



Memo

To: General Agents in New York
From: Charles R. Mankamyer, President of General Agents
Jim Savo, FLMI, Vice President of Operations, General Manager
Re: Ushering in a New Era

"It takes a lot of courage to release the familiar and ... to embrace the new." Alan Cohen, author.

As most of you have heard – and likely heard several times by now – First United American Life Insurance Company changed its name to Globe Life of New York on January 1, 2017. As we have emphasized, this is a name change only. It will be business as usual, except you will identify yourself as an Agent representing products of Globe Life of New York instead of First United American, and all your materials and presentations will display the new name and logo.

Those of you who have been with First United American for many years may feel a little bittersweet the first few times you say you're with Globe Life Insurance Company of New York. But, at the same time, I truly believe we will one day look back upon this change as the beginning of a remarkable new phase of growth and prosperity for all of us. I have a tremendous amount of trust and confidence in our corporate marketing team responsible for the research and planning that led to this recommended change, and I hope you'll join me in whole-heartedly embracing our new identity as Globe Life of New York.

Get to Know Globe Life

Some of you may be wondering: Just who is Globe Life and why are we taking on a similar name? Well, for starters, the full name of our sister Company (outside of New York State) is Globe Life And Accident Insurance Company. Along with our parent Company, United American Insurance Company, Globe Life is one of five brands within the family of Torchmark Corporation subsidiaries. Here are some interesting facts about Globe Life:

- It was founded in 1951 by two men who were determined their Agency would market inexpensive but dependable life insurance protection to Americans who were living in rural areas.

- When First United American Life Insurance Company was first incorporated in New York as a stock life insurance company in 1981, the Company name was Globe International Life Insurance Company.
- Since 1951, Globe Life has grown in financial strength and reputation. A.M. Best Company, an independent insurance analyst since 1899, awarded Globe Life an A+ (Superior) Financial Strength Rating (as of 6/16) based on their latest analysis of financial strength, management skills and integrity.
- With over \$77 billion of insurance in force, Globe Life is proud to provide life insurance coverage to more than 4 million policyholders.
- Much of Globe Life's later success has been largely credited to the fact that customers recognized the Company name, including many of them who were aware that their parents and grandparents held policies with Globe Life.

Building on Name Recognition

In 2014, Globe Life purchased the naming rights to the Texas Rangers Ballpark in Arlington. Since then, it has been known as **Globe Life Park in Arlington**. As the proud sponsor of Globe Life Park in Arlington, the Globe Life brand is receiving more than half a million dollars in advertising value in the state of NY, according to Company estimates. The name change from First UA to Globe Life will help us make better use of that advertising value.

I'm excited about what this means to our Agents, as you reach out to new clients and revisit your relationships with existing ones. You are the ones who can capitalize on the surge in name recognition that Globe Life has experienced during the last three years, which has reached 35 percent nationally. Think about this: *Today the Globe Life brand name is more well-known than any other TMK brand.*

So, let's embrace this change that began on January 1, 2017 when we became known as Globe Life of New York, and let's continue to ride the momentum our new name is bringing. Reach for new heights. Dream big. Seize the opportunity we've been given. Refresh your career. There's no better time than now to start anew. Thank you for your past, present, and future business — it is appreciated.

Best wishes for a prosperous year!

Call the Home Office in Syracuse, New York at 315-451-7975 or email GLNYAgency@torchmarkcorp.com with any questions.

Globe Life Insurance Company of New York conducts free Training Webinars for all appointed Agents.
Register NOW on your General Agent website.

We'd also like your most current e-mail address to keep you informed of products, contests, incentives, and important Company information. Call 1-800-925-6793 to update your e-mail address!