



Scott Andrew outside The Fairmont Winnipeg where IBAM contributes substantially to the Manitoba economy each year by hosting its captivating Annual General Meeting, Conference & Trade Show.

Lance Thomson Photography

# IBAM

## Insurance Brokers Association of Manitoba

As it faces many business challenges, it is quite intentional that powerful trade association IBAM, (Insurance Brokers Association of Manitoba), has this year elected a vibrant entrepreneur as its 2009-2010 President. Twenty years ago, Scott Andrew would never have expected life to some day take him to the insurance industry, let alone lead it.

Sure, since 1913, three generations of his family had run Andrew Agencies, a now significant property and casualty insurance brokerage operation based in Andrew's hometown of Virden Manitoba. But Andrew never really planned on entertaining a role in the family business.

"I had for some time been working heavy construction and flying airplanes in Northern Manitoba," says Andrew. "I came home in 1990 and didn't have a job to go to, so I told my dad I'd do the insurance thing for six months. I also told him that I didn't think it would be challenging enough to keep me interested."

Andrew soon realized he couldn't have been more wrong. He quickly became consumed by his company's work. Within three years, he and his two brothers bought the company from their parents. Only 29 and the firm's managing partner at the time, Scott says he still vividly remembers the day his father visited his office in 1993 to see him diligently at work in the industry. Andrew reveals proudly while himself bearing a grin, that his dad had a little smile on his face when he said; "Enough of a challenge to keep you interested now?"

Scott Andrew is certainly up to the challenges the industry brings. Together with his two brothers, he has embraced technology to help transform and grow the small family brokerage into three separate companies that employ 100-plus people. In addition to the expanded insurance brokerage, which now has seven locations, Andrew heads both Custom Software Solutions, which sells automation software to other brokerages and insurance companies; and RFNow, a wireless, high speed communications company.

IBAM CEO Dave Schiöler regards Scott Andrew as "a pure and shining example of the many sharp and ambitious p&c insurance brokers in this province — making him an ideal candidate for leadership in the industry."

As president of IBAM, which represents roughly 95 per cent of all independent property and casualty insurance brokers in the province, Schiöler says that Andrew has already proven to be

a remarkable combination of talent and enthusiasm—working to ensure that Manitoba's insurance brokers remain the primary provider of insurance products and services in Manitoba. Schiöler adds that the two work well together, which is important for the Association to thrive. In fact, while the duo's work together continues vigorously, it certainly showed itself prominently in negotiations with Manitoba Public Insurance over the past number of months while the parties arrived at a recent restructuring of auto insurance in the province, in the process bringing the best results for Autopac consumers. Andrew says that as a result of the dedication of both the Government of Manitoba and MPI, along with the persistence of the IBAM team and its members—Manitobans were winners in the end.

Andrew noted also that IBAM intends to use this same 'consumer oriented' approach as it works closely this year with industry regulator Insurance Council of Manitoba to effect positive, broker licensing developments

Andrew is also quick to add that his leadership is currently focused on sticking to IBAM's five pillars of purpose: political action; education, training and professional development; insurer relations; public and consumer relations; and member relations and communications.

Although Andrew says all are equally important, he joined the board earlier this decade with a particular interest in political action. That interest has remained for Andrew, and because of it, he's particularly driven toward ensuring that Canada's Bank Act isn't changed to allow banks to sell p&c insurance products in their branches. Credit unions are also revealing that they want in on the multi-billion-dollar industry.

Andrew says any changes to legislation opening the door for financial institutions would ultimately be harmful to consumers. He emphasizes that banks are looking to skirt federal regulations requiring insurance to be sold at locations other than deposit taking and loan granting financial institutions—by offering products via Internet sale.

"If it's web-based insurance, it's not a branch???" questions Andrew. "We see that as problematic, as it pretty much says there are no regulations if things are done over the Internet.

"It doesn't take long to realize what that kind of activity could mean longer term to consumers if banks are allowed to do this."



IBAM President, Scott Andrew



IBAM CEO, Dave Schiöler

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