

# USBA



M E M B E R B R I E F I N G

Fall/Winter 2006

A NEWSLETTER FOR MEMBERS OF THE UNIFORMED SERVICES BENEFIT ASSOCIATION

Volume 44, Issue 1

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## Going the Distance for Vets

Two U.S. military veterans became members of a very elite group this past summer when they swam across the Strait of Gibraltar to raise money and awareness for disabled veterans.

David Broyles, who served three tours of duty – one in Afghanistan, two in Iraq – in the Air Force, and Rush Vann, who served in the Navy and is now a member of the Texas Army National Guard, became the 16th and 17th Americans to make the swim. Setting a fundraising target of \$100,000, the pair swam the 12.5 miles across the famous (and shark infested) Strait of Gibraltar in four hours and 55 minutes. While the task is behind them, their website is still accepting donations and has raised \$66,884 to date. (Those interested in making a tax-deductible donation can do so at [www.swimthestrain06.com](http://www.swimthestrain06.com).)

Why did they do this? “Because it’s the right thing to do,” says Broyles. He points out he and Vann, a friend from his days as a student at the University of Texas, saw the rough

waters as a metaphor for the hardships wounded veterans face every day.

“When I left Iraq, I left with my good health,” he explains. “Nearly 18,000 wounded Americans were less fortunate. It’s not too late to show I’m grateful for their sacrifice.”

The charity they are swimming for is called The Coalition to Salute America’s Heroes. Its mission is to provide an easy and



Broyles (left) and Vann (right) accomplished their feat of swimming the Strait course, one of the busiest maritime zones in the world, offering 60 degree waters and various sea life such as sharks, killer whales and jellyfish.

meaningful way for individuals, corporations, and others to help severely wounded and disabled veterans and their families rebuild their lives.

Donations either through the Swim the Strait website or directly to Salute America’s Heroes’ website ([www.saluteheroes.org/](http://www.saluteheroes.org/)) are used to develop several programs to assist disabled veterans who have served in Iraq and Afghanistan: Wounded Hero Emergency

## PRESIDENT’S PERSPECTIVE

### Life happens. Be prepared.



Col Jerry V. Patton  
USAF (Ret.)  
President/CEO

Like you, I’ve been concerned about the increasing cost of living these days.

The higher price at the gas pump has made many of us rethink some of our personal spending habits. I’ve even heard of some folks who decided to switch jobs because they couldn’t afford the commute to work anymore.

We all start looking for ways to cut expenses when things we can’t control start causing us pain in our wallet. My concern is that some USBA

members might consider their life insurance policy an “expendable expense.”

“Can’t afford it,” you might say. Of all the reasons for not keeping it, that’s probably the worst. If you were suddenly not here, would anyone suffer financially? If the answer is “yes” – especially now, when we are all tightening our money belts – that’s reason enough to recognize the need to keep your life insurance coverage intact.

*If you were suddenly not here, would anyone suffer financially?*

(continued inside)

(continued inside)

# Top 6 Insurance Myths

## Myth #1 “My spouse is the breadwinner. I don’t work outside the home, so I don’t need life insurance.”

Just because there is no paycheck to replace, doesn’t mean life insurance for the non-employed spouse is unnecessary. In fact, have you calculated the cost for childcare, school transportation, food preparation and housekeeping in the absence of a stay-at-home parent?



It’s a lot of money and reason enough to have life insurance. A non-working spouse contributes at least – but usually more than – the equivalent of a full time job. It’s important to consider buying life insurance for everyone in the household if the absence of their contribution – financial or otherwise – would cause an economic hardship.

Check out USBA’s Two for One® Family Plan – it’s been one of our most popular life insurance plans almost from the day we introduced it in 1993. One reason is because it is so affordable. It covers both spouses for the same amount of coverage, it pays on whoever dies first, but there’s only one premium to pay... not two. Another affordable option is any one of USBA’s level term insurance plans which offer a full range of coverage for anywhere from one year (yearly renewable term) up to 15 years.

## Myth #2 “Young people don’t need life insurance.”

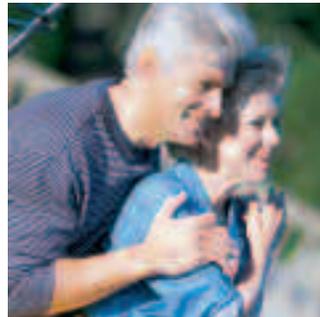
Some people are gamblers and choose to take their chances and skip life insurance completely. Perhaps your own children are now young adults and taking that approach to life. While it’s true, in general terms, most young people are not likely to die during their working years... we buy life insurance for worst-case scenarios that would have a catastrophic effect on those left behind to handle the final expenses. Another important fact – in most cases, term life insurance can be inexpensive for a young, healthy person which means buying life insurance now vs. later means one can provide financial security without breaking the bank to get it. It’s a classic rule of thumb – the younger you are... the less you are likely to pay for life insurance.

At USBA, your children may also receive life insurance coverage up to age 23, or until they marry. In some cases, they can then qualify for Associate Membership on their own. (To find out more, simply use the attached postage-paid card to request additional information.)

## Myth #3 “I don’t need insurance once my children are self-supporting and my mortgage is paid.”

Everybody’s insurance needs vary. Consider how your spouse would manage daily living expenses without your help. A 2003 study on the financial impact of death by LIMRA International – a life insurance industry research group – revealed that widows and widowers average a period of four to five years before their financial circumstances return to what they were at the time of their spouse’s death. Another critical factor to consider is the cost of final expenses or the burden of medical costs left behind after a long illness.

Check out USBA’s 50 Plus™ Group Whole Life plan which offers permanent lifetime coverage with cash value for folks 50 or older.



## Myth #4 “If I can get life insurance through my workplace, I don’t need any other coverage.”

The truth is your life insurance coverage through your work may not be protecting yourself and your loved ones as much as you think. Review how much your employer-paid insurance provides and calculate

whether this is enough to keep your family financially secure through the difficult times if you’re not around. Keep in mind these types of policies also typically expire when you leave your place of employment.

USBA’s life insurance plans are portable. As long as you pay your premiums, your coverage won’t end just because you leave the military or change jobs.

## Myth #5 “Even without comprehensive coverage, my auto is still covered for theft, windstorms, hail and deer accidents.”

Check your policy. Many drivers believe that if they only purchase collision insurance, which covers accidents involving objects, they will also be covered for incidents involving vandalism, hail, animal accidents and fire. You actually need to purchase both collision and comprehensive coverage in order to fully protect your vehicle.

Did you know that a partnership agreement with MetLife Auto & Home® makes USBA members eligible to participate in their unique group insurance program? An auto policy through our special program provides smarter, more complete coverage because Full Replacement Cost Coverage is included in every MetLife Auto policy. If you have a total loss with your new auto within one year of purchase, or the first 15,000 miles (whichever comes first) they would pay the replacement cost with no deduction. That’s just one reason why you should check out MetLife’s Auto & Home Group Insurance program available to USBA members. You can find more information on [www.usba.com](http://www.usba.com) or call their USBA-dedicated phone staff at 1-800-438-6388.



## Myth #6 “If I need to stay in a nursing home or long term care facility when I’m older, the government will pick up the tab.”

Don’t count on Medicare or Medicare Supplemental insurance to pick up the bill. Medicaid may pay up to half the cost but only after certain criteria are met. As to the chances of needing long term care in the future, consider this statistic from an October 2001 Wall Street Journal article, “Cracks in the Nest Egg”: For every 1,000 people, 500-plus will need some form of long term care.” According to a MetLife Survey of Nursing Home and Health Care Costs (2002), annual costs for long term care in facilities nationwide range from \$45,000 to \$85,000.

Choosing long term care insurance can help you pay for the costs of a facility or home care if the need arises. And consider the peace of mind it offers to your family who could end up absorbing the cost if you acquire a long term illness or disability. Long Term Care insurance is a smart option and if started early in life, the premiums can be very reasonable. For more

information on USBA sponsored Long Term Care insurance, check out our website [www.usba.com](http://www.usba.com) or call 1-800-821-7912.

# New Year will see New USBA Product

USBA will be launching its new 10-Year Level Term plan on January 1, 2007. "We're very proud to offer this product which has been a long time in development because we were focused on getting the most attractive rates possible for members," says



**Complete Plan Information will be available for mailing January 1, 2007**

USBA's President/CEO, Colonel Jerry V. Patton, USAF (Ret.). "I think our members will find our rates to be extremely competitive and affordable – among the best in the marketplace right now."

Members can decide on how much protection they need – from \$25,000 up to \$500,000. The affordable starting premium and coverage amount (although not guaranteed) are expected to remain level for the full 10 years. Preferred rates will also be available for those who qualify. As with all USBA life insurance plans, it is underwritten by New York Life Insurance Company.

While this product is currently unavailable to residents of Florida, North Carolina, Texas, Vermont and Washington State, Col Patton says USBA is working closely with New York Life to complete new product filing requirements with each of these state's insurance departments. "We're reasonably confident everything will be ready for our January 1, 2007, launch date," states Col Patton.

Detailed plan information, including eligibility, costs, limitations and renewal premiums will be available in January. Those interested in receiving such information should use the attached postage-paid card to request it and we'll be certain to mail it once available in the New Year. (Those who have already requested such information can be assured their name is on the top of the list to be sent an information packet in January.)

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## *Going the Distance for Soldiers* (continued from page one)

Financial Relief (provides urgent financial assistance to disabled veterans), Homes for Wounded Heroes (offers nearly cost-free, new or renovated disability-adapted homes to men and women), Wounded Hero Career Network (helps prepare and place motivated, qualified veterans in quality jobs through partnerships with other organizations), Family Support Network

(offers special services to help relieve financial and emotional burdens facing heroes and their families), and the Road to Recovery

Conferences (all-expense paid educational and service events for wounded servicemen and servicewomen and their families). According to the organization's website, 91% of every donation goes directly toward funding these programs.



# Get the Most out of Your USBA Membership!

Your USBA membership makes you eligible to apply for a wide variety of products, programs and services – a few of which are listed below. For more information, check our website, [www.usba.com](http://www.usba.com) or call us at 1-800-821-7912 and we'll send you a free Information Kit. Also check each product's plan brochure for more details and rates.



## Products

### New! 10-Year Level Term Coverage –

(scheduled to arrive January 1, 2007). USBA is especially proud of this new product which offers very competitive and affordable rates. You decide how much you need from \$25,000 up to \$500,000.

**USBA's Two for One® Family Plan** covers both legally married spouses equally and pays on the first to die. Add optional child coverage and protect the whole family!

**USBA's Lean~15<sup>sm</sup> Plan** offers protection at a price that won't destroy the family budget. Better yet, the rates – although not guaranteed – are designed to remain level for a full 15 years.

**USBA's Generation 3<sup>sm</sup> Plan** is a combination policy blending whole life, decreasing term, and paid-up additional insurance. It gives you at a fraction of the cost level coverage (the benefit amount doesn't increase) with premiums, although not guaranteed, are designed to remain level for life.

Our **Level Term Plan** is our lowest-priced coverage at younger ages. It provides pure life insurance protection with no savings element. The USBA Level Term Plan gives you coverage at a fixed level as long as the policy remains in force. The premium increases periodically as you get older, and coverage stops on June 1st following the insured's 79th birthday.

Our **50 Plus<sup>sm</sup> Group Whole Life Plan** is recommended in most cases for those age 50 or older who want permanent lifetime coverage with cash value and guarantees. You can buy it through age 80 and keep it for the rest of your life. (Washington State must be under age 65 to apply for coverage under this plan.)

USBA offers the **Cancer Expense Insurance Plan**, underwritten by Monumental Life Insurance Company. It can help protect your family from the high cost of cancer treatment. Two different plans offer benefits for hospital confinement, radiation, chemotherapy and more.

**USBA's Tricare Supplements** can help with those out-of-pocket expenses that can mount up quickly when you receive medical care outside the military system. With this economical insurance coverage, you can be protected against the several thousands of dollars of medical expenses you might face each calendar year in the event of illness or injury.

**First Steps<sup>sm</sup>** was developed by USBA and New York Life for USBA members who wish to provide life insurance coverage for their children, stepchildren and adopted children. It's whole life coverage that builds cash value. Once coverage is issued, the policy is guaranteed renewable for the child's lifetime. The only way coverage can be terminated is if the premiums are not paid.

## Member Benefits

### USBA (MBNA®) credit card – USBA

members can apply for a low-interest rate credit card and other special offerings from MBNA® America, the world's largest independent credit card issuer. This card requires no annual fee and offers an introductory 1.7% Annual Percentage Rate (APR). You can apply online directly through [www.usba.com](http://www.usba.com) or call 1-800-833-6262 and mention priority code D46L.

### ID Theft Assist Program

guides you through the web of procedures that must be completed to recover from identity theft. Access this service directly through [www.usba.com](http://www.usba.com) or call 1-866-MY ID 911 and identify yourself as a USBA member to take advantage of exclusive pricing.

**MetLife® Auto & Home Group Insurance Program** is available to all USBA members. It's a personal property insurance program designed for members of participating groups that allows them to apply to obtain smarter, more complete auto, home and other types of personal property insurance. Participation in this program gives USBA members access to special group rates, hassle-free payment options and unique built-in coverage features to protect one in the event of a loss. More information is available via [www.usba.com](http://www.usba.com) or by calling 1-800-GET MET8 (be sure to identify yourself as a USBA member.)

USBA is offering a member benefit program with **Hertz Rent-A-Car**. Members can receive special year-round discounts on daily, weekly, weekend and monthly rentals for business or pleasure traveling in the United States or worldwide. To find out more or make a reservation, go to [www.usba.com](http://www.usba.com) and access the Hertz product page via the links on the left side of our home page. Or call 1-800-654-2210 when making reservations and use the USBA exclusive CDP Number 1615021.

USBA offers a **Career Search Center** through a partnership with The Destiny Group. The USBA/Destiny career site is accessible through [www.usba.com/career\\_resources.asp](http://www.usba.com/career_resources.asp) and specializes in professional transition assistance at no cost to individuals with military content in their background. It also offers a job board for posting resumes and connecting candidates to companies specifically searching for military talent.

## PRESIDENT'S PERSPECTIVE

Break down the cost of your annual premium by month and then by day. For some members, that might actually come out to approximately a dollar a day. When you look at things from this angle, it becomes clear that life insurance can be manageable if you put it in the right perspective.

David Bach, author of "Start Late, Finish Rich" calls it The Latte Factor®. All you need to do is look at the small things you spend your money on every day and see whether you could redirect that spending to yourself. Putting aside as little as a few dollars a day rather than spending it on purchases such as lattes, fancy coffees, bottled water, fast food, cigarettes, magazines and so on, can really make a difference.

Just like life insurance can make a difference. It won't guarantee you'll never have to face a tragic situation, just as wearing a seat belt won't keep you from crashing your car. But it can provide your family with financial protection when they need it the most. That's where USBA's products and services can help, as you'll see in this current issue.

Life happens. It has its surprises, good and bad. Ups and downs. Its costs. With USBA's products and services, you can be prepared.

Jerry V. Patton  
Colonel USAF (Ret.)  
President/CEO

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## Remember

To protect your privacy, USBA provides information **ONLY** to the owner of a policy. When a policy owner calls us for information, we always ask a few questions to confirm the identity of the caller.

# USBA Privacy Policy



Uniformed Services Benefit Association™

### How USBA Safeguards Your Privacy

The Uniformed Services Benefit Association (USBA) knows you want us to keep your personal information private and secure. We're committed to doing this and have policies in place to protect your privacy. We've built our business with integrity, honesty, and trust. And we'll protect your privacy with those values in mind.

You are receiving this notice because you obtained a financial product or service from us or our affiliate, USBA Services, Inc., for personal, family, or household purposes. The provisions of this apply to both current customers and former customers, unless we state otherwise.

### Our Privacy Pledge

We offer group life insurance through USBA and other insurance and financial services through USBA Services, Inc. (*our wholly-owned subsidiary*). In order to provide these services, we collect personal information about you. Some of this is called "nonpublic personal information," which includes personally identifiable information that is not publicly available, that is provided by you, obtained by us for nonaffiliated third parties, or that results from your transactions with us. As we collect and maintain this information, we pledge to:

- Collect only information needed to deliver superior products and services.
- Control access to your information, both in the office and on the Internet.
- Keep your health information private and NEVER disclose it to nonaffiliated third parties for marketing purposes.
- Require strict standards from nonaffiliated providers that help us process transactions.

- Keep your personal information confidential, and let you choose whether or not you are mailed marketing offers from nonaffiliated providers with whom we do business.
- Remind you of our policy at least once a year.

### Here's How We Keep Your Information Private

Access is limited to personnel who need the information to provide or administer products and services. We maintain physical, electronic, and procedural safeguards that meet or exceed state and federal regulations. And we continually update and improve our security standards, procedures and technology, to help us protect against anyone gaining unauthorized access to your confidential information.

### Categories of Information We Collect and May Disclose

In the normal course of business we may collect the following types of personal information:

- Information you give us on applications and other forms (*such as name, address, date of birth, Social Security number, health information, and beneficiaries*).
- Information about your transactions (*such as your policy coverage, premiums and payment history*).
- Information we receive from a consumer reporting agency (such as your credit-worthiness and credit history).
- Information about you from our affiliates or other sources (such as public records).

We may disclose any of the above information we collect to affiliates and nonaffiliated third parties, in the manner described below.

### Information We May Share with Affiliates

USBA and USBA Services, Inc. are affiliated companies engaged in the sale of life and health insurance. The law

permits us to share among our affiliates any information about our transactions and experiences with you. In order to offer you a broad range of products and services, and to better serve you, we may share among our affiliates some or all the personal information that we obtain from our transactions and experiences with you.

We otherwise do not share any personal information about our customers with our affiliates, except as permitted or required by law.

### Information We May Share with Nonaffiliated Third Parties

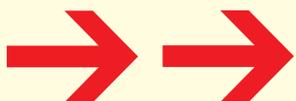
*Nonaffiliated third parties are companies not controlled by USBA.*

- We do not sell personal information about our customers to nonaffiliated third parties.
- We do not disclose personal health information about our customers to nonaffiliated third parties, except as authorized or required by law.
- We may share the personal information we obtain about you (as described above) with financial institutions (such as insurance underwriting companies, insurance agents and brokers, and banks) with whom we have joint marketing agreements, or with non-financial companies who perform services on our behalf.
- We may also disclose such personal information about you with nonaffiliated third parties as permitted by law, including disclosures necessary to process and service your account, to protect against fraud, to protect the security or confidentiality of our records, or with your consent.

We otherwise do not disclose any personal information about our customers to any other nonaffiliated third parties, except as permitted or required by law.

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# WHAT'S HAPPENING AT USBA?

## New Eligibility Rules for Dietrich Scholarship Applicants.

USBA is expanding eligibility for the William Dietrich Scholarship to include the grandchildren of USBA members. The scholarship commemorates former USBA Executive Director and President, the late Maj Gen William A. Dietrich, USAF (Ret.) and is awarded every year to a child (or now grandchild) of a USBA member in good standing who is a graduating high school senior. The non-renewable \$2000 grant may be used at the recipient's discretion for tuition, room and board. To be considered for the 2007 award, applications must be received at USBA no later than March 31, 2007. For more information or to download an application, go to [www.usba.com/member/Dietrich.html](http://www.usba.com/member/Dietrich.html).



**New board of directors begin term at annual meeting held at USBA headquarters.** USBA's board of directors, elected annually by members through a proxy vote, began its term in September at the annual meeting held at the



Overland Park, Kansas headquarters. Pictured here are (standing from left to right) Vice Chairman Lt Gen Paul K. Carlton, Jr., USAF (Ret.); Col Joseph J. Maguire, USAF (Ret.) SES; Chairman LTG William M. Steele, USA (Ret.); MG Terry L. Tucker, USA (Ret.); Supernumerary CNOCM(SS) Donald R. Kultti, USN (Ret.) and RADM Charles B. Young, USN (Ret.). Sitting from left to right, CSM Steve R. Slocum USA (Ret.); President and CEO Col Jerry V. Patton, USAF (Ret.) and Secretary Mr. Joseph P. Insinga, SES (Ret.).

## USBA Members Answer Special Call

One hundred and four members participated thus far in USBA's program to grow association membership by

requesting product information brochures to pass along to their friends and acquaintances. As promised, USBA made a donation on behalf of each of these members to the VFW's Operation Uplink free phone card program for deployed servicemembers and hospitalized veterans. To date, Operation Uplink has received approximately \$1,000 from USBA. The program is continuing and you can participate by using the attached postage-paid card to request brochures. USBA will make a donation to Operation Uplink in your name. (You'll receive confirmation from Operation Uplink in the mail.) Many thanks to those who've participated thus far!

## MEMBER BRIEFING

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**Published periodically for USBA members.**  
**Please send your comments and suggestions to the Newsletter Editor at the address above or email: [kvogan@usba.com](mailto:kvogan@usba.com). Or visit our Website: [www.usba.com](http://www.usba.com).**

Fall 2006

*Get future issues via email - Details Inside!*

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