



# For a Range of Reasons

## A Year to Remember...

Kessler Alair's 90th Anniversary Brings Many Memorable Moments

by Brad Kessler



It's hard to believe that a year has passed since I first told you about the many activities we had scheduled in honor of our 90th anniversary in business. Now,

with the holidays quickly approaching and our celebration coming to an end, we are reminded there is so much to be thankful for.

As you'll recall, our year began with a partnership with The Ontario Reign, the sole minor league hockey team in Southern California and affiliate to NHL's 2012 Stanley Cup Champion Los Angeles Kings. As a result, we were able to give out 5,000 game ticket vouchers in appreciation of our valued clients. In addition to many client-building opportunities, the partnership with The Reign offered a successful Kessler Alair employee/family game night. We had such a great time cheering, dancing, being shown on the Jumbotron, and getting to know each other outside of the office.

We also spent time with 92-year-old Gene Alair who shared with you his memories of the firm as well as his insight on how to continue the tradition of personal service. We are quite lucky to hear and learn from Gene's experience and perspective after all of these years.

In addition to Gene's perspective, we also brought you fun and interesting tidbits from 90 years ago, including out of the ordinary facts, historic discoveries, and notable events which we posted on various social media.

Most important over the past year is our partnership with Be Perfect, a local non-profit dedicated to assisting spinal cord injury victims. We all got the chance to meet the amazingly humble Hal Hargrave Jr., hear his story, empathize with his cause, and contribute to his fight to help those affected with spinal cord injuries. The Kessler Alair team jumped at the chance to help with our Jars for Change program as well as supporting Be Perfect's annual fundraiser by becoming a sponsor, collecting raffle items, and volunteering time to make a difference in the cause.

Finally, the first annual Kessler Alair Bat-a-Thon

coupled team building with fundraising while hosting employees and their families as they swung for the fences in honor of Be Perfect. We were once again honored to have Hal Jr. at the event. Although our 90th anniversary is almost over, our partnership and friendship with Be Perfect will continue for many years to come.

There is so much to be thankful for this holiday season. Each of us should be proud to be a part of a firm that has successfully flourished over the past 90 years. Thanks to our amazing team and customers, we hope to continue our tradition of success for another 90 years. We wish you and yours a safe and healthy holiday season.



# Safeco Community Hero Award to Hal Hargrave, Jr.

Hal Hargrave, Jr. is one of just 16 Community Hero Award winners selected from across the country by Safeco Insurance to be in the contest. An online voting event was started on October 14th that would give \$10,000 or \$5,000 to the charities represented by the top three heroes with the most votes. Although we know we had tremendous support from our customers and friends, Hal did not qualify to receive additional funds.

Safeco Insurance Community Hero Awards honor hometown heroes and nonprofit organizations that have a positive impact in education, health and safety, or civic engagement, and the award program supports the community involvement of independent insurance agents across the country.

Six years ago at the age of 17, Hal was looking forward to playing baseball and studying business at Cal State University in Long Beach. But, a truck accident altered his life forever, leaving him with a broken neck, a spinal-cord injury and only a 1 to 3 percent chance he'll ever walk again.

Undaunted, Hal decided to help others while fighting his own battle and founded

the Be Perfect Foundation — a nonprofit that works to restore hope and advance the independence of spinal-cord injury victims, as well as provide scholarships to those who need financial assistance with supplies and rehabilitation costs.

Just one year after his accident, Hal both created and coordinated the organization's first fundraiser, bringing in \$250,000 for those affected by spinal-cord injuries.



"I don't feel like I've said it enough yet. I can't even begin to explain

how grateful my family and I are for both the Kessler family, Kessler Alair Insurance, and all the great things you have done for both my family and the foundation," said Hal when he heard about the award. "This is a huge honor through Safeco. Thank you so much for what you're doing. It looks as if this nomination has already paid off huge and I can't be more grateful."

## People Are



## Talking!

"Kessler Alair Insurance is a one stop shop for all your insurance needs. The staff at Kessler Alair is top notch, thorough and professional. Mike Donaldson specializes in health, life and disability and is extremely knowledgeable in how to help any business be the best it can be for it's employees, and for the owner. Mike is a service driven man who cares only about making sure he is doing the right thing for his clients. He is amazing to work with."

—Jill Blanchard

"I was shopping around for my car insurance and Kessler Alair has great prices. I had called so many insurance places and they beat them by at least \$500. I spoke with Mike Kessler who explained to me the details of how car insurance works and what it covers and I am so thankful that he did."

—Cristina C.

"Just wanted to say "Thank You" so very much for your exceptional service Rose. You are a delight to work with and I so appreciate your patience and understanding."

—Candace K.

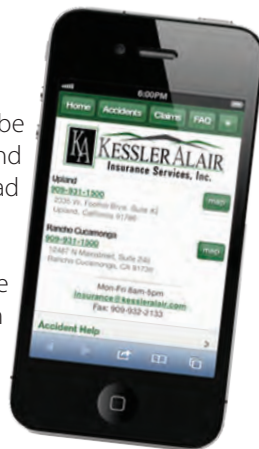
"One reason Barber Welding has stayed with Kessler Alair. I'll say it in two words—Christine Zook."

—Yvonne Barber

## Better than an APP!

On occasion we get the question, "Do you have an app that can be downloaded to my phone?" The answer to that question is both yes and no. Although we don't have the type of app that you would download from the Play Store or iTunes, we do have a Mobile Website.

When you use your phone to go to [www.kessleralair.com](http://www.kessleralair.com) you are automatically directed to the mobile site. In this format the main features of our website are quickly accessible and very informative. While you are there all you need to do is to add a shortcut to your home screen. Then with one tap of your finger most of the information that will help you with payments and claims, even changing your flat tire, is right there.



So visit our website on your phone today and create that shortcut and we will always be a "tap" away.



# Kessler Alair's First Bat-a-Thon for the Be Perfect Foundation



On Saturday October 19th, Kessler Alair employees and their families got together at Claremont High School for a teambuilding and fundraising event.

The event was held at the Claremont High School baseball field where alumni Brad Kessler, Hal Jr., and the Kessler sons have all played baseball.

"Keeping strong relationships with our co-workers now that we are in two separate offices is a bit more of a challenge. Events like this help us get to know each other and our families on a more personal level. Not only that, we were able to raise money for the Be Perfect Foundation while we did it!", shared Michael Kessler, vice president, Kessler Alair Insurance.

After words of inspiration shared by Hal Hargrave Jr. founder of the Be Perfect

Foundation, a barbecue and potluck was shared by over 60 members of the Kessler Alair family. Each person was given a chance at bat. Home runs, triples, doubles, and a lot of singles were hit out into the Wolfpack Field with the Kessler Alair logo on the scoreboard overseeing the whole event.

"How much money did I make for Hal mom?" asked Matthew Dalton. He was determined to do his best to help Hal and his foundation.

Overall the event was deemed a success as \$1065 was raised to donate from Kessler Alair Insurance to the Be Perfect Foundation in addition to the other efforts made this year to sponsor the deserving non-profit.



# Covered California Update



Although it is difficult to keep up to date on all that is changing in the world of health insurance these days, we want you to know you can rely on your friends at Kessler Alair. We are pleased to

announce that Christina Ades was one of the very first agents in California to complete the certification process for Covered California. We all know there are issues with the website, but paper applications can still be processed. She has a wealth of knowledge to help you work through the process.

Mike Donaldson and Christine Zook will be certified shortly. We have the ability to write policies inside and outside of the exchange. We are here to answer any questions you may have on the changes occurring in health care.

## Kessler's Client Corner:

### Congratulations to Barber Welding & Manufacturing on their 70th Anniversary!

Founded in 1943 as a single truck mobile welding operation, Barber Welding & Manufacturing is located in Bell Gardens, California in a 30,000 square foot facility with 27 full time employees, many of which have been with the company for over 20 years.

Growth has not changed the focus of this 4th generation family owned business. Precision craftsmanship and exceeding customer expectations is their priority. At Barber Welding & Manufacturing, they are able to create and manufacture a wide range of products; heat exchanger coils, custom tube forming, fabricated pipe elbows, jigs, tooling, steel structures, tanks, pressure vessels, discharge heads, pump bases, machinery equipment, basket and cone strainers, and so much more.

Barber Welding & Manufacturing's certified

welders have a great deal of expertise, offering weld repair solutions to work and materials that would appear a tall order for other companies. With an extensive machine shop, including CNC machining, rolling, forming and tube coiling capabilities, they have the tools to more than meet the most difficult requirements.

Due to their years of experience and shop versatility the production and development of prototypes has become a staple of their business with the capacity to manufacture in volumes once necessary.

At Barber Welding & Manufacturing, their goal is to meet and exceed every customer's expectation. Expert professionalism, precision craftsmanship and versatility along with a commitment to maintaining their customer's proprietary technology are the hallmarks of their service.



#### Barber Welding

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We would love to hear your input! If you have an article suggestion, please give us a call at ext. 2122 or email us at: [insurance@kessleralair.com](mailto:insurance@kessleralair.com).

**Note:** Content of this newsletter is for general information only and does not constitute individual investment or coverage advice. Please contact us for more information regarding your specific insurance needs.

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**Staff Anniversaries  
October to December 2013**

- Sandy Roberts ..... 36 years
- Dennis Ferguson..... 27 years
- Michael Kessler..... 9 years
- Kara Slocum ..... 8 years
- Carrie Adams..... 7 years
- Michael Donaldson..... 5 years
- Natalie Nielsen ..... 2 years
- Dan Cavazos ..... 1 year

**2 Locations to Serve You:**

**College Business Park**  
2335 W. Foothill Blvd., Suite #3  
Upland, CA 91786

**Victoria Gardens**  
12487 N. Mainstreet, Suite 240  
Rancho Cucamonga, CA 91739



Presentation by Mike Donaldson, Kessler Alair Insurance

Kessler Alair Insurance sponsored the November First Friday Breakfast with the Upland Chamber of Commerce.

**Kessler Alair Calendars Are Here!**

Once again we will have Kessler Alair wall calendars as well as gold desk calendars available for our clients while supplies last. **If you would like one, please call our office to make sure you are on our calendar mailing list.**