

THE TEAM WITH THE BEST PLAYERS

WINS..... Jack Welch

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The Difference is in the Details

By William York, VP of Marketing

The meaning and value of providing professional captive insurance services is illusive to many. However, because of what we have accomplished, it is very clear that we are defined by what we do each day. Each day, what matters the most is...action.

Master each day! Then keep doing it every day.

This is a simple philosophy but difficult to execute consistently.

There are a strict number of factors which frame this client centered arrangement. The Independent Captive Associates strategy entails effective management of resources, promoting team work, leadership, the development and communication of a clear vision and in the end sticking to a plan and not deviating from our core competencies.

No shortcuts and daily focus! This has resulted in the first half of 2018 being the best in our history.

Remaining committed to our core values helped us deliver the quality services we promised. We have expanded our suite of services, an innovated approach to assist middle market companies in understanding the importance of financial control, the power of objectivity and the value of customized solutions by employing the use of "private" insurance. In addition, we have ensured that our world class partners share the same goals and vision that we do at Independent Captive Associates. Understanding the adage," you are only as strong as your weakest link" we have insured by survey after survey that our team remains the model for others to follow.

Managing Resources: Today this takes on a new meaning. Specialization while important without integration results in a ship that never leaves the dock.

Recently, more than 12 individuals representing different skill sets were brought together by ICA to assist a Captive owner in clarifying an operating agreement that required modification because of structural changes in their core business model. Without this service and the management of multiple resources, state compliance would have been difficult to obtain. This is the true key to retaining and growing the client relationship and demonstrates our core principle of management of multiple captive resources stepping up when issues seem too difficult.

Promoting Team Work: The new release of our book, "The Game Changer" is a collaboration of our team members. Today, we believe that many risks face businesses and through this publication our goal is to support education and awareness of these conditions. It's something we commit to both through our active publication; Second Edition of "The Game Changer" as well as our various educational seminars. This year we are developing a CPE program for the accounting community on the basics of Captive Insurance Companies. This training program will be rolled out across the United States. Moreover, it will be combined with multiple seminars for the Food & Beverage community as well as the Manufacturing & Distribution community and other similar groups. These events demonstrate that there is **NO "I" in team.**

Leadership: For many years we have felt that we have been providing an insurance solution that was often difficult for all participating parties to get their arms around because of its complexity. There is no solution to this but patience and an exchange by all parties. We, therefore, will be visiting with each captive owner to engage in this dialogue twice a year. We believe nothing is better than direct meeting and candid discussion. Nothing will be off limits and we are all very excited at our home office. Our website is also being reviewed. Question: who does it serve.....our current clients or individuals looking for information? We have decided it

should serve the business owners we work with and it should be their resource. An integrated portal is also being established to help all parties. While the process has not been officially named, the steps have been defined. Shortly we expect to deliver the only system in the market place that gives all parties transparency in this process. This will be exclusive to our arrangement with both our partners and stake holders. This will separate the Independent Captive Associates leadership from our competitors.

Develop and Communicate a Clear Vision: We cannot be all things to all people. This philosophy is impossible to maintain and deliver on a regular basis. We are focused on middle market business that understands that they are not part of the Fortune 500, but generate consistent income and understand that issues in today's marketplace are changing rapidly. They understand they are not an island unto themselves. They realize the current geo political word in which they operate, they understand the pressures of today's citizens, and they know the power of the internet to destroy their reputation and the effects of an attack on their computer programs. Loss of reputation, litigious society and commercial insurance carriers attempt to avoid coverage with exclusions and exemptions. They are savvy. They know that much of the coverage they currently purchase will not be used. They believe they can control risk effectively if given a chance. They want the line item....insurance to be turned into a profit not, lost monies. They want CONTROL. They understand this is what made them great and they refuse to give it up. This is the Clear Vision of the middle market business owner in America.

It is our vision as well!

Sticking to the Plan and not Deviating from our core Competencies: This week we received a call from an accounting group to go ahead on a new Captive. This was a new group who did not understand that we believe in process. We develop and assist businesses with an educated process....we do not take orders. This is truly a customized solution for each business. This is what we do.....develop and plan with our clients so that anxiety is reduced and order created. This is done through our step by step process. This process is used with each client and permits clients to make informed decisions and most importantly, act on them. Our "Discovery" planning process developed over many decadesworks.

Our Specific Strategic themes include Accountability, Sustainability and Vision.....we manage resources, provide teamwork and leadership, develop and communicate clear vision, mission and strategic direction while sticking to our plan and not deviating from core competencies and areas of focus.

Please call me or e-mail me to discuss any questions you may have about risk management and captive insurance companies.

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