The line it is drawn
The curse it is cast
The slow one now
Will later be fast
As the present now
Will later be past
The order is
Rapidly fadin’
And the first one now
Will later be last
For the times they are a changin’

Bob Dylan

Ironically, less than a month after Dylan recorded his protest anthem, President John F. Kennedy was shot and killed in Dallas, Texas, on Nov 22, 1963, and the world changed (that day, coincidentally, was my mother’s due date for me – fortunately I was late, but both the assassination of JFK and Dylan’s lyrics still resonate with me).

The world is indeed still a changin’, and perhaps more rapidly than ever before. This is just as true in business, and yes, shockingly, perhaps even more so in insurance. My generation (apologies to Roger Daltrey) has had it relatively easy, and the one before mine even more so, compared to what the next generations are going to have to deal with. By the way, if you don’t know who Dylan and Daltrey are, give them a Google – back in the day, when I was a kid, they were cool.

In a past insurance world where size, capacity and barriers to entry meant inertia and the status quo, the business barely changed. Today’s insurers are becoming far more nimble, sophisticated, and smart. My prediction is the consolidation trend will continue and perhaps gather momentum resulting in fewer insurers, brokers, reinsurers and people working in the industry in the coming years. The race will go to the swiftest, those who can drive efficiency up and expenses down. More and more insurance will be bought on line, or through “an app for that”, and the need for folks pushing paper “is rapidly fadin’”. The winners will be those who not only find and build a better way, but who truly deliver value to their customers.

Make no mistake, “the times they are a changin’”, and the insurance industry is about to get more difficult, more challenging, and yet possibly even more rewarding.

One significant trend that cannot be ignored now that the first wave of the baby boomers have begun to retire, is an aging insurance workforce and the difficulty in attracting the best and brightest young talent into our industry. So the race going to the swiftest also means the winning companies will be those that can attract and retain the best.
At Trisura, we are working hard to enable our own future, and we have made certain strategic decisions in an attempt to ensure we will neither be last nor past.

First and foremost, we are firm in our commitment to, and are “all in” with, our broker distribution force. We have no plan B. All of our business comes to us through our select group of the best brokers in the industry. We are here to support you, care about your needs, listen to you, and deliver fast, decisive and effective solutions.

Second, while we are a very young company (save for a couple of grey hairs), we have tried to build not only the best team in the specialty lines business, but to hire bright, energetic and friendly people who have the potential to excel (the kind of people you would want to do business with). My belief is that if we can keep this team together for the long haul, we will accomplish amazing things.

Third, we are working tirelessly to find better ways to handle the business. We have developed a state-of-the-art broker portal that efficiently handles large volumes of program business and allows on-line rating, quoting, binding and payment. And, to save you time, we are streamlining our other underwriting and administrative processes.

Our goal is to create an exceptional experience for our brokers because we believe there is a better way to handle specialty lines business.

We must be doing some things right. In 2011, we grew over 15% and delivered another solid bottom line despite challenging market conditions. Our capital has nearly doubled since our inception six years ago, and our MCT is among the highest of all P&C insurers in Canada. In the fall, A.M. Best Company upgraded our Long-Term Issuer Credit Rating and gave us a positive outlook. To date in 2012, our revenues have continued to grow and for this, we thank you.

Over the past several months we have also made the following enhancements to our product offering in an effort to serve you and your customers better:

- With the support of our reinsurers, we have increased our surety capacity to handle larger bonds and contractors.
- Our surety division introduced the LEADer (Low Exposure Account Discretion) program, a streamlined process for contractors who are infrequent bond users.
- Launched Trisura Labs, an innovative research & development facility with a mandate to develop innovative, next generation tools for the insurance industry (make sure you check out our fun videos on YouTube).
- Introduced a new leading edge private company Directors’ & Officers’ liability policy form.
- Launched 12 programs through our underwriting portal (rate, quote, bind and pay on-line).
- Entered developer surety providing Tarion bonds for condo developers in Ontario.

I would also like to tell you about some recent promotions within Trisura:

Matt Baynton to AVP, Surety (Toronto)
Carmel Byrne to Senior Underwriter, Corporate Risk (Toronto)
Andy Cartwright to Underwriter, Contract Surety (Toronto)
Jennifer Finnell to Underwriting Manager, Corporate Risk (Toronto)
Patricia Fu to Underwriter, Corporate Risk (Vancouver)
Richard W. Grant to SVP, Corporate Risk (Toronto)
Richard A. Grant (yes, we really do have two of them!) to AVP, Surety (Calgary)
Roger Hacala to SVP, Corporate Risk (Toronto)
Chris Kucman to AVP, Surety (Toronto)
Please join me in congratulating everyone above in recognition of their effort and accomplishments. I am very proud of the team we have built and, for those who you may know, I am sure you will agree these moves are well deserved.

Trisura is poised to enter a renewed phase of growth. We have increased our capacity, enhanced our product offerings, broadened our appetite for business, improved our efficiency, are staffed to meet the challenges ahead and are increasing our focus on delivering on the needs of our brokers.

Dylan was right, “the times they are a changin’” and “the order is rapidly fadin’”. As Canadians, the team at Trisura relishes the role of the underdog and we are ready to challenge the American and European goliaths. “And the first one now, will later be last”. We hope Dylan was right, we are ready for change, and we say bring it on.

Thank you for trusting us with your business.

Best regards,

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