

SPRING UPDATE 2023



INSURANCE COUNCIL
OF MANITOBA

ICM REPORT

In this issue:

Licence Renewal Is Fast Approaching...

For common renewal questions check out our FAQs and User Guides found on the ICM website.

Strategic Goals for the next 3 years...

Moving ICM forward as a modern, innovative and effective regulator.

Redevelopment of the Adjuster Continuing Education (CE) Definition...

Full details of the enhancements can be found on our website.

Are you interested in participating as an Industry Council Member with the Insurance Council of Manitoba...

Specific information can be found on the ABC's website.

Communication with Industry



ICM is working on more effective ways to communicate with industry, including an enhancement of our phone system. How many communications would you like to receive from the ICM on an annual basis? Which method of communication is your preference?

Let us know by emailing us at contactus@icm.mb.ca.

Licence Renewal Is Fast Approaching

The renewal system will open by May 1, 2023. *Agent* licence holders are required to renew by **May 31, 2023**. *Adjuster* licence holders are required to renew by **June 30, 2023**.

Is Multi-Factor Authentication (MFA) required for me to access my renewal?

Each stakeholder logging into the portal must ensure their email address is current to receive an MFA code, giving them the ability to enter the portal and renew their licence. Information on the implementation of MFA in the ICM's portal was initially released in early August 2022 and can be found on the ICM website [here](#). **The ICM encourages all stakeholders to enter the [On-line Portal](#) now to verify your email address, in anticipation of the upcoming renewal season.**

Will I be notified once renewal is open?

Once the renewal system is open, all licence holders will be sent an email notification advising them that they can proceed with their renewal application through the ICM's [On-line Portal](#). The ICM office communicates all renewal information via email, and uses the primary email address listed on file for each licence holder. Licence holders must ensure this email address is kept current at all times. Communications from our office are sent from one of the below email addresses. Please ensure these email addresses are whitelisted in your email system to allow ICM emails through.

- licensing@icm.mb.ca
- InsuranceCouncilofManitoba@icm.mb.ca

Are there FAQs or other material to assist me in renewing my licence(s)?

The majority of common renewal questions are answered in the User Guides and FAQs available on the [Licence Renewal](#) page of the ICM website. Please check these resources for answers to your questions before contacting the ICM office.

What happens if I fail to renew my licence(s)?

- You will not be licensed to do business in Manitoba (you would be unable to sell, transact, and/or service insurance and you would be unable to provide advice to consumers).
- Your agency, firm or sponsoring insurer would be notified immediately of the expiry of your licence.
- If you wish to reinstate your licence, an online [reinstatement](#) application, annual licensing fee **and** the reinstatement fee of \$70.00 **per licence** would be required for consideration of reinstatement. Full reinstatement steps are outlined in the [User Guide - to Reinstate a Licence](#).

ICM Welcomes Back Donna Winstone!

The ICM is very pleased to introduce our newest Investigator **Donna Winstone**. Donna is a familiar face, previously holding a life insurance agent licence and an accident & sickness insurance agent licence with the ICM for many years, and having previously sat for two-terms on the Life Insurance Council from 2008 until 2014. In 2010, Donna was appointed as the Chairperson of the Life Insurance Council and sat in this role until the end of 2011. Donna also chaired the Segregated Funds Committee during its lifespan at the ICM. We are very excited to work with Donna again and utilize her expertise!

Insurance Council of Manitoba Strategic Goals 2023-2026

The 2020-2023 Strategic Plan is now complete, which moves the ICM into the new Strategic Plan of 2023-2026. As part of its 2023-2026 Strategic Plan, Council has implemented three big strategic goals that will continue to move ICM forward as a modern, innovative and effective regulator.

Over these next three years, the ICM will be limiting our focus on these three big goals to make strategic choices and ensure the goals are implemented successfully.



About ICM:

Mission: Protecting Manitobans by licensing and regulating insurance agents, brokers and independent adjusters.

Mandate: The mandate of the Council is to act in the public interest to protect Manitoba consumers of insurance products, and to regulate all licensees, agents, brokers, sellers of incidental insurance (ISI) and adjusters to ensure standards are maintained for public protection.

Values: Integrity, Respect, Competence and Cooperation

Vision: A modern, responsive, and trusted regulator that provides a high level of consumer protection and maintains positive relationships within the insurance industry.



Did You Know...

It is the responsibility of the stakeholder to ensure that their email address is current at all times within the on-line portal. The email address is used for the multi-factor authentication (MFA) process during secure login to the portal, in addition to being used for all correspondence from the ICM regarding your licence(s), including E&O notification(s), exam confirmation(s), licence renewal notification(s), etc. The portal communications from the ICM are sent from either licensing@icm.mb.ca or InsuranceCouncilofManitoba@icm.mb.ca.



Current Industry Council Members:

Life Council

Kayla Harold (**Chairperson**) (licensed Agent)

Craig Shanks (**Vice-Chairperson**) (public representative; licensed Adjuster)

Andy Anderson (licensed Agent)

Carole Urias (licensed Agent)

Lisa Churchward (public representative)

Jean-Paul Craft (licensed Agent)

Monica Bazan (licensed Agent)

Jocelyne Prefontaine (company representative)

General Council

Cindy Cassils (**Chairperson**) (licensed Agent)

Lyndon Friesen (**Vice-Chairperson**) (company representative)

Irwin Kumka (licensed Agent)

Keith Phillips (licensed Agent)

Elenor Nowosad (licensed Agent)

Justin Schinkel (public representative)

Frederick Dobchuk (licensed Agent)

Jim Magnan (licensed Adjuster)

Manitoba Council

Cindy Cassils (**Chairperson**)

Kayla Harold (**Vice-Chairperson**)

Lyndon Friesen

Craig Shanks

Irwin Kumka

Andy Anderson

Redevelopment of the Adjuster Continuing Education (CE) Definition

The Insurance Council of Manitoba (ICM) has expanded the Adjuster Continuing Education (CE) Definition. The change to the definition defines the focus of relevant material and provides examples of content that would be accepted and excluded.

Council has now completed its undertaking to streamline and harmonize the Life/Accident & Sickness, General and Adjuster CE definitions for consistency and clarification.

The enhanced Adjuster CE definition is available for review on the ICM website. **To read the full details of the enhancements, please click [here](#).**

Are you interested in participating as an Industry Council Member with the Insurance Council of Manitoba?

The Government of Manitoba makes appointments to a number of agencies, boards and commissions (ABCs), including the Life Insurance Council and General Insurance Council of the Insurance Council of Manitoba (ICM). These are entities established by government to carry out a range of functions and services.

If you or someone you know may be interested in applying to become a member of the Life Insurance Council or General Insurance Council, the ABCs has detailed information available on their website at [Province of Manitoba | Agencies, Boards and Commissions \(gov.mb.ca\)](http://Province of Manitoba | Agencies, Boards and Commissions (gov.mb.ca)).

Specific information on the Insurance Council, under the Minister of Finance, can be found on the ABCs website [here](#). Inquiries related to a specific board should be directed to the office of the [Cabinet Minister](#) responsible for the Agency, Board or Commission.



A little something to Brighten your Day!

An insurance agent visited his local museum and accidentally knocked over a statue. The museum curator said to him, "That's a six hundred year old statue that you've broken!" The insurance agent replied, "Thank God for that! I thought it was a new one."

What did the turtle tell the insurance salesman? It said, "No, I don't want to buy life insurance. I'm already covered."