

New District Office Opens in Springfield, Illinois

We are pleased to welcome Ron Hoyt, FIC, CFFM, back to National Mutual



Benefit as the district manager of our new Illinois Central Agency effective April 1, 2007. Some of you may remember that Ron previously managed a new NMB Illinois Agency (now Illinois North Agency) in the Chicago area for nearly 5 years. That agency was established to better serve our members in the state of Illinois.

Commuting to and from Springfield to Downers Grove finally took its toll on Ron and he chose to become a full-time representative with NMB, working in the Springfield area.

But Ron had dreams of opening an NMB agency in Springfield and prepared his proposal and business plan. After presenting it to NMB's officers, they agreed to expand into the central Illinois area and Ron was back where he felt he belonged.

Ron has been in the life insurance business for 31 years—9 years as an agent and 22 years as a manager. Twenty-five of those years were with American Family Insurance. At American Family, Ron was a consistent achiever, earning various district and company awards.

Born and raised in Salem, Illinois, Ron and his late wife raised their family in Gurnee, Illinois. After his wife's death in 1997, he relocated to Springfield to be

near his two married children and four grandchildren.

Since Ron truly enjoys volunteer work, he is especially happy to be back with NMB and its many volunteer opportunities. He is very active in his community, especially through the Lions' Club, the American Legion, and his church. In the past he has helped build a Habitat for Humanity home sponsored by his church. In addition to volunteering, Ron enjoys golf and fishing in his spare time.

To arrange an insurance checkup or to discuss your insurance needs with Ron Hoyt, call the Illinois Central Agency office at (217) 544-1769. The office is located at 4105 Marie Drive in Springfield, Illinois. ♦

Long-Time Field Manager Retires

After 36 years of dedicated service to National Mutual Benefit, Dale B. Farley



retired on February 1, 2007. Dale started his career with National Mutual Benefit as district manager of the Eau Claire Agency (now

the Great Rivers Agency) on May 1, 1971. Under his leadership, the Eau Claire Agency experienced much success. It was Agency of the Year eight times and earned Agency of the Month 82 times in 17 years.

In fact, for two years in a row, 1985 and 1986, the agency was Agency of the Month every single month. It was also Agency of the Month the last two months of 1984 and the first month of 1987, for an unprecedented string of 27 months in a row! This record stands today.

By 1989, the Eau Claire Agency had

grown to 18 agents located in three cities—Eau Claire, Wausau, and La Crosse—with supervisors in each office. It was at that time that then Agency Vice President Don Amacher suggested the agency be split into three individual agencies with district managers in each. Dale was named Eau Claire Regional Director and his mission was to establish and help build successful agencies in La Crosse and Wausau like the one already established in Eau Claire. When National Mutual Benefit established agencies in Minnesota in the 1990s, they became part of Dale's region as well.

Reflecting on his time with National Mutual Benefit, Dale states, "The opportunities with NMB are definitely there—there's no question in my mind about that. There are so many things that NMB does for their field force that other companies don't."

As a mentor, Dale has helped many

careers get off to a good start. "I like to think I played a small part in the success of many agents over the years by bringing them into the business, and training and educating them," he explains. Sometimes they became so successful, they left NMB and established their own businesses. While that was bittersweet for Dale, he still felt a sense of accomplishment. Many agents he trained are still in the business today.

Dale credits much of his success to President William J. Wenger, who challenged him. "He saw my future and took the time to sit down with me and tell me that I could do even more than I had already done," states Dale.

We wish Dale and his wife, Sherry, much happiness and good health in the days and years ahead as they enjoy the freedoms of retirement. They are looking forward to doing as much traveling and golfing as they possibly can. ♦

Fraternalists in Action Named

Four more National Mutual Benefit members were recently recognized as MVPs (Most Valuable Participants) by the National Fraternal Congress of America (NFCA). Its Fraternalists-in-Action program, launched in 2006 to recognize Fraternalists who give their time, energy, and compassion to strengthen their communities, has brought recognition to over 300 devoted volunteers. These people are then recognized by their own fraternal benefit society on a national basis, as well as recognized in their local community newspaper. We are proud to introduce NMB's latest Fraternal MVPs to you.

Laurie Pethan, Fond du Lac, Wisconsin, has served as president of NMB's Fond du Lac Branch 695 since 2002. Under Laurie's direction, the branch has raised over \$26,000 for area non-profit organizations. Agnesian HealthCare Hospice Hope and Free Spirit Riders, Inc., a riding stable that offers therapeutic riding lessons for children and young adults with disabilities, are two organizations Branch 695 has formed strong partnerships with under Laurie's leadership. Her enthusiasm for and belief in the common bonds of fraternalism shared by National Mutual Benefit members has inspired these two organizations to develop closer working relationships within the community.

For Laurie, community involvement also includes being a cookie mom and coordinating cookie sales for the area's Girl Scout troops. She also tutors children with special needs from area elementary schools. She is currently teaching a little girl from Romania how

to speak and understand the English language.

Besides raising her own family and volunteering, Laurie is a full-time student at Marion College and is looking forward to graduating in May of 2008, with a degree in early childhood/elementary education. At Marion, she serves as vice president of the School of Education Club and is a Student Senate representative.

If that's not enough to fill her plate, Laurie also runs a state-licensed, full-time childcare center in her home.

Caroll Kordus, New Berlin, Wisconsin, is serving her third term as



NMB Milwaukee Branch 734 president. Caroll is never afraid to step up to the plate to help where needed, and will never back down from a challenge. One of her recent projects was organizing this year's JOIN HANDS DAY activity. Branch 734 partnered with a local youth church group and held a dance for young adults with handicaps. All participants thoroughly enjoyed the event.

Caroll has made it a personal mission to help those who have suffered from a stroke. Caroll's husband, Bob, is a stroke survivor, and she goes the extra mile to assist families who are going through what she and her husband have experienced. Caroll was instrumental in starting the Wisconsin branch of the National Stroke Association and has served as its board secretary. She has helped organize five successful stroke seminars for stroke survivors and their caregivers and has served as a peer visitor for stroke caregivers.

When Caroll is not volunteering for

National Mutual Benefit, she can be found throughout the community lending a hand. She is very active with her church, serving as the vice president of their 55-and-over group and helping with annual festivals. When Caroll's children were young, she served as a scout leader for both Girl Scouts and Boy Scouts. Caroll was also active in their local high school and served as treasurer of its athletic association for four years.

Caroll and Bob Kordus have raised five children, who are also volunteer-oriented. They are the proud grandparents of nine.

Evie Schwartzlow, Brodhead, Wisconsin, has served as president of Rock Valley Branch 101 for the past five years. She started her volunteer experience with National Mutual Benefit as a trustee ten years ago, moving up to branch vice president and then becoming president.

Evie has spearheaded many successful family, community, and matching funds events with her fellow branch leaders. One of the most memorable of these events was held June 30, 2007.

That event was a fundraiser organized by Branch 101 in Brodhead for a self-employed gentleman who had been diagnosed with cancer and discovered that his health insurance was not adequate to cover his medical expenses.

For her part, Evie personally came to the National Mutual Benefit Home Office to pick up 4,500 raffle tickets to distribute prior to the event. On the day of the event, she spent an additional six hours selling the remaining tickets. Evie was elated to be able to present a

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Highly Successful New Member Campaign Extended Through 2008

We are excited to report the success of the 2007 Mutual Benefit New Member Campaign to bring new members into the Society. To date, over \$4,000 has been paid to members who have referred prospective new members to National Mutual Benefit. Approximately 70 percent of the leads received have resulted in life insurance sold to approximately 350 people—people who otherwise may not have had the added security provided by life insurance.

Few people think twice about insuring their homes or cars. But when it comes to insuring their income, planning for retirement, or providing security for their families, many Americans haven't given it much thought. It's something they keep putting off. For those who are seriously underinsured, that procrastination could translate into serious financial problems for their loved ones if they die unexpectedly.

The Mutual Benefit Campaign is beneficial in three ways. First, it provides life insurance coverage and peace of mind for those who had inadequate or no coverage before. Second, it helps NMB grow and serve more people through our fraternal programs. And finally, it rewards you, as an NMB member, for your referrals. You may never know how important your referrals might be down the road for the families who are now covered by life insurance—thanks to your participation in the program.

Because of its success, the Campaign, which was originally scheduled to run through year-end 2007, has been extended through 2008. For your convenience, a new 2008 brochure has been inserted in this magazine. Take advantage of this extension and keep those referrals coming in. Remember, there's no limit to the \$25 payouts a member can earn! ♦

Fraternalists in Action (cont.)

check for \$5,500 on behalf of Branch 101 to this gentleman.

Evie has also helped organize JOIN HANDS DAY projects in her area. This year, Branch 101 partnered with the local Boy Scout troop to clean up a three-mile section of highway. Other activities taken on by Evie and her branch include painting trash barrels in the parks, running a softball tournament and food stand to benefit individuals needing financial assistance, entertaining at nursing homes, distributing American flags at parades, organizing family trips to baseball games, cleaning up cemeteries, and running games for kids at local festivals. All of these activities require

many hours of preparation and planning. Evie says, "Being able to help someone makes all the time and effort of volunteering worth it!"

Evie believes that individuals must give back to the community in which they live, and she leads by example. Evie believes so strongly in the fraternal benefit system that she makes it a personal mission to invite her local, state, and federal officials to attend NMB Branch 101's activities. She believes that it is important for elected officials and the general public to learn what the fraternal system does for communities and for this country.

When she is not volunteering for

NMB, Evie can be found volunteering for her church. She has served on several committees and has been very active working with youth as well as senior members of her parish. Evie and Keith, her husband of 33 years, are passing down the mission of *people helping people in time of need* to their two grandsons.

Maureen Palecek, Philip, South Dakota, is serving her sixth year as sec-



retary/treasurer for Philip Branch 85. She has been active on the branch board since 1998.

Maureen's outstanding leadership

We Remember Alan F. Tellinghuisen

We are saddened by the death of Alan Tellinghuisen, who passed away on



September 3, 2007. Alan began his career with National Mutual Benefit in 1963 as an agent in the Milwaukee area and was promoted to manager of the Milwaukee Agency in January 1967.

In 1973, Alan told President Schwab that he “wanted to take something that was at ground zero and build it into something worthwhile.” His idea was to expand NMB into the Dakotas. (He and his family were originally from South Dakota.) With his superb record of production and leadership in Milwaukee, and a plan for the Dakotas that was well thought out, his idea earned quick approval from the Board of Directors.

For several years, under Tellinghuisen’s leadership, about 25 percent of the Society’s new business came from his

agency. “Tellie,” as he was affectionately called, became known as “the man who put National Mutual Benefit on the map in the Dakotas.”

During his years with NMB, Tellinghuisen earned two distinctions which remain significant accomplishments in the history of National Mutual Benefit’s marketing endeavors. The first took place in 1972 when he and George Raymaker, now a retired agent from the Green Bay area, became the Society’s first million dollar producers.

Tellinghuisen will also be remembered for developing the “Game Plan,” a step-by-step training program for agents. For his efforts, Tellinghuisen was presented the first ever Meritorious Service Award given by the Society. The award is reserved for those who develop a program, plan, or idea on their own time that is implemented by the entire organization. The Game Plan was adopted by all agency managers and continues to be an effective training tool today.

Alan retired from NMB as the Dakotas Regional Director on May 31, 1993, after 30 years of hard work and dedication to National Mutual Benefit, 20 of those years building and growing an award-winning agency, as well as establishing the first NMB fraternal branches in North and South Dakota.

After retirement, Alan and his wife, Nola, spent many winters in Arizona where he pursued his winter pastimes of building model sailing ships and golfing. He also was able to pursue his love of hunting, fishing, golfing, horseback riding (he raised horses) and other outdoor activities.

Alan Tellinghuisen will be missed by all, especially Nola, his wife of 56 years; his son, three daughters, and their families, which include nine grandchildren and one great grandchild. We extend our deepest sympathy to his family, his many friends, and all who were touched by Alan’s life of caring and trying to make a difference. ♦

skills and willingness to go above and beyond have not gone unnoticed. In 2003, she was presented the Fraternalist of the Year Award from the South Dakota Fraternal Congress. Maureen is committed to helping her community and those in need, especially people who find themselves in financial need because of medical reasons or crisis.

Maureen has encouraged Branch 85 to become active in a variety of community improvement projects that include picking up litter, donating flags and flag poles, installing playground equipment at the local park, and assisting with landscaping at the nursing home and assisted living center.

When Maureen is not volunteering for NMB, she is out in the community living the values of the organization. She is a member of Sacred Heart Parish and volunteers her time in various capacities. For the past 25 years, she has been a musician and uses her talent and time to mentor young people in the cantor program, and to play for the weekly Mass. She has been a coordinator for CCD and a member on the parish advisory council.

Currently, Maureen serves as Guild President and Tribe Chairman for Sacred Heart Evening Guild, which she has been a part of for 26 years. She is also a member of the Philip Drama

Group and the Philip Community Christmas Cantata.

Maureen has been married for 29 years to her husband, Monte. Monte shares Maureen’s passion for fraternalism and can be found involved in projects throughout Philip, making his own mark as a volunteer.

The NFCA’s fraternal recognition program highlights the many contributions of fraternal benefit societies and their members to local communities throughout the country. For more information on the *Fraternalists-in-Action* program, go to www.nfcanet.org or call the NMB Fraternal Services Department at 1-800-779-1936, ext. 6093. ♦