



IBAC AND ITS MEMBERS HONOURED WITH A NATIONAL AWARD FROM THE CANADIAN SKI PATROL SYSTEM



At its Annual Conference Awards Banquet on Saturday, May 23, 2009, the Canadian Ski Patrol System (CSPS) presented an **OUTSTANDING CONTRIBUTION AWARD** to the Insurance Brokers Association of Canada (IBAC) in recognition of their extraordinary contribution to the system.

By providing and delivering thousands of blankets to patrols across the country for the past two years, IBAC has helped the CSPS to improve its ability to deliver rescue services to skiers in need. Additionally, the association's efforts in promoting this relationship have increased the image of the Canadian Ski Patrol in all parts of the industry nationally. Luncheons held at Parliament Hill in 2008 and 2009 have exposed the Ski Patrol's cause and efforts to elected members of our government and the national press.

In attendance at the awards banquet, were key representatives and executives of the CSPS from each Province across Canada, including the National President, Chairman, Executive and Board of Directors. President-elect, Justin MacGregor, and his wife Emma were there to represent IBAC.

By tying into IBAC's existing campaign and extending the blanket program onto ski hills, the CSPS offers brokers greater nation-wide reach and broker recognition to their target demographic within the CSPS and to the sporting public at large.

Together, the IBAC/CSPS relationship successfully extends a common mission to promote safety and injury prevention. As underlined by the following statements from all CSPS promotional material...

Your Best Care is the Canadian Ski Patrol...
Your Best Insurance is an Insurance Broker...
Together, we've got you covered.



In photo left to right:

Justin MacGregor (IBAC President-Elect),
Joel Dodd (CSPS National VP Fund
Development), Sheila Reesor (Executive
Director, TIC & CSPS National Blanket
Program Manager)