



SecuriCan - A shared passion for pets - and employees

'We take great steps to create a unique, comfortable and stimulating working environment'

By Margaret Anne Fehr – Photos by Darcy Finley

In 1989, the company sold its first insurance policy to a pet owner in Ontario. The organization was made up of just a handful of employees with one shared goal: to help Canadian pets live longer and healthier lives by enabling their owners to provide the best in pet health care and help pet owners and veterinarians truly fulfill the promise of care.

Twenty years later, all 128 employees share that same goal. A passion for pets is the driving force behind SecuriCan General Insurance Company - Canada's only federally regulated insurance company to focus on pet insurance.

"We are honoured to once again be recognized as one of Manitoba's Top 25 Employers. We are very proud of our accomplishment," says Randy Valpy, President and CEO of SecuriCan. "Our people and the shared passion for what we do is what makes our company a great place to work.

"We offer our staff continuous opportunity, challenge and growth," Mr. Valpy says. "Our industry is growing at an exponential rate and we have to continuously evolve as a company to succeed. We pride ourselves on being innovative and the leader in our industry."

Over the past year of economic uncertainty, many companies have had wage or hiring freezes or have had to reduce their workforce. Not SecuriCan. Over the past year, the company has filled numerous openings and continues to grow.

"We look forward to continued growth and success, which can only be accomplished by ensuring we have the right people, with the right skills in the right roles within the organization," Mr. Valpy says. "Equally important is that we provide the right environment for employees to grow and learn new skills to advance their careers."

New employees at SecuriCan are introduced to the company with four weeks of comprehensive classroom and on the job training.

"The training program gives new employees the hands on experience they need to be successful in their role within the company," says Kim Schroeder, Director of Operations. "The program allows for a fluid transfer from classroom to desk to ensure new employees are able to apply the skills they have learned."

Once the initial training is complete, employees at SecuriCan enjoy ongoing coaching and support to ensure they have the skills needed to excel in their careers.



SecuriCan's President & CEO Randy Valpy (right) says providing the optimal environment for employees to grow and learn new skills to advance their careers is paramount at the company.



On top of the extensive in-house training SecuriCan provides, they also encourage and provide financial support for external employee education and upgrading.

"We feel very strongly about investing in our existing staff and help them grow into new positions within the company rather than hiring from outside whenever possible," Mr. Valpy says.

As a matter of fact, SecuriCan always looks within prior to filling a position. All job opportunities are advertised internally before posting outside of the company. They also offer a referral bonus to any staff member who recommends a successful candidate for a position within the organization.

With a unique corporate culture, three weeks of paid vacation to start, along with a comprehensive benefits program, there is no shortage of pet lovers applying for positions at SecuriCan. Last year, they took in more than 900 resumes for positions within their sales, marketing, eCommerce, claims, customer care center, executive and administrative departments.

"We take great steps to create a unique, comfortable and stimulating working environment, and I believe that our team knows that they have helped to shape our current success as a company."

As an example, the state-of-the-company address, held every quarter, is always well attended and provides employee feedback at all levels.

"We want our employees to share in our success and by knowing

where we are at any one time, I think they feel they are contributing to that," says Mr. Valpy, who adds that the company covers the cost of meals at every address.

When people join the organization, the shared love of pets creates a strong feeling of community. Individuals from all departments form a company sponsored Social Committee, which organizes events throughout the year such as a Holiday party, employee Golf Tournament, potlucks and fundraisers for local organizations.

Also active at SecuriCan is the Wellness Committee, which promotes a healthy workplace through a Healthy Eating canteen with nutritious snacks available for only \$.50, Ride your Bike to Work days and other active living initiatives.

This sense of community extends to the larger pet community as well. SecuriCan provides support to many important animal health organizations and rescue groups like the Canadian Federation of Humane Societies and SPCAs across the country.

Located in Winnipeg, SecuriCan underwrites pet insurance for President's Choice Financial, Nestlé Purina Petcare, the CAA, Hbc and their own flagship brand of pet health insurance, Petsecure.

Celebrating their 20th anniversary of being the oldest and largest pet health insurance company in Canada, SecuriCan has paid nearly \$100 million in claims to pet owners across Canada since its inception.