

# From the Agent's Desk

A satirical look at an agent's work life, from the files of Joe Dokes, CLU

By David Douglas Ford

AGENT'S  
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The Fraternal Royal Order of Glaciers  
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Harvey T. Wallbanger, President & CEO

## IMPORTANT MESSAGE FROM THE PRESIDENT

To: All FROG Agents and Home Office Staff

This letter is to officially announce that your fraternal order's merger negotiations have recently been concluded. On May 31, 2007, The Fraternal Royal Order of Glaciers will enter into a partnership with Giganticus Life & Accident Insurance Company (GLAICO), and this very large step represents a marvelous new opportunity for both organizations.

This business agreement is the perfect conjunction of two somewhat disparate business plans, but the finalized joint marketing effort will result in an effective and powerful partnership. The alliance of The Glaciers' \$13 million of in-force life insurance and GLAICO's \$4 trillion of net liquid assets means that the resulting new company will have a strong presence in today's ever-changing marketplace. After a great deal of thoughtful discussion and intense market planning with our soon-to-be partners, it was decided that the new company will be called Giganticus Life & Accident Insurance Company.

Naturally, there will be some changes for our members and agents, but this great organization of ours will continue to work as a team — just like always! The important thing to remember is: Change can be our friend. Try to remind yourself of this point as we move through the weeks and months ahead.

The final decision about which two home office employees will be retained in the newly organized company has not been finalized as yet, but I want you to know that I personally am looking forward to my new duties as Assistant Sales Consultant, and the decision that I am to work out of my home is one that I fully support. (Note to home office associates: Final paychecks will be cut on the last Friday of the month — just like always!)

Let me say to my many good friends and associates in the field that I have appreciated your impressive selling efforts through the years and I know that this is going to be a good transition for each and every one of you. Your new field managers from GLAICO should be contacting you within a few days to go over the details of your new agent level contracts, the new truncated territories, the somewhat lengthy product sales restrictions, and the address of the district office where you are to report each morning at 7 a.m. sharp. No doubt most of you will agree that having such close daily field oversight is a welcome addition to your current sales and marketing efforts!!

And so, my Glacial friends, I wish all of you nothing but the best and I certainly encourage you to keep asking the great organizational question — Who moved my cheese?

And then never look back. Ever!

Sincerely yours,  
H5W