



W.E. Love Broker News

Number Four
May, 2009

Dear John,

Back from [Buggin For Business](#), we have been busy, which is a good thing. Note we didn't say that business was great, just that we're working a little harder. Say it how you will; I say this is a great time to work really hard! We want to earn your business now!

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The Recession Is Over!

On the bright side, most of your customers need to read the May 8th Associated Press article: [Evidence piling up that worst of recession is over](#) by Jeanne Aversa. According to the article: Recent news provides "very clear signs that we are making progress toward reaching a bottom, which is the first step you need to accomplish before you can achieve a turnaround. A recovery is now in sight."

This according to Ken Mayland, president of [ClearView Economics](#), who is no lightweight. In 2007 Dr. Mayland won the Lawrence R. Klein award for Blue Chip Economic Indicators forecast accuracy. Though the article headline seems premature to us, we will follow Dr.



National Intermodal Program Available Now! Limited Brokerage Opportunities

Why is the print soooo small? Our exclusive intermodal program is now available in every state other than California, but only if intermodal is your thing. Offered through one of our Country's strongest and best know insurers, we are accepting submissions for accounts across the country now! Contact john.love@welove.com if you are interested in placing your intermodal accounts in our Nationwide program.

Intrigued?



Mayland's forecasts with more than passing interest. Ken paints pretty well, too. That's his watercolor above.

Time for more Egumacation! WEAR gONE tEech u all we no!Exciting Agent's Gathering Agenda Is Set for June 9-10!

Participants in our annual [Agent's Gathering and Continuing Education Seminar](#) will receive detailed agendas, and (for the first time) an interactive pre-seminar survey. We will use this time to set specific goals for all of our brokers. The idea is to give superior service, pricing and consideration only to those brokers who will put us at the top of their list. "We must continue to align ourselves with select retailers who really feel good value in their relationship with WEL" stated John Love, President of WEL. For the 22nd consecutive year [M. Thomas Ruke](#) we will provide 12 hours of quality CE. This year we also will welcome the top management from Star, Canal, CNA, Stratford, Great American and American Southern to Burlington.

Apply to attend today by [clicking here](#). Your registration will be promptly reviewed and approval will be relayed to you personally.

Requests for Broker Appointments Skyrocket - It's Derek's Charm -- just ask him

We have received over two hundred requests for a brokerage appointment this year. It is our charm and grace retailers around the country are seeking, right? Or could it be our intense, unmatched, irreplaceable knowledge and expertise? Certainly your competitors are not trying to steal your hard fought quote! Fact: WEL severely restricts retail agency appointment. We intend to support the retailers who in turn support us. We will not "give" our quotes out on a brokerage type basis. Your submissions are appreciated and considered confidential.

Meadowbrook Authority Increases as Successful Relationship Builds



Following our most recent audit from Meadowbrook's Star Insurance Company staff, WEL was awarded increased underwriting authority, which

**IF
YOU
HAVE
THE
RIGHT STUFF,
WE
WILL
HELP!**



CANAL

CANAL MARKETS WITH FINANCIAL STRENGTH AND DEEP TALENT

On our Buggin' tour, someone said: "You're always telling us how great Canal is, but I think they're a pain"! Well, both can be true and in a hard market, all insurers ask more questions than they're doing today. We promise you that right now, no one has more to offer every trucker than Canal. In, addition, we look for exciting enhancements from Canal this summer. We will elaborate in June at our Agent's Gathering.

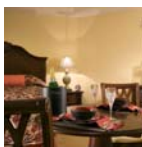


**STRATFORD
COUNTRYWIDE**

we will use to improve quotation turn around time. We continue to be impressed with the overall high quality of both submissions and risk type being submitted to us. Hopefully, you have found our underwriting to be logical, our risk appetite to be reasonable and our responsiveness consistent.

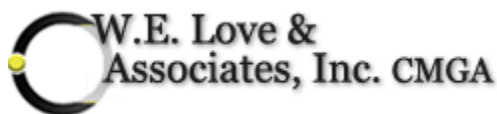
We have written this before, but it bares repeating: The quality of Meadowbrook as an insurer and the Meadowbrook staff is absolutely outstanding. These are bright, hard working professionals with good long term vision. WEL is honored to represent Star Insurance Company in over 20 states. We are quoting from 1 unit to 200 power units -- all lines of coverage. More about Star at our Agents Gathering next month!

Need a Break? Our Vacation Condo is Waiting For You!



Let's see. Truck Insurance or the Beach. Which will it be? We are going to offer our fabulous 3 bedroom ocean front Myrtle Beach resort condo again this year to the folks who place their trust in WEL. Based upon 2009 Written premium, we

will announce winners each month starting in June. While you're there, try [New York Prime](#) just down the street!



All you need is LOVE..... W.E. Love that is!

Our commitment is to offer the best truck insurance markets, service and expertise of all firms. We're thankful for your submissions. And mostly, we're appreciative of your business and friendship. Call us today!

Sincerely,

John H. Love

FOR FLEET ACCOUNTS!

Check out our home page [Map](#) which has been updated to show our ability to consider risks for Stratford in nearly every state. WEL has represented Stratford for fifteen years as of June 27. Since 1994 ,they look (and are) smarter and richer -- we look just as dumb and older. Still, we do understand what it takes to underwrite on their behalf. Contact us today!



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See the ASI coverage form on the Apps and Forms section of our website.

Just click on our homepage [Map](#) for a WEL ASI State listng

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W.E. Love & Associats, Inc. C.M.G.A. | 2040 South Church Street | P.O. Box 1796 | Burlington | NC | 27216