

# The SampleCase *Magazine*

**UCT** United Commercial Travelers

For Members of UCT

Autumn 2022



**Local Council  
Spotlight –  
Mile High  
Council 15**

**UCT program  
updates**

**Establishing  
media relations  
for your local  
council**

**Member retention  
tips to help you  
keep your council  
members**

**Focus on member  
Kathy Chisholm**

# Have we got news for you!

**Check out our latest announcements for members**

## The Sample Case is going fully digital

The UCT Board of Governors has voted to make *The Sample Case* all electronic starting in 2023. This autumn issue will be the last printed version of the publication. This decision was made to help cut costs, and the only change to the publication will be how it is distributed.

We plan to email *The Sample Case* to local and regional secretaries as well as to all members with an email address each quarter, so if your email address has changed in the past six months, please make sure we have your most recent address by emailing it, along with your full name and member number, to Anita Neal at [aneal@uct.org](mailto:aneal@uct.org). And make sure to share the publication with your fellow members who don't have email!



## 2023 UCT convention is set!



The 2023 UCT convention will take place **June 22-24** at the **Quest Conference Center** in Columbus, Ohio. This will again be a hybrid meeting, which means it will be an in-person business session with a virtual component. Members who attend in-person and virtually will be able to participate in the Memorial Service, Business Session, and Installation.

All members attending in-person will need to book their own hotel reservations, and that information will be distributed as we get closer to June. The UCT Board of Governors will be staying at the **Cambria Hotel**, which is close to the Quest Conference Center. The Board invites members to arrive early on June 22 to connect with old acquaintances and maybe make some new ones.

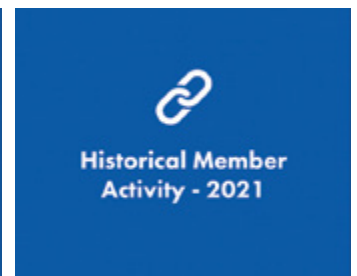
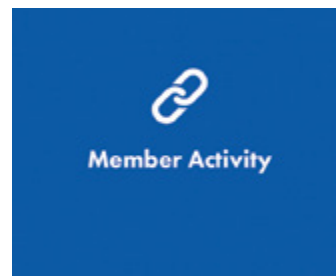
Several workshops are being planned, and UCT President Ken Milliser and the Board would love to hear your ideas for workshop topics, so please feel free to email those to Ken at [kmilliser@uct.org](mailto:kmilliser@uct.org). Watch for more details to come!

## Check out our website updates

Some updates to our Member Hub were recently rolled out to members. They are:

The **Member Activity Report** listed under the Resources section has been updated and now lists member activity starting with the current membership year. When you access this report, you'll only see activity that has taken place since April 1, 2022. This report will reset with each new membership year.

We've also created the **Historical Member Activity Report**, which displays the previous membership year's activity. Depending on your level of access, you'll see these



reports displayed like this under the Resources section.

Last, but not least, the home page of UCT's website at [www.uct.org](http://www.uct.org) will soon have a new look! The redo will keep the page consistent with our recent rebranding and the member and agent hubs. Watch for it coming soon!

# Note from UCT President Kenneth Milliser

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It's late October, and the holidays are just around the corner. Fall, as usual, has brought changes, and we have had to adapt. Likewise, we have all been experiencing changes in UCT, and we may feel some of them are not manageable. Working together, I believe we can change that pattern and see efforts that result in positive experiences. I want to thank everyone for having the confidence in me to help guide our organization through these challenging times.

I am honored to represent UCT as I travel and visit councils in the coming months. I must tell you this is not a one-person job. While I will do my best, I must also rely on the help and involvement of my fellow Board members, home office staff, and members. Yep, that puts everyone on notice that it is our job as UCT members to ensure the future of our organization. We can no longer sit back and expect someone else to pull us through.

I think now more than ever we need to expand our efforts to encourage and nurture the well-being of our local councils. We need to support the good works of all local councils in both Canada and the U.S. We do, after all, share a common goal of working for the good of our local communities. What tools does your local council need from UCT to best serve your members and your community? Please reach out to the home office and let them know. The Fraternal Department is there to help you.

As my predecessors have stated, communication is key to our success. We should be communicating with those members of our local councils who are still on the books but haven't attended meetings or events for a while. This could be as simple as mailing a postcard or calling to check in. It never hurts to keep your members apprised of upcoming council meetings and projects. Informed members tend to be more active members. For other tips about engaging and retaining members, see [Page 6](#).

I want to encourage everyone to participate in the Zoom sessions the Board is scheduling throughout the year. This is our attempt to open lines of communication between and among members. I hope some of you were able to take part in the first session covering retention on October 14. Other topics for membership development could cover completing membership and financial forms, finding easy to do service projects, engaging volunteers, or finding causes and charities to support. There are also plans to have quarterly Zoom sessions that will allow updates on topics the Board has been working on. These sessions will be informational and give members a chance to share their thoughts about UCT directly with the president and the Board.

I wish everyone a happy and healthy holiday season.

**On the cover:** The Nebraska Girls Softball Team is just one of the many local sports teams that has benefited from sponsorship by Mile High Council 15, Denver, Colorado. Here the team gets back into the swing of things after being stifled by the pandemic. To find out all the community projects Council 15 supports and participates in, check out the local council spotlight on [Page 4](#).

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# Spotlight on Mile High Council 15, Denver, Colorado

Gering, Nebraska lies at the foot of the Oregon Trail landmark, the majestic Scotts Bluff National Monument. Located between Colorado's Front Range, Yellowstone National Park, and the Black Hills with Nebraska's scenic Wildcat Hills as a backdrop, Gering is a small, picturesque community. Any one of its 8,500 plus residents will tell you they can't imagine living anywhere else.

**T**he town was dreamed about by settler Oscar Gardner and a few others as early as 1886, but it wasn't until 1887 that it really came into existence. Gering officially became a town on March 7 of that year by a corporation headed by Gardner and named for Martin Gering, a pioneer merchant with whom Gardner started the first dry goods store.



In 1899 the city of Scotts Bluff was founded across the North Platte River from Gering by a subsidiary of the Burlington Railroad.

Separated only by the river, the two cities have since grown together and now form the 7th largest urban area in Nebraska.

That's all very interesting, but you might wonder what it has to do with Denver, Colorado. UCT Vice President

***"Council 15's members put in a lot of time and energy to make our service projects work because they believe that's why our council exists, to be there for people and causes that need help."***

– UCT Vice President Stanna Funk



**Council 15 members teamed up with members of Frontier Council 727 in Cheyenne, Wyoming, and youth from the Girl Scouts and Northfield Elementary School to create May Day bags for residents of the VA home as a Join Hands Day project. Pictured, left, are Kate Collins, Kristen Pauli, and Addison Kiraly.**

Stanna Funk, who has been teaching at Gering Public Schools for the past 14 years, and who was instrumental in re-energizing Council 15, recently explained:

"Mile High Council 15 has been around since 1890. My sister, Lauralee Funk, and I had the unique opportunity to revitalize the council about 10 years ago. I got a call from longtime Council 15 member Donald Cooke who wanted to close out the council's checking account and send the money to me. Most of the council members had passed away and those



**Council 15 members turn out for the 11th annual Panhandle Polar Plunge for Special Olympics Nebraska, one of the council's primary causes. Over 85 participants, dressed as their favorite TV sitcom characters, braved the bone-chilling shallows of the North Platte River to raise \$14,000 for a great cause. Pictured, left, are Keegan Weiss, Dennis Gregory, Kristin Catellier, and C.J. Mannel.**

living were no longer very active, and the council could no longer sustain itself.

Lauralee and I decided it would be better to transfer our membership from Frontier Council 727 in Cheyenne, Wyoming, which I had joined in 2003, to Council 15 and attempt to reactivate it. We started with three members who transferred with us and, while keeping the Denver, Colorado, designation, started donating to various projects where we live in Gering as well as surrounding communities.

From there we asked friends to join us and over the past 10 years or so we've grown to a core group of members who support others in our community whenever we see or hear of a need. Because we're technically still based out of Denver, we have a lot of insured members in Colorado that gladly help us support our local Gering community, which allows us to not have to fundraise."

## Focusing on community

Free of the need to raise funds, Council 15's active members are focused on helping the community. The council's service projects are diverse and wide-reaching and include supporting local elementary schools through Red Ribbon week, a nationally recognized drug awareness program, and providing Christmas baking bags for students, along with joining with a local softball team and Girl Scout Troop to organize

and implement food drive-ins and Thanksgiving meals for residents using local food pantries.

Other community works include supporting a family in need at Christmas, donating toys to Toys for Tots and the Knights of Columbus' toy run as well as participating in the annual Polar Plunge for Special Olympics Nebraska and the Faith's Walk for

Community. The council also takes part in Lincoln, Nebraska Council 104's annual poker run, supports Special Olympics bowling, coordinates an annual Join Hands Day event with local youth, and sponsors various sports teams.

"We have about 10 really active members who get involved in just about everything we do," Stanna said. "Our community is like other communities in that its needs are varied. Council 15's members put in a lot of time and energy to make our service projects work because they believe that's why our council exists, to be there for people and causes that need help."



**Members Lauralee Funk and UCT Vice President Stanna Funk drop off toys to help start the Knights of Columbus' annual toy run to collect Christmas gifts for underprivileged children.**

## Reaching out in diverse ways

Stanna and her fellow members agree that diversity is key when it comes to reaching out to the community. The council relies primarily on Facebook and other social media to promote events and happenings, but also uses some traditional media and lots of word of mouth to attract new members. The council also tends to partner with other causes and organizations in the community and attracts new members through those affiliations.

"Word of mouth is probably our best strategy when it comes to bringing in new members," she told us. "We're visible in the community through our service projects, which makes others aware of us and interested in what we do. And by getting involved with other organizations, we've been able to talk about and show others what our council is all about, which is helping others. We've gotten some new members because of this. It benefits everyone."

Council 15 holds monthly meetings throughout the year except for November, which is a Thanksgiving dinner, and December, which is the annual council Christmas party. April/May is dedicated to the Colorado-Wyoming regional convention and June to the UCT convention in Columbus. Meetings are essentially a 50/50 affair with around 45 minutes spent on taking care of business and 45 minutes devoted to socializing.

"Business meetings can be a necessary evil sometimes," Stanna pointed out. "Of course, we want as many members involved in them as possible because the exchange of ideas is always valuable and new members need to learn the ropes. Socializing is important too though because we want everyone to feel welcome and to feel like they're among friends. Besides, some of the best ideas for council and community projects are the result of people just gathering and chatting and having a good time."

Mile High Council 15 is a genuine example of all that a UCT local council should be: active and engaged members, a focus on diverse community service, and meetings that provide both business and social opportunities for members. It's definitely a model the rest of us should aspire to.



# Member retention tips

## *Helping you keep your council members*

In a perfect world members join your local council with an understanding of your purpose and your value to them. They renew their membership every year and refer their friends, who also become loyal members. In a perfect world. Unfortunately, in the real world there are dozens of reasons why someone might join your local council, and once they've joined each member has dozens of reasons why they might or might not retain their membership.

**M**embership retention is one of the biggest challenges for any local council. While some councils sign many new members each year, their net membership increase can be very small due to suspensions. You can help keep suspensions low by involving your current members in council activities, inviting them to take part in council meetings, and encouraging them to get

involved in local council activities and volunteer projects.

Often, we're so focused on finding new members that we forget to ensure our existing ones are happy. So, while it's always necessary to recruit new members, you need to also work on retaining your current members' support to accomplish your council's goals. Here are some practical tips for effective membership retention:

### Make sure members feel comfortable from the outset.



Retention begins the day a member joins your local council. Let them know what to expect and where to go for information starting from day one. Tell them what communications they can expect to receive from you. Put them in touch with council resources like your council website and Facebook page. The better informed your members are, the more likely they are to get involved and stay involved.

### Understand why members join and welcome them properly.



The best way to keep members after the initial year is to make certain they feel that, in addition to UCT's benefits and programs, there's a place for them to participate and provide input. Send a welcome letter or packet to each member to tell them you're happy they joined or came back to the organization. Ask them what they're looking to gain from their membership and let them know how they can get started right away.

### Create volunteer opportunities for all members.



Try to create volunteer opportunities for ALL active members. Most councils support the same causes and community service events year after year, which tend to draw in the same members. Take the time to let newer members and those who haven't gotten involved before know about events in advance and encourage

them to turn out to help. Involved members are engaged members and engaged members tend to stick around.

## Build a community within your local council.



Most individuals are members of your local council because they want to feel like they're making a difference. Reinforce their passion for the causes and charities your council supports by communicating with them often in weekly or monthly newsletters as well as on social media. Provide perks such as exclusive, members-only offers from local businesses and, if possible, offer networking and educational opportunities to those members who are interested.

You can also create a feeling of community through social events for your members. Help build friendships by introducing members to one another and giving them a place or event to meet regularly. Make sure longtime members embrace new members. Interact with them, engage them at events, and ask them to serve on committees and give valued feedback. It's important to show your members how much you appreciate them.

## Create personal connections.



Nothing engages a member more than a personal connection. You don't need to literally communicate with your council members all year long, but communicating with them consistently through calls, emails, or newsletters so that they get the perception that you're communicating with them all year long goes a long way toward making them feel part of your local council. Remind them of

# EIGHT QUICK TIPS FOR IMPROVING MEMBER RETENTION



their UCT benefits, let them know about upcoming volunteer and social events, and make them feel their participation is important to the success of your council.

## Reward longtime members.



Longtime members are vital to your local council, so reward them with valuable resources or valuable experiences that are only available to members who have put in their time. Consider discounts and invitations to special events. Or give them more of a voice in your local council and more opportunities for involvement. Reward them with recognition, whether it's in your council newsletter or on your website.

## Remind members of the value of belonging to your local council.



Don't assume members are aware of how their membership has benefitted them. Take the time to contact, either by phone or email, unpaid and lapsed members each month to remind them of the member benefits and discounts UCT offers as well as the various products that are available, especially the product that the unpaid or lapsed member holds. Most importantly, remind them of all that

your local council does for your community and how they can contribute to that by maintaining their membership.

## Offer a renewal discount for lapsed members or those about to lapse.



When members don't renew their membership, it's often not because they're no longer interested but rather because they forget to do so. Start reminding them early that their membership is expiring. If your council can afford to do so, offer incentives such as a 10 percent discount for early renewal or perhaps a gift card to a popular store or restaurant. You can also offer a discount for multiple-year renewal. Ensure that your members know they are an important part of your local council and that renewing early helps both them and UCT.

**Member retention should be a priority for every local council that wants to remain active. Need some help getting started with your council's member retention? Contact Linda Fisher at [lfisher@uct.org](mailto:lfisher@uct.org) or at 800.848.0123 x1130 or Anita Neal at [aneal@uct.org](mailto:aneal@uct.org) or at 800.848.0123 x1100.**



Photo left: Kathy, center, teams up with friends to participate in the annual Canadian Cancer Society CIBC Run for the Cure. ◀



Kathy, left, pictured here with fellow member Jean Thomas, was the top writer of 67 fraternal members for the 2021-2022 membership year. Please note that the Top Writer information featured on Page 5 of the summer issue of The Sample Case publication was incorrect. Our apologies to Kathy for this mistake and our thanks for all that she does for UCT!

# Focus on Kathy Chisholm

*A Q & A with one of Regina, Saskatchewan Council 266's most involved members*

Kathy Chisholm got involved with UCT's Regina, Saskatchewan Council 266 in 1992 and the council hasn't been the same since.

**K**athy wasted no time becoming active within the council and her community and through her soccer connections has brought hundreds, if not thousands, of new members into UCT over the years. As a result of those efforts, she has been a member of our organization's President's Club for at least 10 years. She's a past local and a past regional president and an engaged volunteer. UCT is lucky – and grateful – to have her, and once you learn more about her, we think you will be too.

**Q** Kathy, you're a longtime active member of UCT. Can you tell us what prompted you to join our organization and why you've stayed a member?

**A** My son was playing soccer and our team was looking for a sponsor. Another mom and I met with UCT's Regina Council 266, and they decided to sponsor our team. As a thank you, all our soccer parents decided to take out memberships. I really liked what UCT represented and what I saw the local

council doing in the community, so I decided to get more involved. One other mom and I decided to join the men's council as we wanted to be involved with decision making. The men weren't all that impressed, but after a year they accepted us. I stayed involved because they – we – do so much good in the community.

**Q** Speaking of soccer, this is really a treasure trove of new members for you and your council each year. Can you tell us how you manage to sign up these soccer parents as new members and how it all started for you?

**A** I was president of my boys' soccer club, which we called the UCT Soccer Club, and the parents of everyone playing for our club took out a membership. We started with just the one

team and eventually grew to 10 teams. After city soccer went to a one club model, I talked to another soccer group and our council moved our sponsorship to the Queen City United Soccer Club. This club was established in 1987 by two soccer teams and is now the oldest active youth club within Regina with around 300 athletes. The parents of those athletes all take out a UCT membership each year, which helps our council to grow.

**Q** Obviously, volunteering is important to you, Kathy, as you are so involved with community service through UCT. What are some of the causes that mean the most to you and why?

**A** A. Volunteering has always been a big part of my life. I'm involved with driving shut-ins and seniors to appointments and going shopping for what they need on a regular basis. Without this kind of help many seniors wouldn't be able to continue living at home, so that support really matters to

them. I also help coordinate our Join Hands Day project each year to benefit the residents of the Regina Lutheran Home, which they look forward to now.

Helping battered women and children is important to me as well as they are often forgotten. Council 266 is a big supporter of the Isabel Johnson Center in Regina, which provides shelter and support for victims of domestic violence. We also physically and financially support My Aunt's Place,

a YWCA service for homeless women and children. Both programs mean a great deal to me. I try to take the time to participate in various walkathons for community causes and, obviously, I've always been involved with soccer and believe all children should be able to play without worrying about whether they can afford it.



**The Regina Raiders Special Olympics Soccer Team** benefits from Council 266's sponsorship and they're always willing to show their appreciation.



**Kathy turns out with fellow members to donate 50 Halloween treat bags for children at the local YWCA.** Pictured, left, are YWCA employee Alexis Losie, Jean Thomas, George Thomas, Kathy, and YWCA employee Carol Yoner.

**Q** Special Olympics soccer seems especially near and dear to your heart – and it has been for a long time. Can you tell us how you got involved with this program and what it means to you?

**A** Our council had been looking to sponsor a Special Olympics team for a while partly

because helping individuals with intellectual disabilities is a primary UCT focus and partly because it's a cause that means a lot to our members. I knew some of the Special Olympics coaches through soccer, and I met with them about a possible sponsorship. They were receptive, and that's how Council 266 got involved with the Regina Raiders Special Olympics Soccer Team. I believe, and the majority of our members believe, Special Olympics players should have every opportunity as other players to get involved in sports.

**Q** What inspires you to dedicate all the time and energy you put into helping others?

**A** It just makes me feel good to help others. The more people I help the better I feel, and it usually makes them feel better too, so we both win. You really can't ask for more than that.



**Kathy, far right, joins fellow members and local youth in distributing flower planters made by the group to residents at Regina Lutheran Home. Supporting the home, particularly through this Join Hands Day project, is a priority for Council 266.**

# Members in Action

## Impacting Our Communities

Nothing can stop UCT local councils from doing what they do best – making a difference in their communities. Here's to the councils that have stepped up and stepped out to support local causes and charities.



**Jack Kidd Council 755, Saint John, New Brunswick** – It was a busy summer for Council 755's members who teamed up with The One Change, Inc. summer campers to create tie-dyed shirts as part of their Join Hands Day Project AND to present The One Change with its \$5,000 Bridges of Friendship Award donation. In addition, members contributed \$3,000 worth of school supplies to Crescent Valley Resource Center and The One Change, gave \$5,000 to First Steps, a multi-service centre for pregnant and parenting young women, and donated \$3,000 to cover the costs of a local suicide prevention course.



**Cape Breton Council 883, Sydney, Nova Scotia** – Member Sam Adams, left, presents a \$500 donation from the council to Marco Amati, director of Loaves and Fishes, a Sydney food bank. The food bank is just one of the many community organizations that Council 883 supports.



**Baton Rouge, Louisiana Council 499** – Council 499 members turn out to present the U.S. \$5,000 donation from UCT Charities' inaugural Bridges of Friendship Award to Marcy Sparrow and Dee Robinson of Brave Heart - Children in Need. Brave Heart is focused on improving the quality of life for children who are experiencing the trauma of being removed from their homes due to abuse and/or neglect. Council 499 is a supporter of Brave Heart and a proud community partner!



**UCT Home Office and M.J. Terapak Council 144, Columbus, Ohio** – Buckeye Council 2000, Columbus, Ohio

UCT has been supporting programs for people with intellectual disabilities for over 60 years, and we've supported Special Olympics at every level for decades. Recently, UCT's Kevin Hecker, David Knapp, Austin Slattery, and Joelle Regner presented a \$1,700 donation for the Franklin County Special Olympics in Columbus, Ohio, to Ryan Phillips, far left. UCT's local M.J. Terapak Council 144 and Buckeye Council 2000 contributed an additional \$500 for a total of \$2,200. Great program – we're so happy to help!



**Ohio-Pennsylvania Regional Council** – Past International President Jerry Thomas, left, of Columbus, Ohio Council 1, presents a \$1,500 donation from the Ohio-Pennsylvania Region to Rocky Grimes, founder of Heart of Unlimited Boundaries (HUB). HUB is a non-profit organization in West Liberty, Ohio, dedicated to empowering individuals with disabilities through therapeutic recreational and educational activities. It is a special project of the Ohio-Pennsylvania Region and its local councils and members, who have raised thousands of dollars for the organization. A challenge was issued at the Ohio-Pennsylvania convention to raise funds for HUB, and it worked!



**Thunder Bay, Ontario Council 1039** – Council 1039 members have been parking cars at the Canadian Lakehead Exhibit for a number of years, and it has proved to be a viable fundraiser for the council. This year's volunteers include Cathy Nevala, left, Bill Dann, Jeanette Dann, Ron Fowler, Akhilia Anil, Patrick McDonald, Allan Summers, and Susan Nistico.



**Sudbury, Ontario Council 1051** – Summer was made for baseball - and UCT knows it! Members of the Sudbury, Ontario Minor Baseball Pee Wee Division Team (10-11 year-olds) take time out for a photo with their sponsors from UCT's Sudbury Council 1051. At 57 years, the council is the longest-serving supporter of minor baseball in the community, providing uniforms and other items for two teams each year.



**Pictonian Council 879, New Glasgow, Nova Scotia** – Alena Decker, left, Jacy Bell Miller, and Julia Taylor, winners of Council 879's UCT Safety Poster Contest, join bursary recipients Luke MacDonald and Jasmine MacKenzie and local president Timothy Hingley at the council's recent celebratory meeting. Alena and Julia were also safety poster contest winners at the international level. Not pictured is local winner Nora Chant.



**Neepawa, Manitoba Council 924** – Member Leonard Pritchard, left, presents a \$100 donation on behalf of the council to Manitoba-Saskatchewan Regional Council President John Walsh to contribute to a charity of his choice. John chose the personal care activities program at Country Meadows Personal Care Home in Neepawa where he is a volunteer.



**Racine, Wisconsin Council 337** – Deb Moore, Council 337 Volunteer Coordinator, presents a \$300 donation to officers from the Racine K-9 Unit. The unit stopped by the council's annual family picnic to demonstrate what they and their canine counterparts can do together.



**Lincoln, Nebraska Council 104** – Kudos to Council 104's members whose 7th annual poker run to benefit baby Madilynn Krumland raised nearly \$5,000. Madilynn suffers from congenital hydrotopic cardiomyopathy, a condition that may one day lead to her needing a heart transplant. The poker run proceeds will help with her medical expenses.



**Roseburg-Umpqua Council 887, Roseburg, Oregon** – Council 887 members donate \$750 worth of new and gently used items to the Samaritan Inn for homeless women and children in the community. Pictured, left, are Jane Thomas, Rene Baumgartner, Diana Stewart, Jeanette Hernstedt, Gail Black, John Hernstedt, and Marilyn Baumgartner.



# The importance of establishing media relations



Creating awareness of your UCT council in your local community is vital. Recognition of the community service your council members engage in can generate interest in your council – and just might help jumpstart membership. Establishing such positive awareness can:

- Increase understanding of UCT and its programs
- Build a positive image of your local council and its impact on the community
- Position your council members as community leaders
- Attract new volunteers and members

**U**CT councils throughout the U.S. and Canada are busy making a difference in local communities by volunteering and supporting causes and charities that help others. Countless individuals with intellectual disabilities, children, hungry families, the homeless, cancer patients,

veterans, seniors and others have all been helped by UCT. So, let your community know how you're helping.

## How to get started

Ask a member or two to volunteer to coordinate your UCT local council's media efforts. They should ideally be

active members who are willing to commit the necessary time to promoting your council. Here's some of what they'll be responsible for:

- Developing positive relationships with local media representatives
- Sharing information about your council's projects and events with local media through press releases, media alerts, public service announcements, etc.
- Taking photos and/or shooting video of council projects and events to distribute to the media

It might sound daunting, but it's really easier than you think. The UCT home office is here to help you step-by-step, and the UCT Media Guide is full of tips to help you as well. Start small and take on more responsibility as you feel more comfortable.

When it comes to promoting your local council, the first step is to get to know a little about the media outlets in your area – who to contact, how to contact them, and when. Make a list of newspapers, radio, and TV stations and contact names if you have them. Include email addresses and phone numbers. If possible, contact each outlet to find out the editor or reporter responsible for covering community service and volunteer events. Ask for deadlines to put on your list for easy access. People tend to move around a lot, so make sure to update your list frequently.

Whether you live in a small community or a large one, make it a point to get to know who your local newspaper and TV reporters are. Facebook and email are good sources for contacts. Keep in mind that small town media outlets in particular like community-oriented, feel-good stories that larger outlets might not cover. Student reporters are always looking for good stories to cover, so if there's a college or university in your area, make



sure to alert the school newspaper and/or TV station about your events. You can also contact the school's Journalism, Communications, or Media Studies departments.

Most outlets prefer to receive information by email, but it's a good idea to verify that. In general, you should send information to the following:

- **Small daily, weekly or university newspapers** - Managing editor, or local reporters
- **Large daily newspapers** – Managing editor, community events reporters
- **Radio and TV stations** – Assignment editor or public service director; meteorologists are always looking for good community stories too

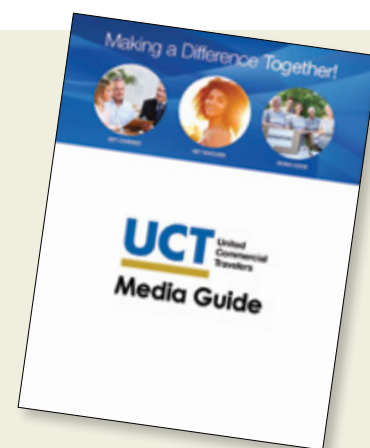
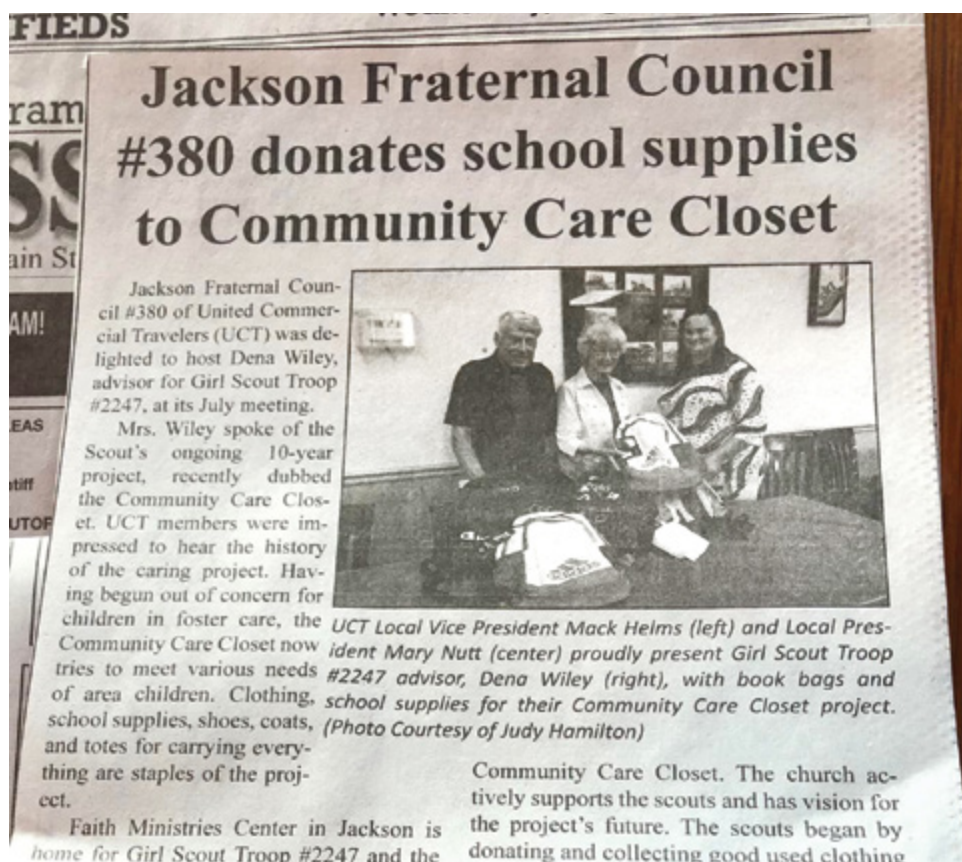
Developing personal relationships with local media representatives can help with promoting your local council. If you have the time and the inclination, here are some helpful tips for doing so:

- **Arrange a short face-to-face visit with news editors, assignment editors, and public service directors** to introduce yourself and UCT. Don't visit close to deadline or take too much of their time. Ask if there are any directions they want you to follow when submitting information and add these to your media list.
- **Let them know what UCT is and what we do** – and give specifics about your local council. Leave them with the most updated UCT

story book or fact sheet, available

from the home office, and if your council has a website or Facebook page, make sure to share the address.

- **If you have a big event coming up** that's likely to draw a large number of people, ask your local TV or radio station to be a media sponsor. It's free visibility for them, and if they're an involved sponsor, they'll be more willing to promote your event.



The **UCT Media Guide** is designed to provide you with tips to create awareness in your community. You can download a copy from the UCT Members Hub at [www.uct.org](http://www.uct.org).

If you're not sure where to start or what to do, keep in mind that we're always here to help. Feel free to contact Linda Fisher at the home office at [lfisher@uct.org](mailto:lfisher@uct.org) or at 800.848.0123 x1130 with any questions you might have or help you might need.



# UCT's programs & contests for members and councils

UCT has a number of programs to motivate councils and promote volunteer activity. We encourage you and your UCT local council to get involved by participating in any or all of these programs. So take a look to see what might interest you or your council – and share the word with potential members too!



## Medal of Honor Program

The Medal of Honor Program provides UCT local councils with incentive to become more involved in their local communities and to increase council activity.

The program runs from April 1 to March 31 each year and gives councils set requirements to strive to achieve on four award levels – platinum, gold, silver, and bronze medals of honor – and provides opportunities to mobilize members and receive community and financial recognition. **Medal of Honor books are due physically and/or digitally at the UCT home by no later than May 1.**



### Program awards for 2022-2023 are:

- Platinum Medal – \$500
- Gold Medal – \$300
- Silver Medal – \$200
- Bronze Medal – \$100

## Bridges of Friendship Award

The Bridges of Friendship Award, which is funded by UCT Charities, grants two cash awards of up to \$5,000 each annually to two local charitable organizations, one in Canada and the other in the U.S. These two organizations are to be chosen by the Bridges of Friendship Award committee from nominations of local charitable organizations submitted by UCT local councils that have worked with and supported them. The Canadian organization must be a registered charity and the U.S. organization a 501.c.3 nonprofit organization.

Each local council is entitled to one nomination per year of a local charitable organization that operates, resides, and serves the people primarily within the local council's own city, county, township, parish, etc. Nominations must be submitted in entirety using the approved nomination form only. **They are due at the UCT home office by no later than April 1.**



## Volunteer of the Year Award

The Volunteer of the Year Award is an honor presented by UCT to recognize a member who, through example and accomplishment, has provided outstanding service to his or her council and community, particularly during the past year. Nominations must be submitted in entirety using the approved nomination form only, and **they are due at the UCT home office by no later than April 30.**



## Join Hands Day

Join Hands Day is a multi-generational volunteer opportunity that allows UCT members to work side-by-side with children and teens in their communities. Each year, the event brings together youth and adults to create and coordinate joint community service projects. UCT local councils across the U.S. and Canada have been making a difference in their communities by participating in this event for over 20 years.

Join Hands Day projects can be held any time during the year. Typical projects include coordinating local festivals, cleaning and sprucing up local parks, highways and nursing homes, supporting individuals with intellectual disabilities, volunteering at food banks and homeless shelters, and brightening the lives of seniors and veterans.

## UCT Safety Poster Contest

UCT sponsors an annual safety poster contest for students in public, private and parochial schools and for students with intellectual disabilities. Schools across North America are eligible to participate, once contacted by a UCT local council.

Judging is conducted in three levels for each division. Posters are judged according to originality, artistic ability and clarity of content. Judging takes place at the UCT home office, and winners are awarded cash prizes.

**This year's posters are due at the home office for international judging by no later than June 12.**



## Local Council Newsletter Contest

UCT sponsors a newsletter contest for local councils each year. All councils publishing newsletters from April 1-March 31 are eligible to enter and are encouraged to do so.

We want to encourage councils to stay as active as possible and keep their members informed, so look at your 2022-2023 newsletters, and choose the one you believe to be the best and email it to [lfisher@uct.org](mailto:lfisher@uct.org) or **mail it to the home office by no later than MAY 1.**



**Visit the UCT Member Hub at [www.uct.org](http://www.uct.org) for more information and award guidelines and nomination forms or contact Linda Fisher at [lfisher@uct.org](mailto:lfisher@uct.org) or 800.848.0123 x1130 with any questions. For more details about our scholarship programs, contact Anita Neal at [aneal@uct.org](mailto:aneal@uct.org) or at 800.848.0123 x1100.**

# Check out UCT's Critical Illness & Cancer *INSURANCE*

- Benefits for cancer, heart attack, stroke, major organ failure and much more
- Optional Child Rider available



**E**ven with excellent medical insurance, just one critical illness or cancer occurrence can be devastating and can damage one's financial standing. How would you supplement your lost income and pay your mortgage if you were critically ill or developed cancer?

If a covered occurrence happens, you'll welcome a cash benefit to help pay for numerous expenses you'll face. A critical illness or cancer insurance policy can help you cover these unexpected costs, leaving your family savings intact.

## Did you know that in the U.S. ...

- An estimated 1.8 new cases of cancer will be diagnosed and 606,520 people will die from the disease.<sup>1</sup>
- Cardiovascular disease is the No. 1 cause of death in the U.S.<sup>2</sup>
- By 2035, 45% of the U.S. adult population will live with cardiovascular disease at an annual cost of more than \$1 trillion.<sup>3</sup>
- Every 40 seconds on average, an American will have a stroke. About 795,000 Americans have a new or recurrent stroke annually.<sup>2</sup>

<sup>1</sup> Cancer Facts & Figures 2020 ACS    <sup>2</sup> AHA 2019 Heart Disease & Stroke Statistics

<sup>3</sup> AHA, CDC Prevention Programs, 5/18/2018



**Our Critical Illness and Cancer Insurance policies cover cancer, heart attack, stroke, and more. Features include:**

- 16 covered critical illness conditions, including cancer, in the Critical Illness policy
- Policy stays in force until all 16 covered conditions have been paid
- Cancer only policy stays in force until both the full benefit and partial benefit have been paid
- Only a 30-day waiting period (24 months for those with pre-existing conditions)
- Benefit amounts of \$5,000 to \$50,000 in \$1,000 increments
- Issue ages 18-64
- Benefits reduce by 50% at age 70
- Optional child rider available
- Benefit payment may be used as you want

In the event of a covered health emergency such as **cancer, heart attack, or stroke**, Critical Illness insurance could be the only thing protecting you from financial ruin. It pays a lump-sum benefit upon diagnosis of a covered illness/procedure. The cash benefit is **paid directly to you** to use any way you choose. That's why UCT's product helps fill those gaps and gives peace of mind when it's most needed.

**Questions? Interested in talking with an agent to learn more? Contact our Agent Services Department at [agentservices@uct.org](mailto:agentservices@uct.org) or at 800.848.0123 x1304.**

# UCT partners with Catholic Financial Life to provide additional products



Over the last 135 plus years UCT has enjoyed the success of growing our business with current products and services. That success has been made possible by working with loyal agency partners. We remain committed to helping agents provide the protection and security their clients – individuals like you – need while also supporting our members in giving back to their communities.

**W**e have been presented with a unique opportunity to expand this mission and answer the call from agents to expand our financial portfolio. We're happy to announce a new strategic partnership with **Catholic Financial Life** also known as CFL.

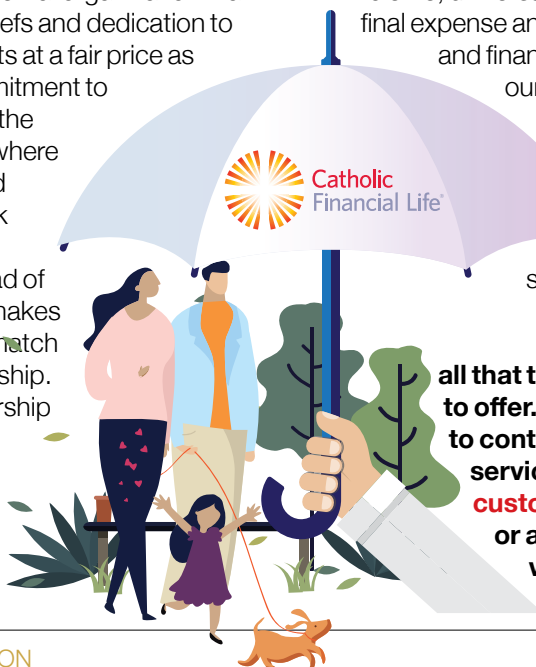
CFL is a fraternal organization that shares our beliefs and dedication to strong products at a fair price as well as a commitment to giving back to the communities where our agents and members work and live. This common thread of our missions makes this a perfect match for our partnership.

This partnership blends UCT's and CFL's strengths. UCT is well ingrained in

the accident and health arena and CFL is a leader in the life and financial services arena. This is not a merger or a sale.

For our valued agency partners, this means having access to CFL, an A-rated company operating in 38 states with a full suite of products including term life, whole life, universal life, guaranteed-issue final expense and a variety of other life and financial products. We hope our agents utilize these offerings to enrich their clients' personal coverages and be the "one-stop shop" for them.

**We look forward to all that this partnership has to offer. As always, feel free to contact our customer service department at [customerservice@uct.org](mailto:customerservice@uct.org) or at 800.848.0123 x1300 with any questions.**



## UCT's disaster relief benefit is here when you need it



**A**s parts of Atlantic Canada, Florida and much of the rest of the Eastern Seaboard continue to recover from the recent devastation of Tropical Storm Fiona and Hurricane Ian's battering, we're reminded of the importance of UCT's disaster relief benefit.



We want our members to know that our **UCT Disaster Relief Benefit** is here to help in the event you're affected by a natural disaster.

The benefit is a one-time per occurrence, per member, contribution of up to **\$150** from the UCT home office to help members who experience a major event like a fire, flood, hurricane, or tornado.

The benefit covers the member's primary residence only and is designed to help cover the cost of food, clothing, shelter, or other necessities.

**To request assistance, contact Anita Neal at the home office at 800.848.0123 x1100 or at [aneal@uct.org](mailto:aneal@uct.org). Additional financial help might be available from your local council, so please contact your local secretary about this as well.**



Alice, left, and Dennis Lee present a \$150 donation on behalf of the UCT General Store to Vince McGrail and Carol Chappell of the Central Ohio Chapter of the Alzheimer's Association. Each month the funds collected by the store from selling snacks to employees is donated to a different Central Ohio charity.

# Employee Alice Bishop celebrates 50 years with UCT!

Home office employee Alice Bishop reached a milestone on July 26 when she celebrated her 50th anniversary with UCT! Alice, who started her journey with UCT at age 19, is a valuable employee and an active member of our Buckeye Council 2000 in Columbus, Ohio.

"I had worked part-time at Dunn and Bradstreet my last year of high school and while still in high school helped deliver papers and worked as a waitress," Alice explained. "Someone I knew worked at UCT and told me about an opening in the claims department, and the rest is history."

History indeed. While she has had some cross training in accounting, Alice has been an integral part of the claims team for 50 years. Her supervisor, Dennis Lee, feels lucky that that is the case.

"Alice has been my employee since 2005 as a voids and adjustment examiner," he said recently. "She has always been dedicated to her work, and she gives 110 percent every working day. She is one of three individuals who oversee the UCT store, and she uses her own time to get the necessary items needed to keep the store stocked. Her

volunteer work, both internally and externally, is beyond measure. Alice is a caring person and has respect for everyone she meets. I have been blessed to have her as a team member and even more blessed to have her as a friend."

Alice's commitment to volunteering is as exemplary as her dedication to her job. She has been involved with Buckeye Council 2000 since its inception and it is thanks to her that the council has developed a community partnership with Dodge Park and Community Center, UCT's



Alice, left, and Anita Neal drop off toiletries donated by Buckeye Council 2000 to Faith Mission in Columbus, Ohio, during the height of the pandemic.

2022 convention service project. "Alice has been instrumental in coordinating our charity work with Dodge, as well as other community causes," Buckeye Council 2000 President Joelle Regner said. "Her dedication to volunteering is inspiring and her help with Council 2000 has been a blessing. I'm very grateful to be able to work with her."

When asked about retirement plans, Alice expressed little interest in leaving UCT any time soon. "My mother (Lorraine Bishop) worked until she was 75 – and her last years were at UCT," she explained. "So I might just be here for a while."

All the better for us, Alice. We are very lucky to have you as part of our UCT family. Thank you for your tireless service.

## Membership Awards

Our congratulations to the following members for achieving 75, 60 and 50 years of UCT membership. This list reflects membership awards for August 2022 through September 2022. Please note that only those members receiving their awards during these months are included in this list.

### 60 YEAR

11 Herbert L. Jackson  
14 Larry Joseph Hoffman  
95 William T. Stancil, Sr.  
108 James J. Brusky  
111 Vernon L. Joy  
130 Donald A. Loy  
151 Coburn D. Williams  
203 Domenico A. Di Lucia  
222 Nick Trina  
354 Denis A. Dinsmore  
354 George W. Heltzel  
534 Charles W. Cantrell  
695 Salvatore B. Munizzi  
720 James E. Baker  
720 Olin E. Shupe  
720 Ronald A. Wells  
790 Danny D. Heane  
790 Rev. James A. Yoder

104 Thomas J. Harris  
106 William E. Tate  
108 James W. Quick  
108 Emery G. Trickle  
111 Virgil E. Polak  
115 William D. Good  
144 Francis Werth  
159 Gary P. Blanchard  
174 Ellsworth L. Clarke  
203 Bernard A. Statt  
209 Larry F. Griffith  
217 William L. Fleischman  
261 Donald D. Crawford  
261 John W. Phillips  
334 Larry L. Rowlinson  
335 Robert P. Finsland  
335 John M. Krista  
354 Dennis B. Bentzler  
354 Robert P. Steffens  
412 John B. Lee  
412 William A. Wilson  
452 Ronald J. Kreinbrink  
532 Stephen B. Wolf  
665 Charles Eddie Eubanks  
665 John W. Johnson  
686 Richard J. Scanlon  
686 Gary Turetsky  
720 Donzal G. Murray  
746 Arthur E. Gibson  
788 Daniel R. Riley, Jr.  
790 Duane W. Hepler  
853 Guy E. Williams

### 50 YEAR

3 Kevin W. Burch  
3 James E. Pierce  
11 Freddie A. Knipp  
79 Larry L. Algott  
79 R. Lee Harris  
86 Fred A. Ernst  
86 Carl D. Riggins  
89 M. Charles Cassim  
95 Lanny J. Lemons  
95 Dennis C. Stefan  
95 Bradley M. Zeiger

## In Recognition

We appreciate the following members who have sponsored one or more new or reinstated fraternal members. Numbers reflect applications approved by the home office from April 1, 2022, through September 30, 2022.

### ACT-UCT DOMINION

1021 Guy J. R. Barnabe.....2  
1022 Larry C. Billings.....1

### ARKANSAS-OKLAHOMA-MISSOURI

534 Jonathan D. Bremer ....13  
534 Pat A. Cook.....1  
534 Dan S. McNeerney.....1

### INDIANA

354 Stacy N. English .....3  
4 Michael Kurtz .....1  
4 Jordan T. Quinn.....1

### KY.-VA.-W.VA.-MD.-D.C.

130 Benjamin R. Kimble.....1

### MANITOBA-SASKATCHEWAN

266 Kathleen Chisholm .....24  
923 Tamara Forbes .....1  
448 Dave L. Poets .....1

### NEBRASKA-KANSAS

152 Chad D. Spink.....3  
104 Michael T. Roth .....1

### NEW ENGLAND

699 Cheryl A. Accinno .....3

### OHIO-PENNSYLVANIA

144 Timothy Shook.....2  
2000 Austin P. Slattery.....2  
261 Richard E. Gruszecki .....1  
3003 Ralph C. Peiper.....1

### OREGON-WASHINGTON-B.C.

887 Rene J. Baumgartner ....1  
887 Michael D. Delagrange ..1

### TEXAS

2022 Leo J. P. Dapriole, Sr. ....4

### WISCONSIN

335 Kenneth C. Riedel .....1

## In Memoriam

### Past International President Robert (Bob) M. Proesch

Past International President Robert (Bob) M. Proesch, of Melba, Idaho, passed away September 10, 2022, at age 87. A devoted 60-year member, he served as UCT Secretary (Supreme Secretary) from 1988-1994.

Bob joined Boise, Idaho Council 313 in 1962. He served through the local and Montana-Utah-Idaho regional council offices and received his past local president (past counselor) and past regional president (past grand counselor) honors. He was Council 313's secretary-treasurer and membership director for many years.

Born April 23, 1935, Bob was a native of Melba. He came from a long line of farmers and had an 80-acre farm, which kept him busy. He was dearly loved by his family and friends and will be remembered for his quick wit and clever sense of humor, as well as his kindness to others.

Bob and his late wife, Doris, were married for 26 years. They traveled extensively through the years, including trips to Panama, Chile, and the U.K. as well as several trips within the U.S.



## Past Regional President Deaths

This list reflects reported Past Regional President deaths from August 2022, through September 2022.

Billy P. Borgard ..... Orlando, Florida Council 631  
Arlan A. Ferch ..... Janesville, Wisconsin Council 108  
Alvin L. Lutz ..... Alliance, Ohio Council 261

## Attention members!

We're expanding our social media presence by becoming more active on LinkedIn. If you use this platform, we encourage you to follow our page if you're not already and to share our posts with your connections.

# LinkedIn

# UCT

United Commercial Travelers

*Together we can make a difference by increasing awareness of UCT.*

# UCT's Membership Development Program

## Get rewarded each time you share UCT

An important part of our organizational culture is built around how we share the UCT message and welcome new members. UCT Membership Development Awards is the way we award and encourage members to bring new members into UCT. It's our way of thanking you for helping us grow.

**UCT has partnered with Boost Rewards**, a web-based, integrated program for rewarding and tracking member performance and retention. Backed by integrated partnerships with the Internet's largest retailer, Amazon, and with Visa, Boost offers online, point-based programs that allow flexibility in selecting awards.

**What does this mean for you?** In the U.S., it means you'll be able to reward yourself with items of your choice by picking from thousands of products on Amazon! For Canadian members, you can receive VISA gift cards for recruiting new members.

**You receive 20 points for each new member sponsored.** You can carry points over from year to year and accumulate them for bigger and better items. Each month you will be notified by email the total number of points you have earned. Please note that award notices are only sent to those who have two or more new members to their credit.



If you don't have access to a computer and don't have an email address, a family member or friend with a computer can assist you in redeeming your rewards; however, you will not receive notification on your award points.

For those who do have an email address, please make sure to provide us with this information so that you will receive your award notices. This is the only way that awards can be redeemed.

To do this, email [customerservice@uct.org](mailto:customerservice@uct.org). Make sure you include your name, address and, if possible, your member number in the email.

For our Canadian members, a VISA gift card will be awarded. The minimum amount will be \$25, so you must have enough points accumulated to obtain your gift card. There is no service fee for the card.

## HERE'S HOW IT WORKS

To redeem your points, go to [www.boostrewards.com/uct](http://www.boostrewards.com/uct) or do the following:

- Go to the UCT website at [www.uct.org](http://www.uct.org)
- Click on the **Members' Area** drop down menu
- Click on **Membership Development Awards** in the pulldown menu, which should take you directly to the UCT Membership Development Awards Program home page.
- Click on **My Boost Account** in the menu. Here you can update your profile, check your points and order history, change your password, and more.
- To login to My Boost Account, use your member number for both the username and password. If you're unsure what your member number is, contact our Customer Service Department at [customerservice@uct.org](mailto:customerservice@uct.org) or at 800.848.0123 x1300.

*What are you waiting for?!!*

Start inviting your friends, family, co-workers, and neighbors to become part of UCT. It will be a win-win situation! If you have questions or concerns about Boost Rewards, contact Linda Fisher at [lfisher@uct.org](mailto:lfisher@uct.org) or at 800.848.0123 x1130.

### \*Rules information for 2022-2023

Only new or reinstated insured members sponsored through one of UCT's non-commissionable products and/or fraternal membership qualify for award credits. Applications must be received and approved at the Home Office between April 1, 2022, and March 31, 2023. Reinstated members must have been out at least 24 months for the sponsors to receive new award credits. Those wishing to attain President's Club status must sponsor 50 or more new or reinstated members who have been out at least 24 months. Further, the new and/or reinstated members must still be members in good standing at the end of the membership year in order for the sponsoring member to attain President's Club status.