



Insurance Institute



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**2010/2011 Ontario Annual Report
Ottawa Chapter**

Chapter Reports



Bob Norman, CIP

Ottawa Chapter Report

COMMITTEE ACTIVITIES

Education

The trend to declining enrollment in our evening class program was convincingly reversed this year, with a 16% increase in registration over the previous year. We were able to run more courses (21) to more students (240) with larger average class sizes (11.7). We attribute the strong growth to the expansion of

our in-house program, which this year encompassed nearly 50% of our total course offerings. A total of 44 CIP graduates volunteered their time as invigilators of CIP exams for 462 students over the course of the year. We have implemented all of the best practices developed by IIC regarding instructor hiring and training, and our Education Committee strongly supports this initiative. An FCIP Information Breakfast, with presentation by Ted Hellyer, provided impetus to the launch of the FCIP program in our area.

Seminars

Registration in our seminar program remained roughly equal with last year, but experienced strong growth (21%) in the number of seminars offered as well as increased revenue (11%). This was due to a 14% increase in registrations in our RIBO Licensing program, as well as a 64% increase in the number of ½ day seminars offered this year to compensate for a slight decline in the number of 1 hour Coffee Classes and Luncheons. In total we offered 24 seminars, with a total registration of 456.

We ran three Basic Licensing Classes this year, with superlative pass rates. We were also pleased to host a session of the Essential Management Skills course to a sold-out class.

We offered 4 “Coffee Class” one-hour seminars, with topics including Condo Insurance and Cross Border SABS. These included classes delivered in our office and in-house, within subscribing companies. In addition we delivered 13 full and ½-day academic seminars, with topics ranging from SABS Updates to Asbestos/Mould Remediation, Understanding D&O, CGL, Managing the Generation Mix, Intro to Surety Bonding, Managing the Needs of Cross Generational Customers and Anatomy of a Claim.

Our PROedge Seminar Series was equally successful, with topics ranging from Fraud in the 21st Century, Finance for the Non-Financial Professional, Employment Contracts, and Leading Liability Cases of 2009-10.

Finance

Our performance at year end was significantly ahead of plan, with an academic surplus of \$46,000.00. This is due primarily to the growth of our evening class and seminar programs, as reported.

CIP Society results exceeded budget targets as well, resulting in a surplus of approximately \$3,000.00 after delivery of two significant brand advertising campaigns over the course of the year.

Convocation

On November 12, 2010 we held our 51st Annual Convocation at the Hilton Lac Leamy in Gatineau, QC. 135 attendees were in attendance to welcome our 18 CIP, 4 FCIP and 7 GIE graduates. We were pleased to welcome several invited guests representing all the local insurance associations and IIO. A total of 10 awards sponsored by local companies and industry associations were presented to our grads. Kate O'Hara, CIP, CRM was awarded our coveted Instructor of the Year designation. The jazz trio, funded in part by our Subscription Campaign, was once again highly valued by all in attendance.

Career Connections

We have a dedicated and enthusiastic group of trained Ambassadors who were called upon several times over the course of the year, and consistently stepped up. They delivered 10 secondary school classroom presentations to very positive reviews from both students and teachers, and assisted at seven University and College Career Fairs (Algonquin College, St. Lawrence College, Queens, Carleton and University of Ottawa).

The Feed the Minds of Youth event in November was well received by the 26 students and parents in attendance. Several of our current Ambassadors delivered presentations, and the new Careers video was reviewed over a pizza lunch, complete with cake and balloons.

Special Events

This year's annual CIP golf tournament at Cedarhill Golf Course on 15 September 2010 was a success, despite being smaller in numbers than in previous years. Due to a number of conflicting local events, we attracted only 51 participants plus additional dinner registrations, however participants helped raise over \$400.00 for the Ottawa Food Bank in addition to non-perishable food items. The local WICC Chapter, who had a booth on the course, collected over \$300.00. The weather, food, staggered start “best ball” format – and fully loaded prize table – contributed to a relaxed atmosphere and very positive reviews.

Our Third Annual Instructor Appreciation Event was held in March, in conjunction with Institute Education Week. In addition to two seminars, a series of Coffee Information Sessions were hosted by council members within the offices of four local subscribing companies. Our Chapter Essay Contest – with a prize of a Kindle e-reader – was designed to promote the themes of Education Week. We received 4 excellent essays, with submissions from both students and graduates. The winning essay will be published in our Capital News newsletter.

Our AGM will be held on June 23rd. The Nominating Committee has again brought forward a strong slate, representing a cross-section of our local industry.

Membership

Our Chapter paid membership at March 31st was 1319, an increase of 5.1% over this period last year. This is a continued effect of the increased activity in our education programs, combined with a more proactive approach by IIC Customer Service to membership.

Communication

We continue to publish our newsletter three times annually, in conjunction with our evening class schedule. We have made several enhancements

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over the past year to the quality and scope of the articles in our newsletter, and are very proud of the final product. Delivery is on-line, and we hope it serves as an added incentive for our members to access the website and the e-commerce registration options.

Our members are also serviced by weekly Ontario e-blasts of upcoming events province-wide.

We have introduced the new Council Orientation package of materials over the past year, so that every member of Council is now equipped with the full package. This will serve as a template going forward for all new Council members.

Marketing

The success of our programs this year enabled us to fund two new brand advertising campaigns, in addition to the campaign begun last year, for which CIP funds were retained from our surplus. We extended the ½ page ads published in every event program of the National Arts Centre and Broadway Across Canada series over the year by an additional show – Cats – which had a larger attendance than any other over the year. We also ran a campaign of bus shelter ads throughout the Ottawa Metropolitan area during the February Winterlude weeks, where traffic circulation is highest.

We continue to host the meetings of our local Industry Liaison Committee, maintain a calendar of local industry events, and continue to maintain the National Subscriber Info Racks installed in the offices of five of our largest

companies, providing an ongoing Institute presence in those offices. The Chapter actively participates in the activities of all local industry associations – Ottawa Insurance Brokers, Ottawa Valley Adjusters and RIMS.

We have been very pleased to welcome Robert Munford, our Customer Relations Manager, who has capitalized strategically on his visits to our chapter to strengthen relationships with a large number of broker and company offices, and to forge some new alliances. He completed 25 targeted visits, in addition to participation in our Golf Tournament, Convocation, a Council Meeting and a Brokers Association Luncheon.

Subscription Campaign

Our 2nd Annual Subscription Campaign doubled last year's results, with the funds utilized to subsidize Convocation and refurbish A/V equipment. We will hope to build on this for even stronger results next year.

Respectfully Submitted,

W. Robert Norman, CIP
Chapter Chair