



*Knapp Tedesco Insurance*

# Circle of Safety™

Your Consumer Awareness Advisor™

SUMMER 2013

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## Trusted Advisors

At Knapp Tedesco, we want to be your trusted insurance advisor. We know you have worked hard to accumulate personal and business assets. We want to make certain your assets are protected. As your trusted insurance advisor, we pledge to:

- Meet with you any time to review your insurance coverage. We prefer to meet with clients no less than once annually. If you have not had a recent review of your insurance policies, please contact us.
- In the review, we will ask questions about the current value of your home, auto, business and equipment, jewelry and other items. Recent studies have shown that personal property on a homeowner policy may be undervalued by as much as 65%. Whether it is jewelry, furniture or your home, we want to make sure you are properly insured. The same applies for a business, its inventory, equipment and the building in which the business is located. Oftentimes, we find these assets to be undervalued and therefore, underinsured.
- We will also ask about any changes in lifestyle or family. Do you have children driving? Have you recently purchased a new recreational item? Are you approaching retirement?
- We will ask whether you have considered the risk(s) that may be associated with your business or daily activities of your family. If you have children driving, there is oftentimes additional risk and we may recommend an umbrella policy to provide excess insurance coverage in the event of an accident and/or catastrophic loss.
- Are your assets properly titled? In a recent review of a prospective client's business, we found the property to have an incorrect address and many of the assets of the business to be improperly scheduled. The same could apply to your home, auto and other personal property. It is important to insure your assets properly so that in the event of a loss, there is no gap in coverage.
- Have you considered a succession plan with regard to your business or personal assets? What if you were to become disabled? Our employee benefits group offers life insurance, disability insurance, Medicare supplement, long-term care and other forms of insurance to make certain your family is properly cared for and assets are protected.

One of the benefits of a local independent agency is that we don't rely on just one insurance carrier. If your current carrier is not a good fit for you, we have other insurance companies in which to insure your personal property or business. We will always do what is right for the client --- that is the role of a trusted advisor.

We ask that you trust us with your assets and in return, pledge to properly insure and serve your needs. Being a trusted advisor is more than just offering a discount on your premiums or an 800 number in which to call. We are a locally owned agency with local staff that care. We want to hear about you, your family and your plans. The coffee is always on. We are pleased to meet with you and to be your trusted advisor.

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— Steve Goodhue



## BOOMERANG KIDS

### ARE THEY INSURED WHEN THEY RETURN TO THE NEST?

More adult children are living with their parents today than ever before in recent decades. It's estimated that 14% of U.S. family households have at least one adult child living at home. Reports also indicate that 65% of recent college graduates move back home with their parents. **Whether you call this a trend or a phenomenon, it calls for a review of your home and auto coverage!**

Here are some typical questions that arise when we review this "boomerang kid" situation that may bring to light coverage limitations or even coverage exclusions on your policies:

- Is this a long term or short term situation?
- Are you charging a room and board fee?
- Did the child bring all of their belongings back home or are some in storage elsewhere?
- Are you furnishing your cars to your adult child on a regular basis?



Depending on your particular situation, we may recommend the adult child secure their own policy or perhaps an endorsement to the parent's policy is in order. So, whether you are the "open-nester" or the "boomerang kid", it would be prudent to review your coverage with your agent to review the broad spectrum of insurance issues that may exist. Give us a call today to discuss!

## DATA BREACH AND IDENTITY THEFT

Data breaches and identity theft happen fairly regularly and big business is not the only target. Smaller companies are vulnerable too because they typically don't have IT departments or the proper safeguards and firewalls in place.

### WHAT ARE THE HACKERS AFTER?

They are looking for personal information including social security numbers, dates of birth, addresses, credit card numbers and even passwords. Believe it or not, this information can be sold on the internet for big bucks!



### WHY IS THE LOSS OF PERSONAL DATA IMPORTANT TO BUSINESSES?

No matter your size, if you have a data breach you are required to notify the individuals affected as quickly as possible. Each state has different laws on how this is to be done and how quickly it must happen. A recent report by Symantec indicated the average cost to properly notify each individual is \$214. That adds up to over \$100,000 for each 500 customers.

### HOW TO PROTECT YOUR BUSINESS?

There is insurance coverage available which can cover the loss including the cost to notify the affected parties. You should also speak to a computer expert that can make sure that you are using proper safeguards and firewalls.

## Thank You For Referrals!

Thanks to all of our clients who graciously referred their family, friends and associates to our agency. We build our agency on your positive comments. We couldn't do it without your help!

Chuck Bailey  
 Marv Holland  
 Cheryl Mather  
 Alan Essex  
 Duane Matson  
 James Anderegg  
 Norm Marty  
 Philip Schendel  
 Austin Strumpfer  
 Lori Theilen  
 Elizabeth Wade  
 Gary Milam  
 Joe Kooiker  
 Greg Tylka  
 Ken Berg  
 Duane Faas  
 Serafim Teknowijoyo  
 Ray Wirth  
 Latifa Faisal  
 David Cox  
 Kayleen Catus  
 Peg Helms  
 Gary Solberg  
 Wendy Pixler

**Are You Our  
 Client of the Month? For  
 Outstanding work telling others  
 about our agency,  
 this month we honor:  
 Greg Tylka  
 as our June Client of the Month!**



**Greg** received a **\$25 gift card** to Aunt Maudes!

Greg Tylka shown with Ann Renfrow  
 Personal Lines Account Manager

## THE SKY IS NOT FALLING

According to a recent Kaiser Foundation poll, only 19% of Americans believe the new Affordable Care Act (ACA) will actually benefit them. Ironically, this is the most significant health care legislation since the passage of Medicare and Medicaid in 1965.

Knapp Tedesco Insurance recently sponsored a seminar for its clients. The seminar was well attended and following is a summary of the seminar —

- The basis of this plan is Individual Shared Responsibility or individual mandate. Everyone will contribute to the ACA in some manner.
- The ACA has guaranteed issue. No one will be left behind; everyone will have some form of health insurance.
- There is no longer a pre-existing condition exclusion. An individual cannot be denied for having some form of pre-existing health condition.
- There is no lifetime maximum on essential health benefits coverage. A catastrophic health issue will receive maximum benefits going forward.
- The Public Exchange is now The Marketplace. In Iowa, this is the state and federal partnership that goes on-line later this year, presumably in October, 2013. It is not clear exactly how many people will benefit from the Marketplace. The multi-page application and lack of participation by some of the major insurance carriers may detour participation.
- Employers with 50 or more employees must offer a health insurance plan to their full-time employees. The employee's cost cannot exceed 9.5% of their annual household income.
- Fees are a significant part of this new legislation. There are fees related to the support of the Patient-Centered Outcome Research Institute (developed by Congress in 2010), a Transitional Reinsurance fee (to help stabilize premiums during the first three years of the public exchange), an Annual Health Insurer fee (to help fund reforms and enforcement of the ACA) a Risk Adjustment fee and an Exchange User fee. It's unclear exactly what these fees will total per participant.

Knapp Tedesco Insurance is helping many of its clients and prospective clients better understand this legislation. We do not believe the "sky is falling" and we know that health care insurance will continue to be an important employee benefit.

If you have questions regarding the ACA legislation, please call or email Jolene Randall at [Jolene@knapptedesco.com](mailto:Jolene@knapptedesco.com) or Ashley Hall at [Ashley@knapptedesco.com](mailto:Ashley@knapptedesco.com) or 515-232-7060. We would be pleased to assist you in analyzing your plan, the impact to your plan from this new legislation and what you can do to maintain a competitive and beneficial plan for you and your employees.

### "Your 3 Ways to Win!"

**EACH TIME** you refer someone to us **YOU WIN!** So tell a friend, a colleague, a relative, an acquaintance ..whoever about us! When they contact us for a quote and tell us you sent them (don't worry, we always ask who referred them to us), we will: **1.** Send you a **gift card for \$5.00**; and **2.** Enter you in our monthly **\$25 gift certificate** drawing; and **3.** Enter you in our semi-annual drawing for a **\$100 gas card!**

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“Nelson Electric has a 105-year history in Ames. Our tradition of offering great service at a fair price has been complimented by our partners in business. We have appreciated the opportunity to do business with another long-standing local business -- Knapp Tedesco Insurance. The agency understands our business, from workers compensation to general liability to auto insurance and, they have always been prompt and customer service-driven. We look forward to many more years of doing business with Knapp Tedesco Insurance.”

— *Chris Nelson, Nelson Electric Company, Ames, Ia.*

## **EXPERIENCE COUNTS**

According to a recent Independent Insurance Association survey, the most important attribute that clients look for in an agent is experience and knowledge. We couldn't agree more.

Knapp Tedesco Insurance has a long-standing history in Ames, dating back to 1926. And, while no single employee has been here that long, the agency does have significant experience.

Specifically, our staff has —

- 190 years of combined experience in the insurance industry
- 37 licenses in various types of insurance
- 7 professional accreditations
- Over 3,800 hours of continuing education

Our newest staff member joined us earlier this year. Jolene Randall and Brian Anderson have been with Knapp Tedesco 29 and 41 years respectively.

We know experience counts. The staff at Knapp Tedesco Insurance is indeed experienced and, we continue to seek-out opportunities to learn each and every day.

***Service, Quality, Strength since 1926 --- Knapp Tedesco Insurance.***