



NEWSLETTER SPRING 2008

BF&M insurance matters



The 100 Day Challenge

Wellness Matters!



In January, BF&M's Wellness Matters initiative expanded its focus when the company

joined the Lindos Group of Companies and the Bermuda Diabetes Association to sponsor the 100 Day Challenge.

The 100 Day Challenge features ten contestants rigorously completing over a grueling 100 day period. Teams have been provided with a personal trainer and a nutrition consultant to help them lose weight in a healthy way. The individual who loses the most body fat percentage over the 100 days will win a

Mediterranean cruise for two. The runner up will win a trip for two to Disney World and the third place individual will win a trip for two to New York City. It is hoped that the local interest in the contest will spur Bermudians towards pursuing a healthy lifestyle.

Regardless of their final results, we salute each of the 2008 participants as they approach the 100th day of their challenge:

Nelson Arruda; Lakisha Brangman; Georgette Caines; Steve Easton; Sarah Fellows; Shawnette Griffith; William Moniz; Anthony Pitcher; Ann Symonds and Darren Woods.

Save The Date!

Wellness Matters!
www.bfm.bm

Click on the 'Mr. Happy' in shorts. Check out Wellness Matters for tips on getting into shape for spring and summer.

St. George's 5K Walk/Run

Tuesday July 1, 2008

Mark your calendar now!

Hurricane Season
June 1 – November 30

It's never too early to start getting ready. Log on to the new-look www.sharkoil.bm BF&M's informative weather information site, to get a head start on your preparations for the 2008 hurricane season.



President's Report



It has been a busy start to the year as we endeavor to please our valued shareholders and continue our direct involvement with the community at large. In January, we announced that the Board of Directors

had approved a 1 for 10 Stock Dividend to shareholders of record 29th February 2008. The Company further announced an increase in the quarterly cash dividend for shareholders of record 31st March 2008 from 16 cents to 20 cents per share.

With regards to our desire to be active in the community, BF&M was pleased to accept Lindo's invitation to become a sponsor of the 100 Day Challenge. BF&M believes in and supports initiatives that promote wellness in the community and empowers individuals to take control of their health. The 100 Day Challenge embodies both of these concepts and speaks to the heart of our wellness philosophy. We salute the ten contestants in the Challenge for providing inspiration to us to live a healthy lifestyle. BF&M also applauds all of the participants in the "Live Healthy Bermuda" initiative. Well done to you all!

BF&M has also partnered with Age Concern to support our seniors. Aging is an unavoidable part of life. We are looking forward to working with Age Concern to help address the current needs and future concerns of the island's seniors.

On behalf of all of us at BF&M, we thank you for your continued support in our company.

R. John Wight C.A., CPCU
President and Chief Executive Officer



Brian C. Popp

CFP, CLU, CH.F.C., FMA

Vice President, Customer Relations & Sales

Brian recently joined BF&M Life to lead and manage customer relations and sales.

He brings 32 years of experience in life insurance and financial services to the company.

Prior to joining BF&M, Brian worked as a Regional Vice President in Western Canada for both a major life insurance and mutual fund company. During his career he has worked as a Regional Director, Manager, Agent and Administrator.

A graduate of the University of Regina with a Certificate in Administration, he has obtained his Certified Financial Planner, Chartered Life Underwriter, Chartered Financial Consultant and Financial Management Advisor designations.

Training & Development

The following employees successfully completed exams and achieved designations and certifications in the listed areas:

Robert Blakesley:	ACS
David Coxall:	General Insurance Certificate
Kristen Gonsalves:	General Insurance Certificate, AU
Stephanie Hall:	AU
Sandra Henderson:	LOMA 290
Sharnell Hewey:	FLMI, ACS
Ryan Matcham:	General Insurance Certificate
Patrick Neal:	CPCU 540
Eric Nordquist:	CPCU 540
Lorenzo Ratteray:	ACS 100
Julia Sousa:	FLMI

30th ANNIVERSARY

This year marks the 30th Anniversary of the Insurance



Insurance Corporation of Barbados Limited

Corporation of Barbados Limited (ICBL). The Insurance Corporation of Barbados was set up in March 1978 by an Act of Parliament (Insurance Corporation of Barbados Act, Chapter 311). It was established as a result of the then Government's desire to increase the level of local participation in the insurance industry. In 2005, BF&M acquired a 51.7% interest in ICBL.

The ICBL is the largest general insurance provider in Barbados. It writes business in all areas of general insurance as well as group life and group medical insurance. ICBL also manages pension funds.



Raising Additional Funds

The Women's National Cricket Team recently presented The Bermuda Cancer & Health Centre with an additional \$500 donation stemming from their "Bowling out Breast Cancer, One Wicket at a Time" campaign.

In July 2007, BF&M, the official Women's Team Sponsor, joined forces with the National Team to raise funds for Breast Cancer Awareness. BF&M offered to donate \$25 for every wicket taken in the run up to the World Cup Qualifiers. We are pleased to report that the team took 31 wickets raising \$775

The Women's National Team

also enjoyed taking part in the Bermuda Cancer & Health Centre's Walk but felt they wanted to do more. Linda Mienzer, Captain, explained, "The women squad chose to donate more money raised to the Bermuda Cancer & Health Centre because, being a female team, it seemed especially fitting to make a commitment to this worthy cause. Breast cancer affects the lives of many and it is an issue that is very close to our hearts." The additional funds were raised during their training sessions.



Insurance Matters... for Cricket

BF&M is pleased to continue its support of a long-standing Bermudian sporting tradition; cricket. Once again, BF&M is the official travel sponsors of the Bermuda Cricket Board and the Men's and Women's Cricket Teams. In addition to the travel sponsorship, BF&M is the title sponsor of the Under 17 Cricket League and the Women's National Cricket Team.

Please come out and support not only the BF&M Under 17 League, but all of the youth cricket leagues. We believe it is important to support the island's youth as they engage in healthy extra curricular activities that keep them safe while developing important life skills like discipline, camaraderie and leadership. The Bermuda Cricket Board's Youth League runs from April 23rd to June 28th.



2008 Kick-Off

On January 8th, 2008, international keynote speaker Lisa Ford, CSP, CPAE addressed all BF&M staff on how exceptional customer service will continue to give us the competitive edge. Lisa's session focused on how customers define quality service and how everyone at BF&M could go beyond that to "wow" our customers.

Lisa has over 20 years of experience presenting to businesses on topics of customer service, leadership, team issues and change. Lisa is best known for her work in the areas of customer service. She is an author of the videotapes series How to Give Exceptional Customer Service, the #1 selling business tapes in the US for over 3 years. Her other videos and audiotapes include: Developing a Customer Retention Program, and Building Customer Driven Organization. Her recent book is Exceptional Customer Service - Going Beyond Good Service to Exceed the Customer's Expectations.

Staff Appreciation

The management of BF&M prepared pancake breakfast for the staff to mark Shrove Tuesday. This is the eighth year management has shown their appreciation to staff by flipping pancakes, cooking sausages and serving breakfast with a smile.

BF&M has 150 employees working at their Pitt's Bay Road headquarters and three satellite offices located at Wessex House on Reid Street and in the Ace Tempest Re Building on Woodbourne Avenue and in Argo House on Pitts Bay Road.



Award Winning Website

The BF&M Wellness Matters website recently won a Gold award in the eHealthcare Leadership Awards program for Best Health/Healthcare Content.

This leading awards program exclusively recognizes the very best Web sites of healthcare providers, health plans, healthcare associations, online health companies, pharmaceutical/medical equipment firms, suppliers, other healthcare organizations, and business improvement initiatives. The awards also highlight the Internet's role in achieving an organization's business objectives and recognize the hard work that has gone into creating outstanding health Web sites.



The Winners of the 12th Annual Festival of Lights Contest

Individual Residential

Eastern	1st	Mr. & Mrs. Raymond Madeiros
	2nd	Mr. & Mrs. Edmund Faria & Family
	3rd	Mr. Walter Bardgett & Family
Central	1st	Mr. & Mrs. Howard Mitchell
	2nd	Zilda, Lenny & Zoe Moniz
	3rd	Sheila Swan & Family
Western	1st	Debbie & Donna Ball
	2nd	Raymond Moses Santucci
	3rd	Claire & Tim Simons & Family

Community

Eastern	Cedar Park Community
Central	Southcourt Avenue Community
Western	Greendale Lane Community

Commercial & Retail

Eastern	The Corporation of St. George's
Central	The Waterfront at Pitts Bay
Western	Lefroy House

