and ICBC personnel, who would be very well suited to pursuing their CIP designations and enhancing their solid credibility and respect within

the insurance industry. But Shaun and his team aren't stopping there. In addition to the marketing report, they are focusing on potential projects for the next 5 years.

The Seminars Committee, lead by Gail Stroschein of CNA Canada, has been putting together more hits than Shania Twain. After 3 successful seminars in March including Negotiation Skills, RCT Evaluater, and Business Interruption, her Committee is organizing an exciting seminar on June 7 entitled Forensic Engineering in Practice. This seminar will provide an overview of the types of losses investigated, tools used in developing opinions and conclusions. They will review case studies in product litigation, and losses and personal injuries arising from fires, slip & falls and machinery breakdowns. A final case study will bring all the different areas together in a serious loss involving personal injury,

motor vehicle collision and a product failure. A great seminar for almost everyone.

The CIP Society, lead by Graham "Roddy" Haigh of BCAA, has had a busy spring as well. In April they scored a home run with the first presentation to the insurance industry from the BC Utilities Commission. The CIP Society Golf Tournament on June 2nd is also sure to draw a large crowd and improve on last year's inaugural success. Later in the year, plans include a Fraud Awareness seminar conducted by the IIBC's instructor of the year – Arnold Archer. A Boiler & Machinery seminar for those on the commercial side of our business is also planned.

All in all, the Institute has much to offer to support and educate your insurance career. Be sure to take advantage of these opportunities and get involved today!

The Accidental Insurer

Curiously enough, the above title describes the career path of some 90% of the employees in our industry. When asked to submit an article on a career in insurance, I thought it not only worthwhile, but important, to review my own journey, as it highlights the difficulty our industry has in attracting new employees who deliberately choose insurance as a career and recognize its amazing potential and diversity.

My journey to an insurance career all began some ten years ago, when I woke up one morning and realized I was on the cusp of graduating from university – but had nothing lined up to occupy my time thereafter. So, with resume in hand, I started contacting everyone I could think of, expecting to be able to pick from hundreds of job offers that would soon be coming my way. Not surprisingly (at least to me at the time) I returned home at the end of day one of my job search to find a message on my answering machine from BCAA asking me to call them to discuss the position for which I had applied – a job in their Public Affairs department.

Excitedly, I picked up the phone and called in to speak to their Human Resources Department. An HR representative came on the phone and said these fateful words, "Mr Haigh, thank you for your resume, we filled the job you applied for, have you ever thought of going into insurance?" Ahhhhhhhhh! After clearing out her ears following my scream, the HR representative followed up with "You could just do it for the summer, while looking for other work". Given my financial situation (ie. unemployed) I blurted out, "Hey, that's a great idea, when can I start!"

From that fateful day, over the course of 10 years in the business, I have held positions as an agent and supervisor, as systems support in a call centre, as a product representative and manager, as an underwriter, and currently as an operations manager. Also, I have completed two industry designations – CIP and CAIB – and am presently enrolled in the FCIP program.

My intent in going over the above is not to 'toot my own horn'. I do it to show the varied roles and challenges open to anyone brave enough to take the plunge and join an exciting industry which is impacted by, or impacts, virtually every major event in the world. If we didn't pay the loss we covered the risk.

Insurance truly is exciting and interesting. If this is the case, though, why doesn't that message come through to the youth of today (and yesterday)? I have to say, I am convinced it is because we have not been able to convince ourselves – the 100,000 independent brokers, adjusters, actuaries, underwriters etc.¹ – that we should be proud of the industry in which we work. When out at parties or with friends, we meekly confess to being in insurance. When speaking with customers, we virtually apologize for charging them for our service.

The light went on for me when listening to Glenn Gibson, Chair of the Board of Governors of the Insurance Institute of Canada. He very clearly described how we must change our own opinion of our business before we can expect others to become engaged. So, I say, "Amen, brother Gibson". Next time someone asks me what I do for a living, I'm answering "I work in the most important and exciting industry there is. It changes every day and impacts every facet of life. I am in INSURANCE!" Well maybe not quite so lengthy, but you get my drift.

By **Graham Haigh**, BA, CIP, CAIB
Chair, BC CIP Society

¹Insurance Bureau of Canada – Facts 2003 of the General Insurance Industry in Canada