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Publications mail agreement number 40070230.

Return undeliverables to *Canadian Insurance Top Broker*, Circulation Department, 7th Floor, #1 Mt Pleasant Road, Toronto, ON M4Y 2Y5. *Canadian Insurance Top Broker*, established 1905, is published by Rogers Publishing Limited, a division of Rogers Media Inc., One Mount Pleasant Road, Toronto, ON M4Y 2Y5. Montreal office: 1200 Avenue McGill College, Bureau 800, Montreal, QC H3B 4G7. **Subscriber Services:** To subscribe, renew your subscription or to change your address or information please visit us at www.citopbroker.com/subscribe. Subscription Price: Canada \$60.00 per year, Outside Canada \$70.00 US per year, Single Copy Canada \$14.00. *Canadian Insurance Top Broker* is published 11 times per year except for occasional combined, expanded or premium issues, which count as two subscription issues. **Mail Preferences:** Occasionally we make our subscriber list available to reputable companies whose products or services may be of interest to you. If you do not want your name to be made available please contact us at citopbroker@halldata.com or update your profile at www.citopbroker.com/subscribe. Contents copyright ©2016 Rogers Publishing Limited, may not be reprinted without permission. *Canadian Insurance Top Broker* receives unsolicited materials (including letters to the editor, press releases, promotional items and images) from time to time — *Canadian Insurance Top Broker*, its affiliates and assignees may use, reproduce, publish, republish, distribute, store and archive such unsolicited submissions in whole or in part in any form or medium whatsoever, without compensation of any sort. Our environmental policy is available at <http://about.rogers.com/publishingpaper.aspx>.

ISSN 0008-3879

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Business as Usual

One of my first duties as newly appointed Editor of this magazine, was to attend a meeting announcing that Rogers is selling off its B2B magazines, including this one.

As someone with 14 years' experience in print media, this was not news. Transformation in the media space has been happening for a long time: sometimes in bits and pieces, other times in leaps and bounds.

It took me only a couple of days on the job here talking to brokers to learn that the insurance industry, just like the media, is constantly needing to transform and adapt to changes from consolidation and M&A, to technological and digital advancements that are paving a new way for how we do business.

And we, just like you, need to view these new changes as opportunities.

This is a magazine with a 110-year legacy. A legacy of serving the needs of our loyal readers and advertisers. A legacy of being a leader in bringing you top-notch info on topical issues, delivering investigative stories that look beyond the surface to provide different angles, and engaging you with thought-provoking insights. A legacy that matters to us, and to you.

That is why we embrace change that will support us as we continue to build on our partnerships with our readers and advertisers, and that will enable us to remain a market leader. In short, we'll continue to add value, and matter to you.

And that's why I'm proud to present you with my first issue, our big nat cat edition.

This year, we've seen floods dominating headlines, claiming lives and resulting in billions of dollars in losses globally. Here in Canada, most provinces have been hard-hit. But climate change, and a lack of flood mapping, risk modeling and awareness, are making it increasingly harder for insurers to keep heads above water in the face of this number one property threat, as Michael McKiernan discovers on page 30.

As far as nat cats go, Albertans have seen the worst few years in history. With Fort McMurray still fresh in our minds, we ask the loaded question: Will insurers start cherry-picking their offerings in Alberta, as has happened in California? Jennifer Hughey has the answers, beginning on page 14.

And finally, just how prepared are we for the nat cats that 2017 will bring? Terri Goveia finds out on page 22.

I'm excited to hear your feedback on this issue, and the ones to come.

I invite you to contact me with any news insights, or topics that you want to read more about. I'd love to hear from you, so that we may continue to serve you better.

Because it is business as usual here at *Top Broker*. And the legacy continues... **TB**

Gloria Cilliers, Editor