



ybc News

An e-newsletter for YBC Members on current initiatives and upcoming events

YBC UPDATE

by **Jason Famme**
YBC President



Once again attendees were able to hear from three company CEOs and get their perspective on how the market is changing. I would like to thank George Cooke, CEO of The Dominion; Louis Gagnon, President of Intact; and Kevin McNeil, CEO of Gore Mutual, for taking to time to speak with delegates. One of the best things about the conference is the positive energy felt by young brokers and the opportunity to network with one another. To have access to CEOs in such a small venue is a rare opportunity that few young brokers have, let alone more senior brokers. As well, this year we had representation from 21 different vendors and insurance companies at our tradeshow. If you haven't been to the YBC conference, add it to your list of things to do for 2011. If you would like further information please feel free to contact myself or IBAO.

Heading for the Hill

The first week of June was a busy one for me. As YBC President, I was invited by Insurance Brokers Association of Canada (IBAC) to participate in 'Hill Day' in Ottawa. Each year IBAC brings a group of brokers from across Canada to Parliament Hill to meet with Members of Parliament and deliver our position as brokers on Federal insurance issues. Hill Day was an amazing experience. My group was able to meet with six different Ontario MPs, all of whom were very supportive of the brokers' issues with the banks. Each MP had different levels of familiarity with the issues, but all six seemed to understand the core of our message. As independent business people, our message seems to resonate with MPs from all parties. We need to keep this momentum as it is up to all of us to ensure we have connected with our local MPs. As a young broker if you have not met your MP, take the time to attend a political function or local event and introduce yourself. I am sure you will be surprised at how well you are received and how interested your MP will be to talk with you.

YBC Conference

From Ottawa, I travelled back to Toronto for the 6th Annual YBC Conference. Again the conference was great. The seminars on consumer expectations, market condition update and social media provided our members with perspective on the ever-changing needs and wants of the consumer. Don't forget auto reform, you can't have any education right now that doesn't include information on auto reform. Randy Carroll, IBAO's CEO spoke with our group and discussed the forms and new applications that have been mandated by the Financial Services Commission of Ontario (FSCO) and the impact we should expect on our workflows as brokers.

WEBSITE UPDATE

by **Chelsea Smyth**
YBC Team Leader



theyoungbrokers.com

As you are all aware, web sites have become a defining feature for successful organizations and businesses. We are proud to have launched our YBC web site, www.theyoungbrokers.com, and trust you will find the time to take a look. The site includes some great membership information including upcoming events and contact information for your team leaders.

If you have not joined yet, check out our live Facebook group (YBC Ontario). Join the group and you will have access to information about events in your area, the YBC conference and a great way to connect with other young brokers.

As young brokers, we embrace this new technology and vital shift in communication channels. We need to be leaders of the opportunities that social media networks have presented!

CONVENTION UPDATE

by **Jeff M. Jones, CAIB**
YBC Team Leader



YBC Meet & Greet during IBAO's 90th Annual Convention

Please join us for the 5th Annual YBC Meet and Greet. This great networking opportunity will be held during IBAO's 90th Annual Convention, in Niagara Falls.

Come out and meet your local YBC Team Leaders and fellow young brokers in our suite between the hours of 5:30pm to 7:00pm on Thursday October 21, 2010 (suite number will be promoted onsite). This event is being held before the company hospitality suites open, and is a great opportunity for young brokers who have never attended convention to meet up with other young brokers before attending the company hospitality suites.

We will also be showcasing some of the great features on our web site to help you keep informed on what's happening in our industry.

For more information about convention and of any other YBC information, please visit our website at: www.theyoungbrokers.com.

Join us for what will prove to be one of the greatest Conventions yet!

**Register Now for
IBAO's 90th Annual Convention
October 20-22, 2010
Sheraton on the Falls Hotel &
Conference Centre, Niagara Falls**

Register Early and Save!
You'll get substantial savings just by registering early! Make sure you register by September 17, 2010. Register ON-LINE. It's fast and easy. Visit www.ibao.org!