

**Insurance Brokers Association of Ontario
90th Annual Convention**

**PROGRAM
HIGHLIGHTS**

Wednesday, October 20 - Friday, October 22, 2010
Sheraton on the Falls Hotel & Conference Centre,
Niagara Falls, Ontario



Register Early and Save!

SCHEDULE OF EVENTS

Wednesday, October 20, 2010

7:30 a.m. - 8:00 p.m. **Registration Desk Open**
Entrance to all functions is by name badge identification!

8:00 a.m. - 11:00 a.m. **Breakfast & Affiliate
Presidents' Meeting**

11:30 a.m. - 1:30 p.m. **Education Awards
Luncheon**

Join us as we honour those who have achieved their professional designation.

1:30 p.m. - 4:30 p.m. **Members' General Meeting**

5:15 p.m. - 8:00 p.m. **Exhibitors' Opening
Reception**

Kick off Convention at the Exhibitors' Opening Reception.

8:00 p.m. - 12:00 midnight **Opening Night Party**
featuring entertainment by
Canadian R&B singer - **Ivana Santilli**

Thursday, October 21, 2010

7:30 a.m. - 8:00 p.m. **Registration Desk Open**

7:30 a.m. - 8:30 a.m. **Continental Breakfast in
the Exhibit Area**

Start your morning off on the right track. The Exhibit Area is the activity centre of the convention providing maximum networking opportunities each day.

8:30 a.m. - 9:15 a.m. **Keynote Speaker**
Jeremy Gutsche
Founder of Trendhunter.com,
Author of *Exploiting Chaos*

Exploiting Chaos: 150 Ways to Spark Innovation During Times of Change



Times of change and uncertainty can spark the greatest opportunities for innovation. Many multi-billion dollar corporations like Hewlett-Packard, Disney, and Microsoft were started during periods of economic recession. Jeremy Gutsche, North America's most sought after authority on trend hunting, shows you how to gain an edge in business by harnessing the creativity that will help your company survive and flourish in any economic climate. With a respected understanding of exploiting what's cool and predicting future trends, Gutsche shows how to create a culture of innovation in your company, maximize the exposure of your marketing message, and think big while acting small. A fascinating and valuable talk, Gutsche details how to stimulate creativity and unlock the powerful strategies of trend-hunting to help your business thrive in these uncertain times.

Thursday, October 21, 2010 *continued*

9:15 a.m. - 11:30 a.m. **Members' Closed Meeting**
Hear important industry news and provide your views about the direction IBAO needs to take in the coming year.

11:30 a.m. - 1:30 p.m. **Exhibit Area Buffet Lunch**
Enjoy your lunch while networking with peers and meeting new contacts.

1:30 p.m. - 4:45 p.m. **CSR SEMINAR:**

Jargon Busting - The Importance of Explaining Insurance Coverages in Plain Language

(RIBO CE - 3 Personal Skills Hours)

Jo Anne Mitchell - Effective Training &
Communications Plus

Imagine being told by your doctor that you have otitis media. It sounds serious until the doctor tells you not to worry; "It's just a mild middle ear infection." You wonder why he didn't say so in the first place!

Jargon is the technical talk of a particular workplace. While jargon is efficient, using it becomes a problem when the person you are speaking with does not understand what you are saying. For example, can your clients make sense of following commonly used insurance jargon? "It's optional coverage under the SABS"; "Do you want to remove the DCPD deductible?"; "ITV is important to maintain your GRC"; or, "It's on your dec.", or even, "you have full coverage".

Explaining insurance coverages and policy terms in plain language is an important business communication skill that can improve client satisfaction. And, when your clients understand what you tell them, they are in a better position to make informed insurance purchasing decisions.

1:30 p.m. - 5:00 p.m. **MEMBERS' SEMINAR:**

CEO Panel

(RIBO CE - 3 Management Hours - PENDING)

This year's CEO Panel will be moderated by **Evan Solomon** - CBC Television Broadcaster, Journalist & Author. Stay tuned for our line-up of industry CEOs who will be participating in this popular event.

5:30 p.m. - 6:00 p.m. **Exhibit Prize Draws**
Be there to claim your prize.

6:30 p.m. - 10:00 pm. **Hospitality Night**
Good food, good wine, and GREAT HOSPITALITY!

SCHEDULE OF EVENTS

Friday, October 22, 2010

7:30 a.m. - 12:30 p.m.

Registration Desk Open

7:30 a.m. - 8:30 a.m.

Continental Breakfast

8:30 a.m. - 11:45 a.m. **EDUCATION SEMINARS (AM):**
(only 1 may be selected)

A [The Do's & Don'ts of Social Media and Web 2.0](#)
(RIBO CE - 3 Personal Skills Hours)
Amber MacArthur - MGI

Amber MacArthur will discuss social media trends that will help to increase business in 2010 and beyond. With a focus on how social media can be an effective tool for generating clients, building connections, and expanding resources, she will highlight rules for engagement online, such as authenticity, bravery, and consistency. Amber will also discuss how social media can help individuals to develop professionally and how these new tools can help businesses evolve. With a reporter's knowledge of up-to-the-second trends, and a consultant's understanding of what really works, Amber will empower you to use these technologies to strengthen customer loyalty and market more effectively.

B [Performance Management – Lessons from the Pros](#)
(RIBO CE - 3 Management Hours)
Neil Curtis - ENGAGE Human Resources Solutions Inc.

Did you know that some of the most common questions received through IBAO's Outsourced Member Support Hotline service with ENGAGE HR Solutions Inc. are about dealing with underperformers and conducting performance reviews?

Feedback on employee performance is one of the most valuable pieces of information an employee can receive. It is the key to their improvement, growth and development. It is also a key retention tool for high performers. Yet, most managers struggle with the process and feel their performance management systems are lacking.

C [Hot Topics 2010](#)
(RIBO CE - 3 Technical Hours)
Moderated Panel of Industry Experts

Join a panel of industry experts to discuss the burning issues facing today's insurance industry: green coverages, environmental coverages, water damage, auto reform, common household items causing losses, company use of portals, RCT issues & iClarify, and how to deal with clients on escalating rates and micro fit.

11:30 a.m. - 1:30 p.m. **Industry Day Luncheon**

Join your industry colleagues for lunch. Through the State of the Union Inaugural Address by our Incoming President and highlights of IBAO's activities, attendees can take pride in the association and find out plans for the upcoming year.

Friday, October 22, 2010

1:45 p.m. - 5:00 p.m. **EDUCATION SEMINARS (PM):**
(only 1 may be selected)

A [The Do's & Don'ts of Social Media and Web 2.0](#)
(RIBO CE - 3 Personal Skills Hours)
Amber MacArthur - MGI

Repeat from morning session.

Amber MacArthur will discuss social media trends that will help to increase business in 2010 and beyond. With a focus on how social media can be an effective tool for generating clients, building connections, and expanding resources, she will highlight rules for engagement online, such as authenticity, bravery, and consistency. Amber will also discuss how social media can help individuals to develop professionally and how these new tools can help businesses evolve. With a reporter's knowledge of up-to-the-second trends, and a consultant's understanding of what really works, Amber will empower you to use these technologies to strengthen customer loyalty and market more effectively.

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BANQUET & BALL

Friday, October 22, 2010

6:30 p.m. - 9:30 p.m.

Banquet & Ball featuring: **3rd Annual Award of Excellence Gala**

This year, don't question whether or not you should stay for our closing night. IBAO will be hosting its 3rd Annual Award of Excellence Gala where we will be recognizing brokers for their contributions to the industry and community.

Categories are:

IBAO
Award of
Excellence
2010

- Broker of the Year
- Brokerage (10 or less registered brokers)
- Brokerage (10 or more registered brokers)
- Young Broker of the Year
- Affiliate Achievement

This is the only official function recognizing the merits and qualities of general insurance brokers, brokerages and affiliates.



Be one of more than 500 guests who will be on hand to support the nominees, cheer for the winners and celebrate their peers!

9:30 p.m. - 11:30 p.m.

Banquet & Ball featuring performance by: **Matt Dusk**



There are swingers and then there is Matt Dusk - a singer, songwriter, producer, arranger and fervent jazz-pop musician. Matt Dusk is one of Canada's most beloved male vocalists, forging a career in music that has resulted in 3 critically acclaimed studio albums including a Gold record for the debut album *Two Shots*. The Juno Award nominee has spent most of his career reanimating the great American songbook alongside some of his own more quirky pop creations.

Matt's first recording in 3 years is *Good News*, an album of originals and international hit songs that sees an exciting shift in direction for one of Canada's great crooners. Featuring the uplifting first single and title track 'Good News', this album is a decidedly new direction for Matt into the world of pop music and production.

Matt Dusk is an alumnus of the St. Michael's Choir School and studied under jazz piano legend Oscar Peterson at York University.

Come join us for what will prove to be one of the greatest conventions yet!

SPOUSE PROGRAM

Wednesday, October 20, 2010

- 11:30 a.m. - 1:30 p.m.** **Education Awards Luncheon**
- 5:15 p.m. - 8:00 p.m.** **Exhibitors' Opening Reception**
- 8:00 p.m. - 12:00 midnight** **Opening Night Party featuring Ivana Santilli**

Thursday, October 21, 2010

- 7:30 a.m. - 8:30 a.m.** **Continental Breakfast in the Exhibit Area**
- 10:00 a.m. - 3:30 p.m.** **Art of the Blend Seminar and Lunch at Hillebrand Winery**

You MUST confirm Art of Blending attendance when registering.



Spouses will be met in the lobby of the Sheraton on the Falls Hotel and escorted by coach to Niagara's Hillebrand Estates Winery. Hillebrand Winery is one of Canada's most honoured wineries, with more than 450 medals from national and international competitions.

Based in historic Niagara-on-the-Lake, Hillebrand Winery offers guests a complete wine country experience - fine wines and great food in an atmosphere unlike any other.

Upon arrival at the winery, spouses will have the chance to work together to create their own blend of wine modelled after our award-winning Trius Red. An on-site Sommelier will lead the experience and provide participants with information on the characteristics of the grape varieties which are assembled to create Trius Red. A discussion on the history of blending wines and the benefits that winemakers enjoy will be covered.

Spouses are divided into blending teams and asked to create their own unique blend of red wine. All of the accessories needed to develop this wine are provided as well as assistance by their Sommelier.

Thursday, October 21, 2010 *continued*

Teams will name and bottle their own blends and each member will take their bottle home with a customized label as a memory of the experience. The final blends are judged by our Sommelier and the winning team will receive special recognition.

This is a unique wine country experience to have a 'behind the scenes' look at the winemaking process. The event will conclude with lunch at Hillebrand Winery.

- 5:30 p.m. - 6:00 p.m.** **Exhibit Prize Draws**
- 6:30 p.m. - 10:00 pm.** **Hospitality Night**

Friday, October 22, 2010

- 7:30 a.m.** **Continental Breakfast**
- 7:30 a.m. - 11:30 a.m.** **Free Time**
- 11:30 a.m. - 1:30 p.m.** **Industry Day Luncheon**
- 1:30 p.m. - 6:00 p.m.** **Free Time**
- 6:30 p.m. - 11:30 p.m.** *Banquet & Ball*

featuring: 3rd Award of Excellence Event

Categories are:

- Broker of the Year
- Brokerage (10 or less registered brokers)
- Brokerage (10 or more registered brokers)
- Young Broker of the Year
- Affiliate Achievement

This is the only official function recognizing the merits and qualities of general insurance brokers, brokerages and affiliates.

This evening's performance by:

Matt Dusk

SPEAKER PROFILES



EVAN SOLOMON - CBC Television Broadcaster, Journalist & Author

Two-time Gemini award winning broadcaster and journalist, Evan Solomon is the host of the most watched national political affairs TV show in the country, CBC News Network's Power and Politics with Evan Solomon. On the daily broadcast, Solomon interviews all the key politicians and powerbrokers who affect your life.

Solomon was the co-host of the Gemini award winning programs CBC News: Sunday and CBC News: Sunday Night, the weekly current affairs news shows. He covered events all over the world, from the recent elections in Iran, the navy's battle against piracy in the Persian Gulf to the immediate aftermath of the Tsunami in Bandeh Aceh, Indonesia.

Solomon has also hosted the CBC shows Hot Type and the Gemini award-winning CBC show Futureworld, which explored the latest developments in technology and innovation. He produced and hosted a series called The Change Makers, and a series for PBS in America, called Masters of Technology. He was the co-founder and for eight years the editor-in-chief of Shift magazine, an award-winning international magazine about technology and culture.

A published author, Solomon's books include the best-selling Fueling the Future: How the Battle Over Energy Is Changing Everything, which was nominated for the National Business Book Award and the National Science Book of the Year, and Feeding the Future: From Fat to Famine: How to Solve the World's Food Crisis. Both books were recently re-released as Food and Fuel. He is also the author of the best-selling novel Crossing the Distance and two children's books published by Penguin Books.

Solomon has worked as a journalist in North America and Asia, giving him a global perspective on the topics he addresses, from how technology will shape the way we are headed to the role politics plays in shaping our present and future.



Amber MacArthur - Web Consultant, Strategist and Journalist - MGI

Amber MacArthur is a young, bright and deeply credentialed Web consultant -- a leading voice of the social media generation. Amber Mac, as she's known to her legion of fans, is also a pioneering and wildly popular web journalist who interviews the Web's users, content producers and entrepreneurs. Her book, Power Friending, is a comprehensive guide for utilizing social media to spur business growth. In podcasts and on television (she has worked for the CBC, CityTV, CTV and G4TechTV), she traces the profound impact of emerging technologies on the way we live, work and play - and she makes it all fun, informative and accessible. Currently, MacArthur is the co-founder of MGI Media, where she has been a lead consultant for Tony Robbins, among many notable clients. Amber also writes "Trending Tech", a weekly column in The Globe and Mail.

Previously, she was a key strategist for the world-famous Razorfish, in San Francisco, and has worked on projects for Microsoft, Adobe, HP and Bell. MacArthur also hosts the podcasts net @ night, commandN, and Webnation, which won the 2007 iTunes Top New Podcast award. She also hosts and produces a show called Girls Go Geek on Xbox LIVE.



Neil Curtis, Human Resources Manager - ENGAGE Human Resources Solutions Inc.

Neil Curtis has been with our partners at ENGAGE Human Resources Solutions Inc. since early 2008 as an HR Manager / Consultant. Neil is currently an active member of the Human Resources Professionals Association (HRPA) Halton Chapter. He has over 12 years of progressive HR experience as a Generalist and Manager and has worked in a broad range of industries including financial services, risk management, mailing & office solutions and photofinishing.

Neil is a regular contributor to The Ontario Broker magazine, writing and editing articles on HR related topics such as preparing for and implementing Bill 168, Hiring Summer Help and implementing a Pay for Performance Culture into IBAO Member Offices. Neil also directly supports Member Offices on the ENGAGE Advantage Helpdesk and has worked closely with numerous Member Offices on a wide variety of recruitment and other HR-related projects.

Prior to joining ENGAGE, Neil created and facilitated workshops and focus group sessions in Management 101 Training Programs, Employee Engagement Best Practices and Change Management. Since joining ENGAGE Neil has facilitated workshops and training sessions in Objective Setting, Performance Management, Employee Relations, and participated on a discussion panel for Ryerson University's PLACED Symposium for Immigrant Professionals.



Jo Anne Mitchell, CIP - Effective Training & Communications Plus (E.T.C. Plus)

Jo Anne Mitchell is an independent insurance training consultant and is the founder of Effective Training & Communications Plus (E.T.C. Plus). Jo Anne is a Chartered Insurance Professional with over 25 years insurance industry experience spanning both broker and company background. She has contributed articles to the Canadian Insurance Magazine and the BC Broker magazine. A seasoned facilitator, Jo Anne has provided seminars for over 6,000 insurance professionals across Canada. Most recently, Jo Anne facilitated a series of webinars for more than 500 IBAO members on the topic of Ontario Auto Reforms.

GENERAL INFORMATION

NEW - Registration

Meeting Management Services Inc. (MMS) is the official IBAO convention registration company.

All inquiries regarding convention registration please call MMS at 1-800-625-7925, 905-335-7993 or email colleen@mmsonline.ca.

Sign Up Early and Save!

You'll get substantial savings just by registering early! Make sure you register by September 17, 2010.

Sorry, we are not able to accept registrations over the phone.

Register ON-LINE...

Payment by Credit Card and BIPPER BUCKS is quick and convenient. Visit www.ibao.org > Log in to the Members Section > Enter your IBAO Member Number and your Last Name (case sensitive) > Select "Convention Registration". If you are bringing a spouse or a guest, please complete a separate registration.

On-line registrants will receive an email confirmation for this event. **We only accept...** VISA or MasterCard

Use your **BIPPER BUCKS** to **pre-register** online for the **Annual Convention**. NOT redeemable onsite at convention! BIPPER Bucks expire on December 31st, 2010, **Use'em or Lose'em!**

or Register by Mail...

Send your registration form with **payment** to:

Meeting Management Services Inc.

4380 South Service Road, Unit 25, Burlington, ON L7L 5Y6

Please make cheques payable to IBAO

Refunds

Full refunds will be granted if a written request is received prior to September 17, 2010. If a written request is received prior to September 24, 2010, a full refund minus a \$75 administrative charge per registration will be granted.

NO REFUNDS WILL BE GRANTED AFTER: September 24, 2010

Transferable Registrations

Only registrations in the company's name are transferable.

Special Assistance

Please advise us of any "special needs" (i.e., physical, **dietary**). We will be glad to assist you.

Name Badges

Only registered convention attendees will receive name badges. Please wear them to guarantee admittance to all functions.

Door and Draw Prizes

All prize winners must be registered member brokers and must be present at the time of the draw.

What to Wear

Meetings & Seminars: Business Casual

Banquet & Ball: Formal, Black Tie Optional

Hotel Accommodations

Your hotel reservation is not included in your Convention Registration Package. We have been guaranteed room rates (based on availability) for single or double occupancy reserved before September 10, 2010.

for reservations made by **September 10, 2010:**

Sheraton on the Falls Hotel & Conference Centre

5875 Falls Avenue, Niagara Falls, Ontario L2G 3K7

Tel: 1-800-519-9911

Fallsview: \$189 plus taxes Traditional: \$149 plus taxes

Crowne Plaza

5685 Falls Avenue, Niagara Falls, Ontario L2E 6W7

Tel: 1-800-519-9911

Fallsview: \$169 plus taxes Traditional: \$129 plus taxes

Skyline Inn

4800 Bender Street, Niagara Falls, Ontario L2G 3K1

Tel: 1-800-519-9911

\$99 plus taxes

Non-Refundable Cancellation Fee for Hotel Guests' Rooms!

The Sheraton on the Falls Hotel & Conference Centre and the Crowne Plaza Hotel, at the request of IBAO, will implement a non-refundable cancellation fee equivalent to one (1) night's room and tax. This applies to all guestrooms cancelled after Wednesday, October 6, 2010 (14 days prior to the convention).

PLATINUM SPONSORS



**Insurance Brokers Association of Ontario
91st Annual Convention**

**Mark Your
Calendar!**

Wednesday, October 19 - Friday, October 21, 2011
The Fairmont Royal York Hotel,
Toronto, Ontario

IBAO's Annual Convention has set the standard for providing the most powerful networking opportunity available for member brokers, industry leaders and service industry partners!



Insurance Brokers Association of Ontario
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