



AMERICAN INCOME LIFE
insurance company

Debbie Enstedt
Vice President
Public Relations Field Operations

www.aillife.com
Protecting Working Families

February 23, 2011

Dave Eyman
Blue Knights LEMC Iowa 1
Post Office Box 443
Bettendorf, IA 52722

Dear Dave Eyman,

I would like to take this opportunity to thank you and your board members for providing the AIL Program to your membership. We are pleased to be able to provide your membership the value added benefits at no cost to your association or your members.

In addition to the accidental death and dismemberment benefit, our supplemental benefits will be presented to all members who return the card.

Our commitment to you is that the service we provide for your association and your members will be of the highest standard. Below is an outline of our service guidelines, so you are aware of what you can expect from the AIL Public Relations Representative.

The following have been implemented for effective communication ensuring the success of the program. Our levels of communication include:

- Board Presentation
- Office Orientation for Administrative Staff
- Arrangements made to process death claims
- Completed Surveys and Reports Forms delivered to association

Read Off Letter ~ A letter from you will be read to all members we visit, prior to showing them additional insurance benefits they can purchase on a voluntary basis. This letter lets the members know the benefits are coming in cooperation with American Income and your association and are available on a voluntary basis with no obligation. The read off letter also introduces any marketing plans we may have in place for your association.



Zero Tolerance Policy ~ ALL has a zero tolerance policy for any form of misrepresentation, overly aggressive behavior and harassment. All members are treated respectfully.

• you receive concerns from any of your members, please contact me immediately. Information and email it directly to the ALL Public Relations Department is that within 24 hours of receiving information regarding the incident and resolve any concerns to your satisfaction.

Training ~ To further ensure our program is positive and professional, the ALL Public Relations Department provides ongoing training for all members. The training includes an explanation of your role as a member of our organization; what commitments have been made to you; and how we can best serve you and our members.

• thank you for implementing the ALL Program. With your support, the ALL Insurance in force, we are one of the largest providers of insurance in North America. Our relationship with your association and the importance of our program is of the highest importance; therefore ongoing open communication is essential. Please feel free to contact me anytime.