

# EAGA Business Builder

September 29, 2020

Oh Oh! Positive tests up...but nothing about all the negative tests in an increasing sample size. And no big deal of the recoveries. Politics sucks.

## Today's speaker was Kevin Lorenzen—AFLAC



Mr. Lorenzen hales from the Windy City and he has been a business man ever since he was a boy. In 1971, at the age of 10, he acquired a paper route. Those of you that are aware of Chicago's cold winters can understand that it wouldn't have been long before Kevin had a desire to speed up the delivery route as much as possible...particularly during the winter. His customers paid \$1.80 every two weeks for a subscription and Kevin saved his commission pay until he finally had enough to purchase a Schwinn 10 speed bike. That new transportation cost him \$135.00, so the math tells you that he either had a lot of customers (and therefore a lot of walking to complete that winter route); or he saved for a long time. That fine bicycle not only provided Kevin with a much improved paper delivering ability, but it also provided a chance for him to do a lot of other not-walking sort of activities. Mr. Lorenzen used the opportunity to help benefit others by riding in bike-a-thons raising money for the American Cancer Society. Those efforts were just the first of Kevin's encounters with cancer related things. Some of those encounters have been more terrible than others. In 1978, Kevin's father was diagnosed as having cancer. He passed away not long after. Kevin's college fraternity took St. Jude's Children's Hospital as the organization to benefit from the fraternity's charitable fund raising programs. After Kevin graduated from college, he went to work in the engineering world. Over the next 25 years, he worked for some of the large companies in that industry. Applied Materials, Sony and Motorola. He was at Motorola for their release of the futuristic cell phone. That device was the beginning of a cascade of iterations that would lead to today's curse, and benefit, for society. If you were financially set back then you had an opportunity to be on the bleeding edge of technology—for only \$3,999.00 (a little more than the cost of 256 Schwinn bicycles). With that phone, you could make, or receive, a phone call. That's all. Like the cell phone industry, Mr. Lorenzen moved on, and up the ladder on his career path. He was, for a period of time, a Global Account Director...with its extensive travel schedule that landed him in the half-million mile flight club. He sold \$5 million electronic tools to companies like Intel. (The commission on a sale like that was not as beneficial to him as was the opportunity to encounter his future wife, Arlene, who worked for Intel at the time). No matter the amount of traveling, Kevin never got too far away from reminders that cancer exists. Through the years, the disease claimed one of his cousins, an uncle, his Mom and Dad. Then more devastating news. His daughter, Seneca, was diagnosed with cancer. (Thankfully, after extensive medical procedures and treatments, Seneca has fully recovered). Mr. Lorenzen had been thinking of changing his career to a job that did not require so much travel, and his daughter's situation escalated that effort. Kevin was drawn to a company named AFLAC because of their long history of providing cancer policies; and because of their long term interest in raising funds for cancer research. He joined their team about 15 years ago and by now, AFLAC has donated over \$150 million for cancer research. Besides their philanthropic endeavors, AFLAC is a business that provides supplemental insurance policies. Right now, they offer twelve different policies. The four primary ones are: Accident (usually this coverage costs only about \$1 per day); Cancer (an average policy costs about \$500 per year); Critical Care (for things like heart attacks); and Hospital (in addition to paying \$300 per day for hospital admission—for up to a year, it also pays \$500 per day for up to 30 days of ICU care). All of the policies offered by AFLAC are not health insurance. There is a drastic difference between the two types of policies. For health insurance, benefits (after deductibles and co-pays) actually pay to the care provider...not you. AFLAC benefits are paid directly to the policy holder. The total cost of traditional health insurance includes the premiums, the deductible and the co-pay amounts. The total cost of AFLAC includes the premium and...that's it. Health insurance premiums are reviewed on a periodic basis (usually each policy year) and the cost can be changed at each review. Actual coverage could be adjusted at that time as well. AFLAC premiums are set when you purchase the policy and they will never change as long as the policy is in place—no matter how much is paid out in claims. AFLAC benefits are paid in the exact amounts specified by the policy. There are not any deductibles to be resolved first. There are not any co-pays that limit how much you actually receive. AFLAC is called supplemental insurance...a type of financial security in that you receive those payments even if some other health or government insurance is also paying monies to the care providers for you. Employees want to have benefits available, so offering them the ability to obtain AFLAC coverage is usually perceived as a very positive part of their employment. The way that AFLAC is usually structured, the employees pay the premiums and the employing company provides an avenue for a pretax structure so both the employee and the company enjoy a savings in the form of tax reduction. Open enrollment time is approaching, so, if you are not already giving your employees an opportunity to purchase AFLAC coverage through the company's pre-tax plan, now is the time to reconsider. One thing that Kevin cautions though: Don't use passive enrollment when giving employees the opportunity to participate in AFLAC. It is better to give the employees an opportunity for one-on-one discussions with an AFLAC agent that can explain all aspects of the supplemental coverage world. You happen to know one of those agents. Give him (Kevin) a call at 505-771-9393 and he will explain everything about how the AFLAC coverages can provide financial security for your employees while the premiums can be structured to have a positive benefit to both the employee and the company. You might ask Kevin if he still has the 10 speed Schwinn. With changes in the cost of living, that \$135 from 1971 would be worth about 867 of today's dollars, less of course, wear and tear from ice, slush and Chicago drivers.

- ◆ Welcome to our newest member:  
High Desert Food Services, LLC dba Kolache Factory — Representative: Bob Rundle
- ◆ EAGA is sponsoring our members attendance at the next Action Coach Growth Club on October 8th. The fees will be paid by EAGA so the event will be free for you. Please note that it is for members only-no substitutions. A flyer with all the pertinent information is on page 3 of this bulletin. The event in this coming Thursday so if you plan to attend, it is very important that, you immediately (like do it right now) contact Mario (eaged@gmail.com) or Mark Tobiassen ([marktobiassen@actioncoach.com](mailto:marktobiassen@actioncoach.com)).
- ◆ Our next meeting, Tuesday, October 6th, will be on-line. The venue is wherever you find yourself at a little before 7:00am. Please attend that meeting. We will have an interesting speaker, and there will be pertinent information regarding our organization. To join the meeting, using you computer, tablet or smart phone, please go to the following link: <https://global.gotomeeting.com/join/940475581>

For voice participation via telephone, please call 1-646-749-3112 then, when prompted, enter meeting ID: 940-475-581

- ◆ We need speakers for our meetings on October 20th and 27th; and for all of the November meetings. Please contact Mario as soon as possible if you can take one of the slots. The presentation need not be a huge production. Our members are interested in finding out about your company, or maybe some particular process you have been using to help your company not only survive, but be in a position for an even greater success post-coronavirus pandemic.
- ◆ We will have an EAGA Happy Hour (members only) at Rio Bravo Brewing starting at 5:30pm on October 8th. It is an opportunity for some friendly conversation and a chance to relax a little. Please remember that mask and social distancing requirements are currently still in effect.
- ◆ Upcoming speakers: October 6th Bob Rundle—Kolache Factory  
October 13th Kit Turpen—Berger Briggs Insurance  
October 20th  
October 27th

- ◆ Information from Jack Zipper:
  - Aaron Rodgers should be released from the hospital in 3 weeks. He is wheel chair bound and is looking for a handicap accessible home. Aaron's cell phone number is 505-228-4615 and he likes to chat with EAGA members.
  - Pictures from the recent trap shoot can be seen at the website <http://www.abqtrapclub.com/2020-EAGA-Shoot.html>
  - Quite a few of our members were recognized in the recent Journal's Readers' Choice Awards.Congratulations to:  
First place winners: People's Flowers; DRB Electric; Rock Mountain Stone; WaterQuest Landscaping; TLC Plumbing (2 different categories); Rich Ford  
Second or Third place winners: TEMA Contemporary Furniture; Los Ranchos Gun Shop; Dr. Ross Mohr; Builders' Source; WaterQuest (2nd category); Tom Briones; I9 Sports.

### Reciprocity:

Thank you to DRB Electric and Ortega Appliance Service for great service.  
- Jack Zipper

**EAGA Tuesday, October 6, 2020 7:00 AM will be via the virtual format.**

Join the meeting from your computer, tablet or smartphone

<https://global.gotomeeting.com/join/940475581>

You can also dial in using your phone. Call (646) 749-3112 Access Code: 940-475-581

Contact information for Executive Director: Mario Hernandez  
Phone: 505-239-0259 email: eaged@gmail.com  
8100 Wyoming Blvd NE; Suite M-4 #35 Albuquerque, NM 87113

# ActionCOACH®

OCTOBER 8, 2020

8am-12pm

Via Zoom

# EAGA IS SPONSORING YOUR ATTENDANCE!

SET **POWERFUL GOALS** AND PLANS FOR THE  
4TH QUARTER TO FINISH 2020 STRONG AND  
**CARRY THAT MOMENTUM INTO 2021!**

Join us for our 4th quarter Growth Club on **October 8th** and  
learn how to set and achieve meaningful personal and  
professional goals that will impact your life.

## GROWTH CLUB DELIVERABLES

**30X**  
BUSINESS

- A 90 DAY PLAN FOR YOU AND YOUR BUSINESS
- INCLUDES PRE-WORK DOCUMENTS AND BUSINESS ASSESSMENTS TO DISCERN YOUR GREATEST OPPORTUNITIES.
- LEARN AND USE WORLD CLASS BUSINESS STRATEGIES TO IMPROVE YOUR BUSINESS AND LIFE.
- GET REENERGIZED AND REFOCUSED!
- COACHING PHONE CALL IN 30 DAYS TO FOLLOW UP AND HOLD YOU ACCOUNTABLE.
- ACCESS TO BRAD SUGARS 30X ON-LINE COURSE.

~~\$199~~ **FREE**

Plus **FREE** access to **30X** - savings of \$99

<https://bradsugars.com/products/30x-business>

ActionBusinessSuccess.com

(505) 263-5657

To register please email  
Mario - eagaed@gmail.com