



Ontario Brokers Association Launches *Beyond Best in Class* Pilot Program

New program aims at educating brokers in business best practices

(Toronto, Ontario), April 18th, 2011. Today, the Insurance Brokers Association of Ontario (IBAO) announced the launch of their pilot program *Beyond Best in Class* (BBiC) as part of their ongoing commitment to providing innovative programs to their broker members.

The pilot group of eight brokerages beginning this month will aim at changing the mindset of the traditional insurance broker. The focus is to encourage brokers to ‘change the way they think’ about their employees, clients, insurance company partners and day to day business operations.

Gore Mutual Insurance Company recognizes the importance of their broker partners having the right tools to succeed and have been integral in the build of this program. “We are excited to sponsor the pilot group of eight brokerages,” says Sara McLennan, Vice President of Marketing and Broker Services at Gore Mutual. “Beyond Best in Class is first and foremost an attitude. It is a program designed to challenge conventional thinking and enhance customer experience by examining the latest business ideas.”

IBAO will launch the program in Cambridge, Ontario later this week. “This program is about implementing meaningful long-term change,” stated IBAO CEO Randy Carroll. “It is one of several leading edge approaches that we are introducing designed to assist our Member Brokers in transitioning their business operations.”

Following the pilot group, the program will be opened up to IBAO’s other insurers and the full membership later this year. The five day program is aimed at setting a new standard of excellence for brokers. “IBAO is very excited to promote this new program and engage our membership,” added Carroll. “We want our members to have complete access to the best possible educational programs available and *Beyond Best in Class* (BBiC) delivers just that.”

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The Insurance Brokers Association of Ontario (IBAO) is a ‘not for profit’ association that represents and serves the interests of over 11,400 independent Property & Casualty Insurance Brokers in the Province of Ontario. For information about IBAO, visit www.ibao.org or www.ibao.org/blog to receive timely news and information updates. You can also follow IBAO on Twitter or join the IBAO Facebook Fan Page.

For more information, please contact:

Emily Reid

IBAO Public Relations

Tel.: (613) 233-8906, (613) 796-4708

Email: emily@impactcanada.com