

# MANITOBA BUSINESS EXCELLENCE

FIFTH EDITION 2010



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2010

SUN MEDIA

## The IBAM Executive Insurance Brokers Association of Manitoba



Pamela Gilroy-Rajotte,  
IBAM President



Dave Schiöler, IBAM Chief  
Executive Officer

### Joining the Executive on the IBAM Board are

#### Directors:

Greg Barrows (Cameron Agencies), Tara Chammarin (Rempel Insurance), Keith Jordan (Horizon Insurance/Nunavut Insurance), Lori King (Turnbull Whitaker Insurance), John McDonald (BSI Insurance), Russell Wasnie (ONE Insurance), Darren Peters (Oldfield Kirby Esau) and T.J. McRedmond (Crossroads Insurance).

By the time Pamela Gilroy-Rajotte finished high school, she was already on the path towards a lifelong, rewarding career in insurance management and sales leadership. Gilroy-Rajotte grew up in a family brokerage, so the influence was all around her even before she began her career in 1987. Now, more than 20 years later, Gilroy-Rajotte is President of the Insurance Brokers Association of Manitoba for 2010-2011. Becoming a leader in the industry was natural.

"The industry has been good to my family and me. It means a great deal to us that we can give back - and I am honoured to serve," says Gilroy-Rajotte, who counts politics and volunteering for charities or non-profit organizations among her interests. "From its inception, IBAM has been and certainly continues to be a strong and collective voice for both insurance brokers and insurance consumers, making the economic and social fabric of the Province that much better."

Essentially, Gilroy-Rajotte, currently manager of retail sales and personal lines at Horizon Insurance, has been well groomed for the position. The IBAM President's reign is brief but filled with rewarding experiences and challenges that Gilroy-Rajotte is ready to take on - and more than capable of handling. During her Presidency, Gilroy-Rajotte is tasked with the Association's continued objectives of aggressive and sound political advocacy and vigorous public relations and marketing through the Broker Identity Program (BIP). The new President is pleased to reveal that Canada's national passion of hockey has recently become a big part of IBAM's public relations strategy and efforts - a bold and visible way for brokers to give to the communities in which they work and live.

In fact, IBAM CEO Dave Schiöler recently announced that the Association has entered into new partnerships with the Manitoba Junior Hockey League (MJHL), spreading broker support throughout Winnipeg and rural Manitoba. The Association will also be supporting the new MTS IcePlex, the Manitoba Moose, including the Moose Yearling Foundation as well as giving to and enhancing minor hockey at all levels in Manitoba. "We think that the outreach is fantastic - it is a perfect way for us to get right into the heart of all Manitoba communities. Hockey is de facto our national sport and it is now *the* primary identity factor for Canadians," Schiöler says. "This type of activity is for IBAM a strategic approach to supporting the various and many other things brokers are already doing in their communities."

Involvement in hockey is truly one of several ways brokers will and already give back to their communities. But beyond the arena, it is widely known that IBAM's member brokers mentor youths in other sports - or often support the arts, or otherwise volunteer for local charities and community organizations. So, notes Schiöler; "It is extremely important to have a President who understands - and who supports and helps to drive these kinds of initiatives and activities. Pamela is a terrific plus for IBAM."

As IBAM's President, Gilroy-Rajotte is at the helm of an organization that represents roughly 2,000 property and casualty insurance brokers; these are the professionals who take care of home, auto, business and farm insurance for Manitoba insurance consumers at more than 275 brokerages across the Province. IBAM strives to ensure that these very professionals remain the primary providers of insurance services to Manitobans. "Brokers do that by offering to insurance consumers a wide array of insurance products at affordable prices. They provide choice!" Schiöler says. "They can find the right product for you at the best price."

Gilroy-Rajotte believes in the IBAM role and mandate, and takes great pride in the IBAM membership's commitment to the industry. And while Pamela's path towards 'the Presidency' was paved earlier through the Association's strong and talented Young Broker Network, she is also the third woman to become IBAM President, following in the footsteps of Melody Terin (2002-2003) of Wyatt Dowling Insurance Brokers and Barbara Gerrie (1990-1991) of Baltimore Insurance Brokers. "At one time women were greatly underrepresented, but we have made strides in the right direction. I am so proud to be in the company of the two women Presidents who served before me at IBAM," says Gilroy-Rajotte.

"Pamela is already getting a lot done early into her one year term," says CEO Schiöler, who has been with IBAM for close to six years. During those years, IBAM and its member brokers have moved the organization and its membership to achieve some lofty goals. Schiöler emphasizes that the support of the industry's leaders, like Pamela, has enabled the Association to make some of the bold but necessary changes required in order to move brokers and their services to the forefront in the eyes of Manitobans. "The IBAM Board is a great working group," says Schiöler; "it is in fact representative of our entire membership of professional brokers. They are such terrific people; Manitoba's insurance brokers really do make this Province a better place to be."



[www.ibam.mb.ca](http://www.ibam.mb.ca)



The IBAM Executive (L to R) standing in front of the soon-to-be completed MTS Iceplex:  
Scott Andrew, Past President and Board Chair;  
Dave Schiöler, CEO;  
Pamela Gilroy-Rajotte, President;  
Peter Tessier, President-Elect;  
and Curtis Wyatt, Vice-President.

IBAM's growing support of hockey is becoming more ingrained into its community involvement and marketing campaigns.