



February 14<sup>th</sup>, 2022

## The Tourism Industry Association of the Yukon and EQUA Specialty Risk Partners Corporation announce insurance collaboration

**The Tourism Industry Association of the Yukon (TIA Yukon) is proud to announce the selection of EQUA Specialty Risk Partners Corporation (EQUA) as our preferred insurance broker. We are working together to create a custom affinity insurance plan for TIA Yukon members.**

The TIA Yukon team has, for the past several years, heard frequently from our membership that one of the biggest challenges facing Yukon tourism businesses is the availability and suitability of insurance coverage. As a result, we are delighted to announce that, following a selection process including a series of meetings and interviews, we have chosen EQUA as our preferred insurance broker. This collaboration is built to provide TIA Yukon members with access to an affinity insurance plan, customized for the unique needs of Yukon's tourism industry.

EQUA was selected as our partner based on their commitment to work with TIA Yukon members one-on-one and their significant experience in the recreation, hospitality, and adventure tourism industries. EQUA's expertise in insurance broking and underwriting will be utilized to create the solutions Yukon tourism operators need. EQUA's deep relationships with global insurance markets will facilitate consistent communication, access, and connection.

The EQUA team is committed to providing a best-in-class and individualized insurance experience for every TIA Yukon member. From sourcing appropriate coverage and insurance market availability, to working with members to develop risk management programs, and fully supporting you when you need it most— in the event of a claim — this team will be with you every step of the way. In today's challenging business insurance environment, we are confident that EQUA is the right partner for TIA Yukon.

**The TIA Yukon team will be sharing a survey and request for interest with all TIA Yukon members and prospective members shortly.** Following your response, EQUA team members, Sandy Millar, Gina Bennett, and Coby Oslanski (see below to learn more about the EQUA team), will be in touch to initiate insurance discussions. While it is not mandatory for members to choose EQUA as their broker, it is notable that our group purchasing power and related benefits will increase with the number of participating businesses. We strongly encourage members to give this strategic option due consideration.

Thank you for your attention. I am available for questions at any time.

Sincerely,

Blake Rogers  
Executive Director, TIA Yukon  
Blake.rogers@tiayukon.com

**Meet EQUA's Sport & Recreation team:**



**Sandy Millar, Managing Partner - Retail Leader**  
[sandy.millar@equaspecialty.com](mailto:sandy.millar@equaspecialty.com)

Sandy is a Managing Partner and Retail Leader for Sport & Recreation at EQUA. Uniquely qualified in this market, Sandy has dedicated most of his seventeen-year insurance career to this specialty area. He is proud to have worked with a huge range of clients, including provincial and national sport organizations, ski resorts, heli-ski and cat-ski operations, as well as dozens of recreation and adventure companies. As a regular contributor to ski and sport industry organizations, Sandy shares his expertise on a variety of safety and risk management topics, including the use of waivers of liability in defending claims, cyber liability, incident and loss investigation, as well as sport & facility risk management.

In addition to his work with EQUA, Sandy serves on the board of Canadian Esports Association and as a volunteer director of Vancouver Adaptive Snowsport Society. He is an active Level 4 member of the Canadian Ski Instructors' Alliance (CSIA) and he has served several terms as a director and chair of the CSIA.



**Gina Bennett, Managing Partner - Wholesale Leader**  
[gina.bennett@equaspecialty.com](mailto:gina.bennett@equaspecialty.com)

Over her 30-year insurance industry career Gina has held a diverse range of senior and executive roles with brokerages, underwriting and Managing General Agent (MGA) operations. Her experience included a time as president of a Canadian MGA solely focused on sport, leisure, and recreation clients. Gina has an extensive background in portfolio management as well as product and program development for unique, hard-to-place insurance risks. Gina's strategic focus and ability to develop unique solutions for clients has allowed Gina to build strong, mutually beneficial relationships from coast to coast across all aspects of the insurance industry, and she will bring this capacity to TIA Yukon members.

Gina is a non-voting member of the Insurance Council of British Columbia, having been approved by the British Columbia Ministry of Finance, and she serves on investigative review committees. Gina also serves on the board of HeadCheck Health, which provides sport organizations with concussion testing software, enhancing the implementation and management of organizations' concussion policies.



**Coby Oslanski, Client Executive**  
[coby.oslanski@equaspecialty.com](mailto:coby.oslanski@equaspecialty.com)

Coby is a Client Executive with more than ten years of experience in the insurance industry. During her career, Coby has focused on mid-market commercial and VIP personal lines business. She now focuses on the sport and recreation sector, supporting Sandy and Gina in offering customized insurance and risk management solutions and incomparable client service. Influenced by years of providing insurance support to her local community in rural Alberta, Coby prides herself on delivering a high level of care and transparency in every interaction with EQUA's clients.

**EQUA Specialty Risk Partners Corporation** (EQUA) is a commercial risk insurance brokerage with highly customized solutions, a client-first approach, and a bold company culture. We are a team of specialists who have dedicated our careers to the industries we serve. Our connections are deeply rooted and our ability to deliver results is recognized across Canada and internationally. We left the traditional brokerage model because we believe in the importance of putting client success first. At EQUA, we explain risks, we customize offerings, and we stay with our clients every step of the way. Visit us at [equaspecialty.com](http://equaspecialty.com) today.

**Tourism Industry Association of the Yukon** (TIA Yukon), is the voice of Yukon's tourism industry and play a key role in forging a common voice and actions to influence, promote and assist the development of tourism in Yukon. For over 40 years, TIA Yukon has been the voice of the Yukon's tourism industry. Visit us at [tiayukon.com](http://tiayukon.com).