



General Agent Newsletter

2015

Dear Brothers,

In 2015, the K of C Insurance program is charging on in the great State of West Virginia. Thus far, year to date, the agency's production has improved dramatically from last year. Our Field Agents will continue to work hard to protect your love ones and to help your council achieve the coveted Star Award.

We are in the home stretch of the fraternal year. Thus far, sixteen councils have reached 33% of their insurance quota. For those of you who have taken the step to become insurance members of the Order, we sincerely thank you.

Knights of Columbus Insurance highlights...

This past year marked our fourteenth consecutive year of growth. For 14 consecutive years, despite economic turmoil and uncertainty, the Knights of Columbus has issued a record volume of insurance. Our \$8.24 billion issued volume in 2014 pushed us to a record \$96 billion of life insurance in force at year's end. We anxiously await reaching the **\$100 billion milestone**, which we expect to hit later this year. It will cement our position as not only the premier Catholic life insurer, but one of the biggest and best life insurers in North America.

Other notable achievements in 2014 also included three major program launches: **the introduction of Accelerator Term Insurance, the re-launch of Long-Term Care Plus Insurance, and the unveiling of the Young Adult Insurance program.**

2014 was also the year that we surpassed 2,000,000 contracts in force. More brother Knights and more of their family members are trusting the Knights of Columbus to protect them.

There are three reasons for our success: **our size, our stability, and our standard.**

When it comes to **size**, you all know that we're one of the largest Catholic organizations in the world, but with nearly \$100 billion of life insurance in force and more than \$21 billion in assets under management, the Knights of Columbus is also tops in the industry, and is in the top five percent of life insurers in North America, as well as a Fortune 1000 company.

When it comes to **stability**, the Knights of Columbus is untouchable. For 39 consecutive years, the Knights of Columbus has earned the highest possible ratings for financial strength (A++, Superior) from A.M. Best. There is no more highly-rated life insurer in North America.

And, when it comes to our **standard**, the Knights of Columbus is committed to being one of the most ethical companies in business. It's not just a wish, it's a duty. We owe it to our founder. We owe it to the faith that we represent. And we owe it to you.

This March, for the second year in a row, the Knights of Columbus was named one of the **World's Most Ethical Companies** by the Ethisphere Institute. It is a great honor, and one that we intend to continue living up to.

It means that as a proud member of the Knights of Columbus, you can rest assured knowing that your most valuable fraternal benefit – our insurance program – is here for you and your family when you need it most. Your field agent is here to serve. Please meet with your Field Agent to find how beneficial the insurance program may be to your family's financial security.

The Burkitt Agency wishes you all a Happy and Joyous Easter Season!

Vivat Jesus!
Michael F. Burkitt, CLU, ChFC, FICF
General Agent, West Virginia