



Darold and Dorothy Treffert

DIRECTOR TREFFERT RETIRES

For over two decades, National Mutual Benefit has had the pleasure of having Darold A. Treffert, M.D., serve as director of the Society. On December 31, 2003, Dr. Treffert retired from his 23-year position with the organization.

First appointed as director of National Mutual Benefit in 1981, Dr. Treffert was then elected by the membership at six consecutive elections. He has contributed to NMB's growth, stability, stature, and prominence. The Society has especially benefited from his vast medical background and his genuine belief in fraternalism and the benefits it offers to members.

Dr. Treffert is the author of the book *Extraordinary People*, first published in 1989 and reissued in 2000, and was a consultant to the movie *Rainman*, both of which deal with savant syndrome—spectacular abilities in otherwise severely handicapped people.

An accomplished speaker, Dr. Treffert addressed many insurance and Fraternal Industry forums while serving as direc-

tor of National Mutual Benefit. He shared his message at Million Dollar Round Table (MDRT) events; National Fraternal Congress of America meetings; and National Mutual Benefit conventions, leadership training seminars, and local branch gatherings.

Dr. Treffert served on many Society committees over the years, including the Audit, Investment, and Organ Donor Committees. He also served as a consultant to the Fraternal Benefits Committee.

As a lifelong member of National Mutual Benefit, Dr. Treffert has experienced the "fraternal difference" in his own community of Fond du Lac, Wisconsin. In his retirement years, he will continue his involvement with his local fraternal branch and plans to begin work on a new book. ♦

LOHRENTZ APPOINTED TO BOARD OF DIRECTORS

Donald W. Lohrentz was appointed to National Mutual Benefit's Board of Directors on January 1, 2004. He will complete the remaining three-year term of retiring Director Dr. Darold A. Treffert.



"It's a great opportunity for me and a real honor," stated Lohrentz after his appointment.

Lohrentz earned a bachelor's degree in business administration from Valparaiso University and a master's degree in business administration from Northwestern University. In 1998, he retired as vice president and treasurer of Nicor Gas Company, where he worked in various capacities for 31 years, primarily in finance and corporate governance.

Some of you will recognize Lohrentz as past director and chairman of the

board of Concordia Mutual Life Association (CML). Concordia, founded in 1907 as a Lutheran-based fraternal in Illinois, later changed its structure to a general fraternal in 1998. Lohrentz became associated with CML in 1991, when a friend and CML director asked him to join the board. Don and another director were instrumental in CML's merger with National Mutual Benefit in January 2001. "Whenever you merge, you always take the chance that it won't work out," comments Lohrentz. "It's good to say this merger was a big success, and I'm glad I was part of it!"

Don devotes much of his time and talents to several organizations. He is currently treasurer of Bethany Lutheran Church in Naperville; a member of the President's Advisory Council of Valparaiso University and of the investment committee of Wheat Ridge Ministries; director and vice president of the Lutheran Camp Association; director and treasurer of Educating Voices, Inc., a drug education program; and a director of both the Lutheran Child and Family Services of Illinois Foundation and the Wittenberg Lutheran Village.

National Mutual Benefit is fortunate to have Don Lohrentz serve on the Board, especially with his strong background in finance and fraternalism. "It's too bad more people don't know about fraternal life insurance societies," states Lohrentz. "If they knew more about fraternalism, they would certainly choose a fraternal organization [for their life insurance needs]."

Don and his wife, Joyce, reside in Naperville, Illinois. They have four children and seven grandchildren, all living in nearby communities. Much of their spare time is spent attending their grandchildren's school and sporting events. Don also enjoys golf, bowling, and sailing. ♦



Sharing successes. A display of branch scrapbooks helps spark project ideas at the Leadership Seminars.



Patriotic repertoire. *The Shrine of Democracy Chorus*, an all-male barbershop chorus ranging in age from 8 to 80 years old, entertained NMB members attending the Dakotas Seminar.

LEADERSHIP SEMINARS FOCUS ON COMMUNITY

Members attending the 2004 Fraternal Leadership Seminars in Rapid City, South Dakota, and Green Bay, Wisconsin, were inspired to *Reach for the Stars* as they learned how they could become leaders in their community.

Keynote and workshop speakers covered four major topics. They included *Leadership and Teamwork*; *Be a Shining Star in Your Community* by partnering with community organizations in need; *Starring as a Fund-Raising Champion* by learning about organizing successful

community fund-raisers; and *Stars and Stripes Forever*, where a new Patriotic Toolkit was introduced highlighting all of National Mutual Benefit's U.S. Flag donation programs.

Youth members in attendance had fun together as they concentrated on community needs. Representatives from the Boys & Girls Club and the Police Department taught them how they can volunteer through service projects. Then in hands-on sessions, they made Valentine cards for residents of a local nursing home, decorated cookies for a homeless shelter, and prepared teddy bears to donate to area emergency programs. ♦

SCHMITT NAMED AGENT OF THE YEAR

Once again, it is our privilege and pleasure to recognize Peter Schmitt Jr., of the



Fox River Valley Agency. He is our 2003 Agent of the Year. This is Peter's eleventh time earning the top spot, and he holds a record that

will be hard to break—eight consecutive years as Agent of the Year, 1993–2000!

Peter has also qualified for the internationally recognized Million Dollar Round Table (MDRT) for the ninth time. Only the top four percent of all agents in the United States (less than one percent worldwide) achieve this honor.

Since starting with National Mutual Benefit in 1968, Schmitt's top priority has always been to take care of his clients; putting their needs at the forefront. As a result, he has earned their trust. "Everything in my career has happened because of the confidence others have in me, especially my clients," states Peter.

Schmitt has also earned the respect of his peers, having served as a mentor/role model for many agents during his over 35-year career with NMB. His manager, Ron Collien, has the greatest respect for



Hands-on community projects. Wisconsin youth members show off cookies they decorated for a homeless shelter and the red, white & blue patriotic crafts they assembled.

Peter. "Of all the agents that I have on our career team, he's the most steadfast towards what we're trying to do as a team," says Ron. "Hands down, he's the one we can always count on."

Peter has established quite a legacy for agents to aspire to, but says, "I don't think about things like that—I just do what feels right." He continues, "We're so fortunate to be in a business that has such tremendous value to people."

The Agent of the Year award recognizes the agent who most closely represents NMB's sales and service philosophy and most clearly exemplifies the concept of fraternalism. National Mutual Benefit is proud to congratulate Peter Schmitt Jr. for meeting and exceeding the criteria that earned him this award 11 times. ♦

FOX RIVER VALLEY IS TOP AGENCY

For the eighth time in 11 years, the Fox River Valley Agency, located in Fond du



Lac, Wisconsin, has earned National Mutual Benefit's Agency of the Year award. The dedication of District Manager Ron Collien and the

agency's "winning with teamwork" philosophy have led to their remarkable success. "For a manager, winning this award gives the greatest feeling of accomplishment because it recognizes many people all doing a great job," states Collien.

The agency team's legacy of success under Collien's leadership began in 1993 with their first Agency of the Year award. They have had two back-to-back wins—1993/94 and 1996/97, and took the award three years in a row from 1999 to 2001. Several agents have also experienced individual success. Topping that list is the fact that the Agent of the Year

has come from the Fox River Valley Agency for the past 11 years—Peter Schmitt 1993–2000 and 2003; Tzong Vang Yang 2001–2002.

When Collien says, "I am proud of our group and all that we have accomplished," he's not just referring to winning awards. Education is a top priority. All agency members have earned the Fraternal Insurance Counsellor (FIC) or Fraternal Insurance Counsellor Fellow (FICF) designation. Four have the Life Underwriter Training Council Fellow (LUTCF) designation, and one is a Chartered Life Underwriter (CLU).

The Agency of the the Year award is one of the highest NMB honors agents can work toward because it recognizes individual performance as well as team effort. Congratulations to Ron Collien and his team: Joe Gloudemans, Little Chute; Shirley Krueger, Eldorado; Youa Lee and George Raymaker, Green Bay; and Peter Schmitt Jr., Rick Wentz, and Tzong Vang Yang, all of Sheboygan. ♦

NEW MILWAUKEE DISTRICT MANAGER NAMED

We are pleased to inform you that Donald W. Schulz, FIC, LUTCF, has been



named district manager of National Mutual Benefit's Milwaukee Agency effective March 1, 2004. He brings 36 years of life insurance experience to NMB.

Don began his career in 1968 as a producer for John Hancock Mutual Life, soon becoming a recruiter and manager. In 1980, he took the position of Divisional Vice President for John Alden Life. Then in 1987, he opened his own insurance marketing firm, Security American Group. In 2002, he closed his firm and

In the mail—ALMOST!

To those of you waiting for the soon-to-be-released Centennial Cookbook, thank you for your patience. Books will be distributed in late spring/early summer.

100th Anniversary Cookbook UPDATE

joined Catholic Knights as an agent. When he learned of the management opportunity in NMB's Milwaukee Agency, he was quick to respond.

Don studied business at the University of Wisconsin-Milwaukee. He is a qualifying life member of the Million Dollar Round Table and holds the Fraternal Insurance Counsellor (FIC), Life Underwriter Training Council Fellow (LUTCF), and Certified Estate Planner (CEP) designations. He belongs to the Financial Planning Association and has earned both the National Sales Achievement Award and the National Quality Award numerous times. Don also teaches Continuing Education (CE) credits in the Milwaukee area through Hundros College in Ohio.

In his spare time, Don helps out his church in their fund-raising efforts and coaches 5th and 6th grade girl's basketball at the church's parochial school. He is also a martial arts instructor with a 2nd degree black belt.

Don and Susan, his wife of 40 years, reside in the town of Waukesha, Wisconsin. They have two adult children; a daughter in her last year at Florida State and a son who is married and resides in nearby West Allis.

To arrange an insurance checkup or to discuss your insurance needs with Don Schulz, you may call him at (262) 789-9580 or toll-free at 1-866-789-9581. Or stop by the Milwaukee Agency office located at 205 Bishops Way, Suite 208, in Brookfield, Wisconsin. ♦