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MESSAGES from the Masters

THE BUILDING OF A RAILWAY BRIDGE OF LIFE by Jan Ruhe

Have you ever compared being the best we can be in life to the building of a bridge? A railroad bridge.

If you leave out a center section, and that section is over a river, the train is going to go right smack into the river no matter how well all the rest of the span is built. This is not much different than all the tools and systems that in business we need to build a solid, permanent, cohesive, and long-term paying-off foundation.

If you don't get from one side of the river to the other, whatever the reason, it doesn't make any difference how good some parts of the bridge are.

They can be world class and still be useless. In other words, the best tools in the world, if they are not fitted into a system, and if people are not taught how to use those tools, are useless.

What does being the best we can be have to do with bridges/trains?

You are the train. The locomotive. You are pulling a whole string of cars behind you.

You are the leader. You are pulling, much of the time, not just leading by brute force.

You can get a huge string of trains moving, very fast.

Masters teach people how to build their own bridges.

The reason Masters seem to work so little, or work so easily, is that they do not use brute force unless they must take a stand on principle. They may have, early in their careers, but they learned that they will burn themselves out if they continue on that path.

Some people run around, trying to figure out what to do first, totally unaware that their fundamental need in the beginning is to sit down and draw up a plan. Instead, they go running off and think taking "action" is something that gets recognition.

Because something is easy to do does not make it the smart thing to do. It just makes it easy. And fun. At least for a while.

Taking action and getting no results is silly. If what you are doing is not working, stop, look at what you are doing and find another path. Surely there is a roadmap to follow. Just keep building relationships like bridges. You have to build the whole bridge to make it work. Build relationships, help people get what they want and you will get everything you ever dreamed of!



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About Our Firm...

McCormick-Klessig & Assoc., Ltd. provides individuals, families, small and medium sized businesses with complete coverage of personal and business risks in all product lines: Commercial Personal Life Accidental and Health (including group products).

The Need

The rising cost of health care in the United States has become one of the primary risks to a financially-secure retirement. With health care costs expected to continue increasing faster than inflation, the time to plan for your future health care needs is now...before you retire.

Your ability to enjoy a financially-secure retirement can be enhanced by planning for future needs such as:

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| Long-Term Care Services | Are you familiar with the variety of long-term care services available? If it becomes necessary, what type of long-term care services would you prefer? How will you pay for any needed long-term care services? |
| Advance Directives | Have you communicated your medical care wishes in the event you suffer a catastrophic medical event? Have you named someone else, a spouse or other family member, to make medical decisions for you in the event you are incapacitated? |
| Paying for Health Care in Retirement | Do you know what your out-of-pocket health care costs might be after you retire? Are you aware that Medicare, while it covers many health care costs, has significant limitations? Are you familiar with the various types of insurance that can help pay health and long-term care costs not covered by Medicare? |

Did You Know...

- In 2004, men reaching age 65 had an average additional life expectancy of 17.1 years, while women reaching age 65 could expect to live an additional 20.0 years on average. (Source: A Statistical Profile of Older Americans Aged 65+, U.S. Department of Health and Human Services, July 2008)
- While estimates vary, a couple retiring at age 65 without private health insurance from a former employer can expect to pay significant out-of-pocket health care costs during their retirement years. Fidelity Investments, for example, estimates that a 65-year-old couple retiring in 2009 will need about \$240,000 to cover medical expenses in retirement, a 6.7% increase from the 2008 estimate of \$225,000. The estimate does **not** include costs of dental care, long-term care or over-the-counter medicines. (Source: The Rising Cost of Health Care and Your Retirement, Fidelity Investments, 2009)
- At age 65, people face at least a 40% lifetime risk of entering a nursing home at some point in their lifetime and about 10% will have a stay of five years or longer. (Source: AHIP, A Guide to Long-Term Care Insurance, 2004)
- The average daily rate in 2008 for a private room in a nursing home was \$212, about the same as in 2007. (Source: 2008 MetLife Market Survey of Nursing Home & Assisted Living Costs)
- The average length of a nursing home stay is about 2.4 years. (Source: CDC/NCHS Health Care in America, Trends in Utilization; U.S. Department of Health and Human Services; January 2004)
- At an average daily rate of \$212, an average nursing home stay of 2.4 years currently costs about \$186,000.

If you would like assistance in planning for your health care needs in retirement, please contact my office.

The purpose of this newsletter is to provide information of general interest to our clients, potential clients and other professionals. The information provided is general in nature and should not be considered complete information on any product or concept described. For more complete information, please contact my office at Office: (715) 627-4302.