



A Message from the President/CEO, Jason Cybulski.

It's that time where we prepare to hunker down for a good Canadian winter and all the warmth and quiet joy that can bring. Typically, we welcome a rest after the hustle and bustle of a spring explored, a summer well-lived, and a fall of pure harvest joy. But, these are not typical times. This year we are living in an uncertain time, continuing to face the spread of COVID-19, and with that the challenges of managing even the simplest of everyday tasks.

The physical and mental well-being of our friends, family, and clients have never been more important to us than it is right now. And the best way for us to maintain and encourage this lies in two very small words, 'be kind'.

Sometimes we are simply living our regular lives and things feel almost normal. But then something happens – a canceled get-together, the inability to meet up with friends, or the constant reminder to wash our hands or sanitize – and we are brought back to the reality of the world in which we are living.

It is okay to feel frustration, even anger, that our normalcy has been removed. But the best way to overcome that sense of loss, that sense of chaos, is to be as kind to others as we be to ourselves. We must look for the silver-lining in every day.

But I can tell you this; with practice, finding the silver-lining – finding gratitude – in everyday life becomes quite easy to do.

A great example would be our 2020 AGM. This year, BCM held its first 'virtual' Annual General Meeting. We were anxious about how it would work out, not to mention a little frustrated we couldn't have an in-person meeting and share a meal with our policyholders and staff. However, as it became clear that through technology we could still have an AGM, include policyholder input, and continue to maintain top-notch service, we realized how lucky we are.

Looking around the BCM office, I realized that although our physical doors are closed, our team of staff have been going over and above wherever possible to make sure our policyholders know that we are here for them. Through phone calls, emails, snail mail, and physically-distanced information drop-offs or pick-ups, our goal is to make sure our policyholders feel their insurance needs are protected and their well-being is being respected – now more than ever before.

And we are doing it the best way possible; by coming from a place of kindness. We do this because kindness may be all someone needs on a day where everything feels very confusing and heavy. Our aim is to encourage an atmosphere of kindness – and our goal is to make sure it is felt throughout our entire BCM family.

So while we enjoy the cooler weather and prepare for winter, please remember that we are here for you, and we will continue to be here for both the remainder of this unsettled time, and for many years to come.

Be kind whenever possible. It is always possible. ~ Dalai Lama

Stay safe,

Jason Cybulski, President/CEO

BCM Insurance Company