

TJ Jones Bio:

I am licensed across Western Canada with seven years of experience in both personal and commercial lines. My insurance career began in 2011, and after pursuing an entrepreneurial venture, I returned to the field 4 years ago and joined the PYIB Board of Directors. During this time, I've built meaningful and productive relationships with a variety of stakeholders across PYIB, IBAA, and the insurance community, continuously seeking openings to enhance the availability of educational opportunities and support for brokers and other insurance professionals.

In my first year, I served on the Political Committee, immersing myself in the workings of PYIB and its various committees. This experience provided a strong foundation for me to make meaningful contributions to the organization.

In my second year, I took on the role of Education Chair, where I applied the knowledge gained in my previous role to identify gaps and needs within our community. One of my proudest achievements was developing a blueprint for a summer student program in partnership with PYIB, IBAA, and our Broker Partners. This initiative aimed to bring young talent into our industry, helping with the long-term success of the brokerage community. Additionally, I was involved in lobbying with MLAs regarding auto reform while representing our broker community.

Year three marked a pivotal point in my ability to contribute to PYIB and its growth. I continued my role as Education Chair and had the privilege of leading several key initiatives, including:

- Organizing and securing high-quality speakers for the PYIB conference.
- Coordinating logistics to ensure smooth operations and a memorable experience for attendees at the PYIB conference.
- Developing a comprehensive onboarding process for new board members, helping them become effective contributors.
- Overseeing the revamp of our insurance education presentations for high schools and universities, to increase awareness and interest in our industry among young people.
- Collaborating with the IBAA President to develop a mentorship program for our boards and local industry professionals.

As a passionate advocate for PYIB and a self-described insurance enthusiast, I also take pride in creating personal initiatives to support the growth of young insurance professionals. In November, I had the opportunity to present a self-made and accredited webinar titled "Communication in the Digital Age" through the IBAA website. The course emphasized the importance of genuine connections, customer service excellence, and relationship-building in today's digital landscape. The webinar was well-received, with strong demand for additional sessions, and I am currently working on a follow-up course to present at the PYIB Conference in 2025. This new course will focus on self-branding, achieving individual success in a team-based environment, and understanding others' communication styles to foster better professional relationships.

With my passion for education and extensive knowledge of PYIB, I am confident that I can help elevate the board, our members, and young professionals within our industry to new heights.

TJ Jones platform:

Having been part of PYIB for three years, I'm intimately familiar with the organization's culture, goals, and challenges. Over the years, I've developed strong relationships with both our members and external partners, such as our insurers, and I am in a strong position to further enhance those partnerships as Vice President.

A core part of PYIB's mission is to highlight young professionals and foster meaningful networking opportunities with our insurer partners and I'm proud of the work we've done in this area. Moving forward, I want to take this further by expanding our reach beyond the core regions we currently serve. My goal is to connect with other parts of the province, ensuring that the opportunities PYIB offers are accessible to more young professionals and that our initiatives are felt across the entire province.

As Vice President, my primary initiative will be to drive and expose young talent to the insurance and broker community. To accomplish this, I will focus on the following:

1. **Collaboration with IBAA's Executive and Education Committees:** I will work closely with IBAA to identify young professionals who have the potential for a fulfilling career in insurance. By actively engaging with educational institutions, I will expose students to the range of career opportunities within the insurance and brokerage industry, with a focus on attracting and retaining top-tier talent.
2. **Expanding Industry Education and Awareness:** I will continue to build on the educational initiatives we've started, ensuring that insurance careers are visible and appealing to the next generation. This includes working with high schools, universities, and other institutions to create pathways for students to engage with our industry from an early stage.
3. **Enhanced Networking and Mentorship Programs:** I will work to expand our successful networking events, fostering stronger connections between young professionals and established leaders in the industry. I will also work on creating more mentorship opportunities, ensuring that young professionals have the support and guidance they need to succeed in their careers.
4. **Promoting Diversity and Inclusion:** One of my key priorities will be to ensure that our initiatives are inclusive and diverse, reaching a wide range of talented individuals from different backgrounds. This will not only help grow the talent pool but will also enrich our industry with a variety of perspectives and experiences.

In addition to attracting new talent to the industry, I plan to engage with current brokers and stakeholders within our community to identify and address any gaps or areas for improvement, all while supporting and enhancing the wellbeing of our members.

I believe that with my experience, leadership, and vision, you can understand that I am the right person to help guide PYIB into its next phase of growth and success. Together, we can create an environment that empowers young professionals and strengthens the future of the insurance and broker community.

Thank you for your consideration.

Sincerely,

TJ Jones