

LIFE ASSURED

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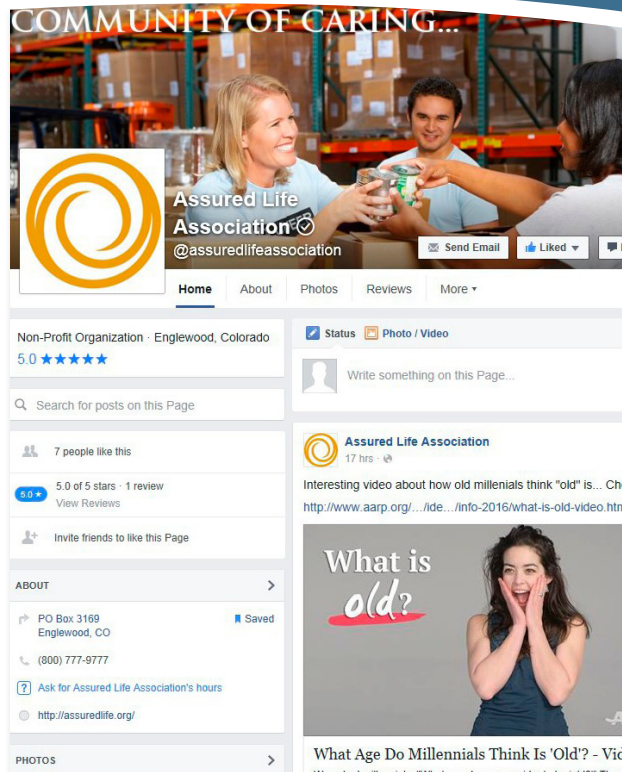
ASSURED LIFE ASSOCIATION IS ON FACEBOOK

We are on Facebook! With our name change behind us we have re-entered the realm of social media with a Facebook page. We created this space as another way to inform member/customers about Assured Life's national member service campaigns, member benefits, events and volunteer activities as well as provide a place for members to interact and share their experiences with each other. **The page is still a newbie so please have patience and like our page so that we may begin sharing.**

In conjunction with our 8th annual National Member Food Drive, for every "like" we get for our Facebook page before September 1, Assured Life Association will donate \$2 to Feeding America (up to \$1,000). Go to <https://www.facebook.com/assuredlifeassociation> and like our page. While you are there, please share how you are helping with the national food drive.

Volunteer as a Member Food-Drive Drop-Off Location

Assured Life looking for member volunteers that would be willing to be a drop-off location for local member food drives. With your permission, we



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would contact other local members living close to you by email and possibly regular mail for them to drop off food donations at your address for your local food bank or food program. You would also be responsible for getting the food to your food bank. If you are willing, please email Jerry Christensen at jlc@assuredlife.org.

Getting more members involved in our food drive will make a huge impact on fighting hunger. So, email Jerry and volunteer as a food drive drop-off location today.



WHAT YARD GAME ARE THE DANES PLAYING?

According to my sources, the group is playing “the Viking game,” “Viking Chess” or Kubb (pronounced Koob). **OldTimeGames.com** has all the scoop on this yard game.

According to Old Time Games, “KUBB is the fastest growing game in the U.S. KUBB is a cross between bocce ball and horseshoes but with variations to make the game more interesting and challenging. Unlike those games, KUBB can be played in the snow. The game KUBB is addictive, employs skill and strategy and has sometimes been called The Viking Chess Game.



The popularity of this 1000-year old game is growing and continues to sweep through Sweden and is winning over Europe, just as the Vikings did years ago. The World Competition held yearly on the island of Gotland in Sweden draws over 200 (6 person) teams, attesting to its universal appeal.

Whether you call it KUBB, Kubbe, or Viking Chess, just call it “Lots of Fun.”

If you want to learn more about Kubb, check out the **Ole Time Games website**. You can even order a set for yourself.

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ONLINE RESOURCES

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Society Blog
assuredlife.org.wordpress.com

Facebook Page
facebook.com/assuredlifeassociation

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Call the Home Office for available states and an application 800.777.9777.

Talk to Michaela at Extension 3823.

RE: SENIORS – A GREAT RESOURCE FOR SENIORS AND THEIR FAMILIES

The health, financial and social needs of seniors are different and more complicated than those of any other age group. The explosion in growth of the senior population is one of the most important demographic developments of the 21st century. According to AgingStats.gov-Federal Interagency Forum of Ageing Related Statistics, “in 2010 40 million people age 65 and over lived in the United States, accounting for 13% of the total population.”

The “Baby Boomers” (those born between 1946 and 1964) started turning 65 in 2011. The report goes on to say by “2030 the older population in the United States is estimated to be 72 million, representing about 20% of the population.” This exponential growth affects many aspects of our society; challenging families, businesses, health care providers, etc. to meet the needs of seniors.

This is why Assured Life Association developed its **RE: Seniors webpage**. We wanted to bring resources and information important to seniors and their families together in one place. The page includes a variety of topics and issues by category as follows:

[Aging and Society](#)

Resources for ageism, age discrimination in employment, retirement, elder abuse, activities, community involvement, crime and fear of crime, etc.

[Physical Changes of Aging](#)

Resources for living processes, activities and functions as they relate to aging.

[Mental Health, Grief and Loss Later in Life](#)

Resources for mental illness and grief and challenges of loss later in life.

[The Family and Social Support Systems](#)

Resources for seniors and their family in times of need for emotional support.

[Caregiving in Families](#)

Resources for those individuals giving care to another.

[Housing](#)

Resources for housing for seniors.

[Home & Community-Based Services](#)

Resources for seniors to remain independent in the least restrictive settings possible and connected with their communities.

[Chronic Conditions Among Older Adults](#)

Resources for chronic conditions (impairments or illnesses that have no cure but result in persistent or recurring health consequences) suffered by seniors.

[Cognitive Changes of Aging](#)

Resources for brain deterioration and slowing during the aging process, including information on Alzheimer’s.

[Nutrition-Fitness-Healthy Life in Aging](#)

[Advance Care Planning & Directives and Hospice & Palliative Care](#)

Resources for advance directives and other end-of-life planning tools, including funeral planning.

[Estate Planning](#)

Resources to cover lifetime needs through estate planning.

[Financial Choices and Challenges](#)

Resources for seniors’ financial concerns and the strategies they can use.

[Medicare & Medicaid](#)

The screenshot displays the RE: Seniors webpage interface. At the top, there is a navigation bar with the Assured Life Association logo and a search bar. Below the navigation bar, the page title "RE: Seniors" is prominently displayed. The main content area is organized into a grid of resource categories, each with a brief description and a link to the corresponding page. The categories include: Aging and Society, Physical Changes of Aging, Mental Health, Grief and Loss Later in Life, The Family and Social Support Systems, Caregiving in Families, Housing, Home & Community-Based Services, Chronic Conditions Among Older Adults, Cognitive Changes of Aging, Nutrition-Fitness-Healthy Life in Aging, Advance Care Planning & Directives and Hospice & Palliative Care, Estate Planning, Financial Choices and Challenges, and Medicare & Medicaid. Additionally, there are featured sections for "Senior Spirit Newsletter" and "Information for Life Kit".

Information for this webpage was taken from the Society of Certified Senior Advisors textbook, *Working with Older Adults – A Professional’s Guide to Contemporary Issues of Aging*. So, if you have never visited our **RE: Seniors webpage**, you should check it out at <http://assuredlife.org/reseniors.aspx>.

DANISH BROTHERHOOD DISTRICTS HOLD ANNUAL MEETINGS

The DBIA Pacific Northwest and General Committee of Eastern Lodges Districts held their annual meetings this past April and shared photos of the activities.

Hospitality is one of Assured Life Association's founding principles and represents a community of members joining together in common interests, values, visions, ideas, friendship, ethnic background, goals and, even community service. The Danish district conventions are the epitome of hospitality as seen in the photos.

The Pacific Northwest District of the Danish Brotherhood was held in Eugene, Oregon on April 8-10, 2016 at the Valley River Inn. The convention was well attended and packed full of activities.



Tables for the closing banquet were decorated in typical Danish fashion by Joan Cavin and Mary Stefansen of Eugene Lodge #348, complete with Bing and Grondahl Danish plates. Shown here with Carley Kromann.



The Hospitality Room and Patio was a popular place when other activities came to an end; or just to network among other members. Here, Eugene Lodge President, Joan Cavin, and District President, Alan Holl, enjoy some libation.



It's not all play and no work - Here Carley Kromann & Anders Blicher are busy with committee work.



Henning Buus of Seattle is making good use of his drink coupons on the Brew of "O" Bus Tour!



Andreas Toftemark of Denmark jams with the band at the Saturday Night closing banquet.

The opening Friday night Danish buffet included entertainment by Henrik Bothe; a comedy magic juggling act!

The General Committee of Eastern Lodges District of the Danish Brotherhood was held on April 22-24, 2016 at the Danish Home in Edison, NJ. What was once a Danish old people's home is now the Danish Archive of the North East (DANE). Again, the meeting was well attended and full of activities.



Who says our members are old?!



GCEL Members await the banquet meal.



Danish District conventions always include food and an adult beverage or two – and of course dessert.



Barry Edmonds, former Assured Life Association Board member and Danish Brotherhood board member, installs the newly elected officers of the GCEL district.



GCEL Members enjoy the nice weather with some outdoor activities.





Henrik Fogh Rasmussen was the special guest speaker for the Danish Brotherhood Pacific Northwest District Convention which was held in Eugene, Oregon on April 8-10, 2016. Mr. Rasmussen is the son of Anders Fogh Rasmussen, former Prime Minister of Denmark and most recently the Secretary General of NATO. Shown here with Lois Toftemark, Planning Committee Chair for the District Convention.

Henrik Fogh Rasmussen founded Rasmussen Public Affairs in 2011 and served as the firm's President until 2015 when he became Co-Founder and Managing Director at Cimbria Capital, a private equity firm focused on water and agriculture. He continues to serve as Non-Executive Chairman of Rasmussen Public Affairs.

Throughout his career, Mr. Rasmussen has been an advocate for the concept of corporate statesmanship, which he has advanced as a public speaker and as a frequent commentator in the media. His articles have appeared in major newspapers in the United States, Europe and Asia. He has also been on numerous radio and TV programs.

Mr. Rasmussen previously served as Vice President at DCI Group, a global strategic communications firm based in Washington D.C., where he managed comprehensive international public affairs campaigns for Fortune 100 clients.

Born in Denmark, Mr. Rasmussen was active in Danish grassroots politics and served as a platoon commander in the Royal Danish Army before moving to the United States in 2000. He became a naturalized citizen of the United States in 2010. He holds an M.A. in political science from the University of Pennsylvania and graduated summa cum laude from Hampden-Sydney College in Virginia.

Mr. Rasmussen's specialties are corporate statesmanship, corporate public affairs, strategic communications, strategy consulting, management consulting, branding, executive position, writing and public speaking. He is currently serving as the Copenhagen Goodwill Ambassador to the United States.

Mr. Rasmussen provided an interesting commentary on being a young immigrant to the United States.

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www.AssuredLife.org

ASSURED LIFE
ASSOCIATION

Assured Life Association was founded under a single plan to bring together a community of caring individuals looking for the assurance of life insurance coverage as well as the opportunity to help others in their local communities. The Society is a not-for-profit Life Insurer organized to give back revenues to its member customers through direct benefits such as college scholarships and summer camp grants for youth and through discounts on other products and services. The Society also has a member-directed matching charitable giving program. Four national community service projects are promoted among Society member customers each year. Check out these benefits and discounts on our website at: assuredlife.org

DIRECT MEMBER BENEFITS

Seniors' Scholarship Program - \$100 scholarship for seniors 55 and older taking a short-term educational class.

National College Scholarship Program - cash scholarship awards ranging from \$500-\$2,500.

Educational Online Resource Toolkit - additional college scholarship search engines and other resources for college-bound students.

Summer Camp Grant Program - \$100 maximum camp grant awarded to each camper.

Information for Life Kit - a tool that allows members to put together a comprehensive compilation of their personal, legal, medical and financial information all in one place (replaces the *My Final Wishes Booklet*)

Assistance to Orphaned Children - financial assistance to the guardians of orphaned children of benefit members.

Newborn Protection Benefit - death benefit of \$2,500 upon the death of newborn child - stillborn and/or miscarriage benefits of \$1,000 or \$1,500 as well.

Medical Assistance Benefit - provides up to \$2,500 in out-of-pocket expenses relating to diagnoses and disability from MS or Tuberculosis.

Growth Ring Matching Gift Program - society matches charitable giving up to \$250 per member per

Seniors' Investigative Team - research benefit for seniors regarding issues related to being a senior.

MEMBER DISCOUNTS



American Hearing Benefits Discounts - As a member of Assured Life Association, you are eligible for American Hearing Benefits (AHB). This free hearing benefits program gives you and your immediate/extended family access to free hearing consultations and discounts on hearing aids through their nationwide network of hearing professionals.



Auto & Home Insurance Discounts - MetLife Auto & Home, a leader in quality auto and home insurance, has been selected to provide members with exclusive discounts and savings.



PerksCard Network Savings Program - As a valued Assured Life member, PerksCard gives you hundreds of ways to save! Once you have registered online, you'll have access to exclusive discounted gift cards, printable coupons and discounts at participating merchants in your area. Find over 300 web based savings from national partners like Overstock, FromYouFlowers, AVIS and more.



Member Discounted Travel Program - The Member Discounted Travel Program makes your travel and vacation planning easy and affordable! Take advantage of exclusive member savings on Cruises, Tropical fun-in-the-sun Caribbean Getaways, Escorted Tours to Worldwide Destinations, Hotels, Vacation Property Rentals, Car Rentals and Orlando Vacations.



Enhanced Benefits Card - Multi-Product discounts provided through the EBC Card; prescription drugs savings, dental savings, vision savings and hearing savings. Cut out the EBC Card found in this issue of *Life Assured*.



Philips Lifeline - A 24-hour a day, 7 days a week, 365 days a year personal response service when medical assistance is needed. Activation fee waived for Assured Life benefit members.



Emergency Assistance+ - Providing emergency assistance during your travel in the United States and abroad: Emergency Medical Evacuation, Transportation Back Home, Travel Assistance, Personal Security Services and many other benefits!



Office Depot® Discount - The Society has partnered with Office Depot® to bring you a FREE national discount program. Save up to 80% off preferred products!



Life Line Screening - Life Line Screening's services are designed for early detection of potential health problems leading to stroke, aortic aneurysms, arterial disease and osteoporosis. Assured Life Members have the opportunity to detect life-threatening conditions, **at an affordable cost of only \$135**. To find a screening location convenient to you, call 888-763-4161.