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### MESSAGES from the Masters

#### *Earning Your Stripes by Dr. Sheila Murray Bethel*

You can't claim leadership. You earn it. No matter where your commitment takes you, or what your leadership accomplishes, it is exciting to know that you are always in the process of earning your leadership stripes by:

- Treating people as if today is the only day you have to help them reach their full potential.
- Teaching the benefits of setting a good example to the lowest level people in your organization.
- Knowing that if you take very good care of today, tomorrow will take care of itself.
- Accepting full responsibility and accountability for your thoughts and actions.
- Taking time each day to be alone, to communicate with your God, to think about your

mission in life, and how you are going to make a difference.

When you have the courage to be a leader continually committed to earning your stripes, your potential is endless.

### QUOTES from the Masters...On Courage

"To dream anything that you want to dream. That is the beauty of the human mind. To do anything that you want to do. That is the strength of the human will. To trust yourself to test your limits. That is the courage to succeed." -- **Bernard Edmonds**

"To keep our faces toward change, and behave like free spirits in the presence of fate, is strength undefeatable." -- **Helen Keller**

"Courage is going from failure to failure without losing enthusiasm." -- **Winston Churchill**

"The only thing we have to fear is fear itself." -- **Franklin D. Roosevelt**



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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 Long-Term Care Insurance Solution

Long-term care insurance purchased today can help provide you with the financial security you need and deserve in your retirement years. By acting today, you will have protection to help pay for whatever long-term care needs a long life brings!

Long-term care refers to help with daily activities needed by people with disabilities or chronic, longer-lasting illnesses, such as help with eating, bathing and dressing. Long-term care also includes assistance for those suffering from cognitive impairments, such as Alzheimer's disease and dementia. Other types of insurance, such as health insurance and disability insurance, do not typically pay for these services. Long-term care can be provided in a variety of settings, such as your home, an assisted living community or in a nursing home.

A typical long-term care insurance policy helps cover the cost of long-term care services, including:

- Assistance in your home with daily activities, such as bathing, dressing, meals and housekeeping services.
- Visiting nurses and/or home health aides who come to your home.
- Services available in your community, such as adult day care.
- The cost of an assisted living community.
- Nursing home care.

While the good news is that people are living longer, the bad news is that increased life expectancy also increases the odds of needing long-term care services, which can be expensive. Without long-term care insurance to help meet the cost of needed long-term care services, you run the risk of depleting a lifetime of savings. With long-term care insurance, you're in a better financial position to make the choice of what long-term care services you receive and where you receive them. **PLUS**, qualified long-term care insurance receives favorable income tax treatment...the benefits from qualified long-term care insurance, for the most part, are not taxable income to the recipient, up to a per diem limit (\$290 for 2010).

Eligible premiums paid for qualified long-term care insurance can be applied toward meeting the 7.5% "floor" for medical expense deductions on your federal income tax return. The amount of eligible long-term care premium that can be applied to the 7.5% floor depends on your age:

<b>If you are this age by the end of the year:</b>	<b>This is the maximum eligible long-term premium for tax deduction purposes in 2010*:</b>
40 or less	\$ 330
41 - 50	\$ 620
51 - 60	\$1,230
61 - 70	\$3,290
More than 70	\$4,110

\* The maximum eligible long-term care premium is adjusted each year for inflation.

**Please contact my office if you're interested in discussing long-term care insurance.**

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 me (Office: (715) 627-4302).