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THOMPSON'S WORLD INSURANCE NEWS

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LOOKING AHEAD

FEB. 11 — **RIMS Ottawa Chapter**, *Seminar: Generative AI*, Ottawa, Mill St. Brew Pub.

FEB. 13 — **Insurance Institute**, *GTA Chapter Trends and Predictions* seminar, online.

FEB. 25 — **Ins. Brokers Assn. of Ontario**, *Seminar: directors & officers insurance*, online.

Institute continues p&c career campaign

THE INSURANCE Institute of Canada has launched the second phase of its national multi-media advertising campaign aimed at resetting the public's perception of careers in the p&c industry. "The time has come to reset outdated perceptions of p&c insurance careers and take back the narrative of what careers in our dynamic industry offer," said Peter Hohman, institute president and CEO. Phase 2 of the bilingual 'Project Reframe' campaign will run until May 31. It focuses on reaching career changers, recent graduates and newcomers to Canada through paid digital platforms such as LinkedIn, Facebook, Instagram and TikTok. The institute said an advertising toolkit is available upon request to industry partners who wish to help amplify the message.

Nomination period opens for leadership awards

THE INSURANCE Institute of Canada is now accepting nominations for the 2025 CIP Society National Leadership Awards. The annual awards recognize Canadian p&c industry leaders in two categories: emerging leader and established leader. Nominees for the awards must hold a CIP, FCIP or Honorary CIP designation from the institute. A judging panel of CIP Society members from four regions — Western, Ontario, Quebec, and Atlantic — will assess applications. Up to 10 individuals can be recognized annually. The nomination period closes June 30 and award recipients will be announced later this year. Winners are inducted into the CIP Society Leadership Circle.

Santos joins equine team at Acera in Aurora

ACERA Insurance has announced that Joe Santos has joined its equine team as a senior account executive. He has 30 years of experience in equine insurance and the racehorse industry and previously worked with the Galileo Group and Highcourt Breckles. Mr. Santos is based in Aurora, Ont. Acera was formed in 2022 through the merger of Rogers Insurance and CapriCMW. It is one of the largest independent employee-owned brokerages in Canada with 1,200 employees at more than 60 branches in B.C., Alberta, Saskatchewan and Ontario. It is headquartered in Calgary.

Intact to release results for fourth quarter Feb. 11

INTACT Financial Corp. will be releasing its 2024 fourth-quarter results after the stock market closes Feb. 11. The company will hold a conference call the following morning for analysts and investors to discuss the results. CEO Charles Brindamour and other senior executives will be participating. Intact Financial Corp. is the largest provider of p&c insurance in Canada, a leading provider of global specialty insurance and a major player in the U.K. and Ireland with its subsidiary RSA. In Canada it distributes under the Intact Insurance brand through agencies and a wide network of brokers, including its wholly owned subsidiary BrokerLink, and directly to consumers through Belairdirect.

Starm Farm fields 10,200 claims for fires in L.A.

STATE Farm said that it had received more than 10,200 home and auto claims for damages from last month's wildfires in Los Angeles as of Jan. 28. California's largest p&c insurer said it has paid over US\$500m to customers for the damage and has made voice-to-voice contact with roughly 95% of those who filed home-related claims. The company has deployed its catastrophe response team which includes agents who live and work in the same neighbourhoods as their claimants. State Farm said it insures 250,000 homes and 880,000 automobiles in L.A. County. State-wide it covers more than a million homes and four million vehicles.

Commercial insurer FM sponsors golfer McIlroy

COMMERCIAL property insurer FM has signed a multi-year sponsorship agreement with professional golfer Rory McIlroy. He will participate in several client events with FM each year and will also display the insurer's logo on his golf bag at select tournaments. Mr. McIlroy joins LPGA golfer Megan Khang as an FM brand ambassador. FM has also partnered with a team in a new golf league called TGL that was founded by Mr. McIlroy along with fellow golfer Tiger Woods and sports executive Mike McCarley in partnership with the PGA Tour. FM companies posted insurance revenue of more than \$800m in Canada in 2023.

Western Financial Group opens in Dawson Creek

WESTERN Financial Group held a ribbon-cutting ceremony last week for the opening of a redesigned branch in Dawson Creek, B.C. The company said the new branch has an updated look and feel and features two drive-through windows that are open seven days a week. "Branch opening events like these give us a great opportunity to connect with our current and future customers, giving them a chance to get to know us and what we're all about," said Grant Ostir, CEO of Western Financial Group. The High River, Alta.-based broker and consultant provides personal and commercial insurance coverages, risk management, employee benefits and group programs. It is owned by Trimont Financial, a subsidiary of Wawanesa Mutual Insurance.

Surety bond specialist RPC welcomes Alvarado

SURETY bond provider Rosenberg & Parker of Canada has welcomed Nicolas Acosta Alvarado to the firm as an account executive. He is based in Toronto. Mr. Alvarado brings more than a decade of expertise in surety bonding, commercial insurance and business development, including management of high-value portfolios, underwriting and market expansion strategies. He joins RPC from Swiss Re Corporate Solutions, where he was a surety underwriter. Mr. Alvarado has also worked with Travelers Canada, Aon and Marsh Canada. RPC is a family-owned business that has been writing surety bonds since 1944.

OSFI adopting new cyber incident reporting form

THE FEDERAL regulator will be adopting a new cyber incident reporting form in April. Federally regulated financial institutions are required to provide timely notification when cyber incidents relating to their operations occur. The Office of the Superintendent of Financial Institutions defines a technology or cyber security incident as one that has an impact or the potential to have an impact on an organization's operations, including its confidentiality, integrity or the availability of its systems and information. OSFI has posted a table with examples of reportable incidents on its website at www.osfi-bsif.ca.