

USBA



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

Fall/Winter 2009 A NEWSLETTER FOR MEMBERS OF THE UNIFORMED SERVICES BENEFIT ASSOCIATION Volume 49, Issue 2

In This Issue

■ New!
Long Term 20!

■ Upcoming Lean~15
renewals

■ Why you need
insurance

Guardian Angels Watch Over Deployed Soldiers' Pets

When soldiers deploy, they often leave behind family members ... including furry ones. Deployments are a stressful time that is mixed with heartache if single soldiers are unable to find a temporary home for their pets.

According to Guardian Angels for Soldiers' Pets (GASP), this challenge often leaves the military



Maj. Randall Baucom, 1st Brigade Combat Team, 1st Cavalry Division Fort Hood, Texas reunites with "Little Girl" and "Buster" after his 15 month deployment to Iraq. (Photo Courtesy: Guardian Angels for Soldier's Pets)

Dominik, GASP now has chapters in several other states to assist military service members, their spouses, veterans and their pets by matching the soldiers' pets with foster homes. The organization, which operates out of her home in Hot Springs, AR, has helped more than 300 families to date and currently has a national network of 850 volunteers.

GASP foster homes typically care for the pets for up to 24 months while their owners are deployed or facing a hardship. Spurlin-Dominik says there is no cost to the soldiers, other than the

pet owner with only one option: relinquish their beloved pets to a shelter or rescue group never to see them again. That includes not knowing if they got a new home or ended up being euthanized.

That's where GASP steps into the picture. "We do this to help make a difference in someone's life," explains Linda Spurlin-Dominik, the non-profit organization's founder. "It's a way of giving back to those who defend and protect our country and freedoms."

According to Spurlin-

PRESIDENT'S PERSPECTIVE

When High Marks Mean Good Business



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

Recently, our partner that underwrites all of USBA's group life insurance plans, New York Life Insurance Company, once again received very high marks from all four of the nation's major independent credit rating agencies. In fact, they

received the highest financial strength ratings possible from Standard & Poor's (AAA), Moody's Investors Service (Aaa), Fitch Ratings (AAA) and A.M. Best (A++)*.

It's especially notable they received this affirmation of their stability and performance during a period of economic challenges for so many other companies in the industry. You'll recall around this same time last fall, I spoke to you about financial concerns you and others might be having in the wake of the unfortunate disruption occurring on Wall Street.

I assured you New York Life and USBA are stable and your policies are secure. We remain equally as strong today and you can count on us for the long term. That's because both companies

*Source: Individual Third Party Ratings Report (as of 6/16/09).

*...USBA exists for
the sole purpose of
our membership*

(continued inside)

(continued inside)

Unsure about the Economy? Be Sure about Your Insurance!

Daily news stories about tough times in today's economy and concerns about a recession may make it tempting for many people to look for ways to cut back on their own spending. "An important part of the need to preserve financial security is having enough of the right insurance," points out USBA's President/CEO, Colonel Jerry V. Patton, USAF (Ret.).

"If you're focused on weathering a financial downturn," he explains, "life insurance – although an expense – is worth the peace of mind and security it can provide." Patton urges USBA members who are concerned about expenses to review their current overall insurance needs.

According to facts from LIMRA (Life Insurance Market Research Association), only 61 percent of adult Americans have life insurance protection and most people who have life insurance coverage are

underinsured by an average of more than \$300,000.* "That may seem like a lot to have," Patton says, "until you consider the impact of one's death will last much longer than three years."

LIMRA's study of households hit by premature death shows average incomes decline by 15% during the first year of

death. Assets also decline in order to cover medical, burial and other expenses. "Consider how you or your loved ones would survive if someone in your household were to die," Patton suggests. "Would there be a gap in the survivors' income, obligations or debt?" (To determine if you're adequately covered, visit www.LifeHappens.org/HumanLifeValue and use their calculator. If you find you need more than currently covered, visit www.usba.com or call us at 800-821-7912.)

*"Life insurance ...
is worth the peace
of mind ..."*

In addition to life insurance, Patton points out financial security may also be dependent upon other types of

coverage. "Imagine a catastrophic illness requiring long-term care," he says. "Or the need to accommodate the challenges of aging." Medicare only provides short-term care after hospitalization and Medicaid only covers the impoverished. According to an annual study, nursing homes cost around \$70,000 a year and assisted living runs more than \$36,000 annually.**

A long-term care insurance policy will allow you to receive quality care, protect your savings, preserve important relationships and offer peace of mind knowing you aren't under a financial burden for yourself or someone else. USBA members have access to uniquely priced long-term care insurance options. (To learn more visit www.usba.com and click on "Our Family of Affinity Products" which appears on the upper left of the home page.)

Property and auto insurance are two critical coverages required to protect your investments in any economic situation. The unexpected can threaten your home or possessions, creating expensive and sometimes financially crippling surprises. USBA members have access to specially discounted rates for these types of coverages through our relationship with MetLife. (To learn more, visit USBA's website.)

*www.lifehelp.com/education/2_LIMRAFastFactsSpecialEdition08-2004101404.pdf

**The MetLife MarketSurvey of Nursing Home & Assisted Living Costs (October 2008)



Guardian Angels Watch Over Deployed Soldiers' Pets *(continued from page one)*

cost of any needed veterinary care and basic food/supplies for their pet. Upon the soldier's homecoming, the foster home returns the pet to its owner.

As a result, soldiers are able to keep their pets and receive progress reports while they are away from home which helps them cope with the stress of deployment. Many foster "parents" keep the soldiers up-to-date by mail, photos, phone, email and even blogs in some cases.

The organization, which operates solely on donations, also handles pet transportation such as reuniting a deceased soldier's beloved pet with the soldier's family. Such an effort required a journey from West Point, NY to Minneapolis, MN.

GASP is also trying to raise money to start a pet

sanctuary in order to provide a temporary home for service members' pets in those cases where a foster family can't be found. Currently, the group has 67 pending requests from soldiers who will be deploying by end of this year and are looking for a temporary home for their pet. Another 56 soldiers' pets are with foster families.

Spurlin-Dominik recommends soldiers in need of a foster home for their pet, or readers who would like to donate or volunteer their time, to contact her through www.guardianangelsforsoldierspet.org. Their national message line is 501-325-1591 and they can also be found on Twitter.



Supporting Our Military, Veterans, and Their Beloved Pets

USBA Debuts New Long Term 20SM Group Life Insurance Plan

USBA introduced its new Long Term 20SM Year Group Level Term Life Insurance Plan this fall. “It’s a 20 year level term product offering affordable rates I believe our membership will appreciate,” explains Senior Vice President of Administration & Member Services, Connie Markovich.

“Although rates are not guaranteed,” Markovich points out, “they are expected to remain level for 20 years, and the benefit amount – which can be up to \$500,000 – also remains the same, so this could be a very smart purchase for a member to make right now as rates are linked to age.” She adds that – depending on one’s age at renewal – the policy can be renewed for a second 20 years.

Markovich says this is also one reason why Long Term 20 offers USBA members an excellent alternative for their children who may have outgrown

their children’s coverage or are just entering the young adult stage of 18 to 23 years. “These children will be able to purchase their own coverage right now as Associate Members and enjoy affordable rates at the same time they start a very wise, life long financial habit,” she points out, adding that this coverage – like all USBA group life insurance plans – is entirely portable, enduring through every job and career change along the way as long as premiums are paid on time.

Long Term 20 is underwritten by New York Life Insurance Company. For a free quote or to request Plan details (including eligibility, benefits, limitations, renewal provisions, etc.) members can visit www.usba.com. “You can also apply directly online while you’re there,” Markovich suggests, “or call us at 1-800-821-7912 to speak with a trained Member Service Representative if you have any questions.”



First group of eligible Lean~15 Level Term insureds scheduled for renewal in 2010

2010 will mark the anniversary of USBA’s 15-Year Group Level Term Life Insurance Plan. Members who were among the first to purchase a Lean~15 policy are guaranteed the right to renew their coverage for another 15 years, provided they are still within the eligible age limits (65 and under; 60 and under in NY).

According to Derek Fiedler, USBA’s Director of Underwriting and Compliance, renewal for another 15 years for eligible insureds will be automatic on the anniversary date of issue and the new rate will be dependent upon one’s age and smoking status at renewal. “The insured will not need to do anything,” he explains. “However, we strongly encourage members to consider re-applying and going through underwriting to determine if they qualify for a lower renewal rate other than our general posted rates.”

According to Fiedler, current renewal rates are based on no

underwriting for the insured which is a benefit for members who’ve experienced health changes over the years. “But if you’ve stopped smoking since you first took out this insurance or your health is still good – perhaps even improved over the years – you might be able to lower your renewal rate by possibly as much as 50% by submitting an application and receiving underwriting approval,” he suggests.

Insureds having another birthday before their renewal date are also encouraged to renew before their automatic renewal date to get a lower rate for their next 15 years. Those whose renewal age is 66 and up (61 and up in NY) can renew every year to age 85 (80 in NY) with premium increases annually. Call to discuss other options you may have.

Fiedler advises those who have questions about their coverage options and how they might qualify for lower rates to call USBA at 1-800-821-7912 for assistance.

New Changes to USBA Board of Directors



Lt Gen (Dr.) Paul K. Carlton Jr.,
USAF (Ret.)



SgtMajMC Alford L. McMichael,
USMC (Ret.)

USBA's annual Fall Board of Directors meeting was held in September at its Overland Park, KS headquarters. Lt Gen (Dr.) Paul K. Carlton Jr., USAF (Ret.) and LtGen Earl B. Hailston, USMC (Ret.) took their place as the Board's Chairman and Vice-Chairman, respectively. Former Chairman, LTG William M. Steele, USA (Ret.) now serves as Supernumerary.

Carlton is a former surgeon general of the U.S. Air Force. Hailston last served as the Commander, U.S. Marine Corps Forces Pacific/Commander, U.S. Marine Corps Forces Central Command/Commanding General, Fleet Marine Force, Pacific/Commander, U.S. Marine Corps Bases, Pacific headquartered at Camp H. M. Smith, Hawaii.

Also named as Directors are former supernumeraries SgtMajMC Alford L. McMichael, USMC (Ret.) and Maj Gen Suzanne M. Vautrinot.



LtGen Earl B. Hailston,
USMC (Ret.)



Maj Gen Suzanne M.
Vautrinot

Check Out These Special Member Perks and Win \$\$\$!

Register with our new Member Service Center for a chance to win \$500! Simply sign up to start using USBA's Member Service Center by February 1, 2010. We'll automatically enter your name in a drawing and will choose one person to win a \$500 Visa® Gift Card. To register, go to www.usba.com and click on the Member Service Center link.

Request future Member Briefing newsletters by email vs. postal mail by February 1, 2010. All sign-up requests received by that date will be entered into a drawing with the first name drawn out of the "hat" winning a \$250 Visa® Gift Card! To sign up, visit www.usba.com/BriefingsByEmail.

Sign up to use USBA's EZ Pay and we'll automatically give you \$5 after three recorded deductions. No drawing. Everyone gets paid (after three deductions)! It's simply our way of saying thanks for making things easier for yourself!

Please let us know ...

If anything in your personal profile has changed.

Did you move? Did your marital status change?

Have you stopped (or started) smoking?

These are some examples of information we need to keep your profile current.

Call 1-800-821-7912 or email Member Services at usbamemb@usba.com and we'll update your information immediately.

PRESIDENT'S PERSPECTIVE

share the same cautious, conservative business philosophy that fuels decisions based on common sense and focus on the needs of our policyholders.

We will continue to keep that focus on your behalf. Your membership puts you into an exclusively defined group that allows all USBA members to enjoy unique group pricing due to a special "power of one" advantage. In simple terms, this means USBA exists for the sole purpose of our membership. And for this reason, every decision is made with that in mind.

For instance, the latest product we've developed, the Long Term 20 Year Group Level Term Life Insurance Plan, was created because our research indicated it could meet the needs of a large number of our current and future members. The same thinking was behind all our products, including Smart Value 10 and Lean~15 Year Level Term Plans, as well as the Generation 3 Blended Plan.

In return, continuing to look to USBA for insurance for you, your spouse and children is a smart way to help keep overall costs down for all of us -- and the best way to ensure your financial peace of mind because you know your policy is safe and secure with us.

More importantly, holding on to your life insurance policy during a challenging economy is especially smart when times are volatile. Because no matter how unsure things may be around you, you can be certain you've prepared yourself for the unexpected.

That's why I always tell members if they are debating about forgoing their insurance premiums when looking for ways to tighten their budget ... call us, first. There may be options you haven't thought about that will help you hold on to what's important.

And that's what matters most to us.

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

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



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 of 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?

Congratulations to two winning USBA members who participated in our Spring 2009 Member Perks Drawing! A \$500 Visa® Gift Card was awarded to SCPO Bobby Fletcher, USN (Ret.), a 47-year member of USBA. Lt Col Walter Bjorneby, USAF (Ret.), who has been a member of USBA for 49 years, won a \$250 Visa® Gift Card in the Briefings by Email sign-up drawing. To learn how YOU could become a winner of this issue's drawings, please see page 4.



USBA's logo has a new look!

According to

Karen Vogan, USBA's Vice President of Integrated Marketing Systems, the logo got a facelift in celebration of the association's 50th Anniversary.

The deadline to apply for the William Dietrich Scholarship is March 31, 2010! 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 grandchild of a USBA member in good standing who is a graduating high school senior. The non-renewable \$2,000 grant may be used at the recipient's discretion for tuition, room and board. To be considered for the 2010 award, applications must be received at USBA no later than the deadline. For more information or to download an application, go to www.usba.com/member/Dietrich.html.

The winner of USBA's "I Believe in America" YouTube contest is 20 year old Paul Weller of New Palestine, ID. Weller was among several entries and was awarded a \$1,000 U.S. Savings Bond for his efforts.

To view all entries, go to www.youtube.com/group/USBA50years.

Bank of America cardholders who acquired their credit card through USBA will be receiving word from the bank in 2010 that their card will no longer be a USBA affinity card. All current cardholders will still have credit privileges but a new, non-USBA branded credit card will be issued to them.

MEMBER BRIEFING

*Uniformed Services Benefit Association
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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. Or visit our Website: www.usba.com.

Fall 2009

Win up to \$750 in Member Exclusive Prizes!

■ Why you need insurance

■ Upcoming Loan~Is renewals

■ New! Long Term 20!

In This Issue

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