



*f*rom the desk of  
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## United American's Coming Of Age

**A** group of individuals born during the same time period often grow up with common values, lifestyles, attitudes, needs and wants. As they get older, persons in these groups together experience changing life stages and responsibilities.

Good insurance Agents understand and address the needs of each phase of life — whether the solution be Life, Long Term Care, Medicare Supplement or other insurance. Think about the three main generations recognized in our society. What's going on in their life?

The nation's mature market is one of the broadest in range. Many of them are fast approaching senior citizenship, while others are well into their twilight years. For baby boomers, retirement is on the horizon, but first they may have to fund their children's education and their parent's old age. And that group known as Generation X are now graduating from college, embarking on new career fields and starting families.

So, what does this mean to you? Golden sales opportunities. United American offers coverage fit for each generation as it evolves. In this issue of *UA News*, we explore these cohorts and show you how our products can bring them together.

*Gene Grimland*