



# For a Range of Reasons

SUMMER 2011

## New User-Friendly Website Launched With Exciting Mobile Features

*You asked and we delivered* – a brand new website with enhanced user features, such as mobile device access to critical information and request forms, as well as color contrast considerations that make the information easily viewed no matter what device is used to access it..

The goal in creating this new website was to open up more personalized communication with current and potential clients. Additionally, the site focuses on providing more education on coverages, information about the actual people with whom they would be working, and more ways to independently request service and information.

“We understand that Inland Empire residents have to work especially hard and need their service agencies to be accessible at all times from any location. When every moment counts, clients want tools that keep them informed and make every task swifter. We wanted a site that considered the exact needs of our clients and feel we have achieved an intuitive and dynamic website,” commented C. Brad Kessler, President of Kessler Alair Insurance Services.

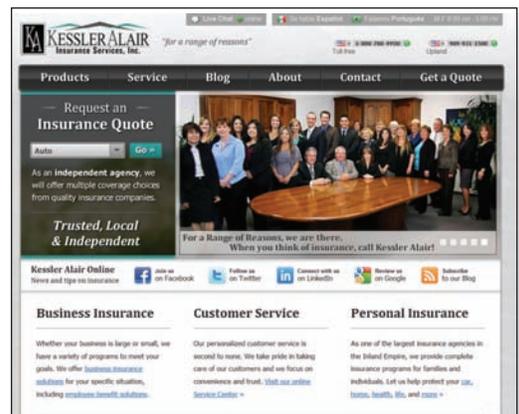
We direct 100% of our efforts toward providing comprehensive and affordable insurance options, with a strong understanding that clients want access to information concerning these choices to make tactical insurance decisions when it is most convenient.

Kessler Alair insurance specializes in providing personal and business lines of insurance as well as life insurance and financial services. The website features concise product descriptions, so clients can easily browse the insurance offerings and make informed decisions. Website users will also find many forms to request insurance quotes, request service as well as links to social media.

Visit our website and see for yourself the range of information available to help you make the most informed decision for your family’s needs.



*“Our passion is serving our clients. We feel the new website reflects that passion.”*



Visit the new website at [www.kessleralair.com](http://www.kessleralair.com) or follow us on Facebook at [www.facebook.com/kessleralairinsurance](http://www.facebook.com/kessleralairinsurance)

# Kessler Alair President, Brad Kessler, Recently Honored by Safeco® Insurance



Agents who earn this prestigious designation will be recognized by the company and will have the ability to make selected underwriting decisions, which greatly add to the value of service each Kessler Alair client receives.

“Underwriting – assessing an insurance risk and then determining the right amount of premium to charge – can be challenging. You want to make sure individuals and families are properly insured at a fair price,” said Debbie Akers, vice president, Underwriting Field Operations. “The Award of Excellence is a wonderful way to recognize great agencies that help us hit the mark every time for our customers.”

Recently, Brad Kessler of Kessler Alair Insurance Agency was honored by Safeco® Insurance with their Award of Excellence. The Award of Excellence celebrates those individuals with superior underwriting skills who have developed a solid underwriting partnership with Safeco and have qualified for membership in Safeco’s H.K. Dent Society, the company’s elite agency recognition program.

Brad Kessler was born and raised in Southern California and moved with his family to Claremont in 1956. Upon high school graduation, he was drafted in the first round by the Cincinnati Reds Baseball Team. There, he played four seasons as an outfielder in both

A and AA levels. He left the team at age 20 to join his father in the insurance business and to marry his wife Lori. In 1989, Kessler took the position of principal owner of the family owned and operated Kessler Insurance in Upland after his father retired.

“Our goal is to provide the best value and great service to our family of clients. Being recognized by Safeco affirms our efforts in serving the people of the Inland Empire, which for us, is what it is all about,” commented Kessler.

## It Pays To Be A Mercury Customer!

2011 Mercury Insurance Open  
July 30 - August 7, 2011

La Costa Resort and Spa – Carlsbad, California

### Customer Rewards

Mercury appreciates your business and they want to say thank you by giving their customers a special gift at this year’s tournament. Just stop by the Mercury booth, show them your Mercury Proof of Insurance Card and they’ll give you a little gift.\*

### Half Price Parking

Mercury customers receive 50% off the cost of tournament parking when you show a valid Mercury Proof of Insurance Card to the parking attendant when entering.\*\*

Visit Mercury’s website for full details:  
[www.mercuryinsurance.com/tennis](http://www.mercuryinsurance.com/tennis)

### Free Food & Beverage

Mercury customers will receive a \$20 food voucher when they attend the tournament on Mercury Insurance Day on Saturday, August 6. Stop by the Mercury booth and present your Mercury Proof of Insurance Card to one of our friendly team members and we’ll give you two food vouchers worth \$20 each that you can redeem at the main concession area inside the tournament location.\*\*



\*One (1) gift per household. \*\*Limit of two (2) vouchers per household. Valid Mercury Proof of Insurance Card must be presented to booth attendant to receive vouchers. \*\*\*Mercury Proof of Insurance Card must be presented to attendant prior to paying for parking. No refunds will be made after parking has been purchased.

## Benefits for Business



At Kessler Alair Insurance Services we contract with reputable, stable and service-oriented markets for a variety of employee benefits. Our long term association and reputation with our carriers allow us to negotiate the best pricing and coverage for our clients.

Under your direction, we will design a package that will help you provide comprehensive benefits to your employees, such as group health, dental, life, vision and long-term disability. Additional services include Section 125, COBRA administration and 401K plans.

We offer consistent reviews of your benefit plan to ensure compliance with state and federal laws, and to meet the ever changing needs of your business.

# Mexico Car Insurance for You & Your Family

If you live in Southern California, driving across the border to the beautiful and warm beaches of Mexico may be a common excursion. Although you may have coverage on your current auto policy for a few miles into another country, countries like Mexico do not recognize American insurance and there can be serious consequences if you are not prepared.

Obtaining a quote online for quality auto insurance for travel into Mexico is now easier than ever. A few short questions are asked about the vehicle types, amounts of insurance, and length of time you will be in Mexico, and within a few minutes you have quotes for a variety of carriers.

If traveling to Mexico is something that you do more than once a year, you may want to

consider a longer policy term. We recommend that you consider a 6-month or annual policy. You may quote and issue your new policy 24/7 and pay with a credit card for added convenience.

Be sure to take special care in selecting the dates you want coverage for, as coverage will end at 12:01 a.m. on the date you specify. You may want to add an extra day just to be sure.

### What coverages do I need to buy?

We recommend that you purchase policies that include **Travel and Legal Assistance** as well as a generous **Liability coverage**. Our website makes it very easy to compare the coverages provided by the three different companies you will receive quotes from.

As for comprehensive and collision deductibles, you may want to choose the same deductibles that you have on your American Insurance Policy. You will need to be prepared to input information about your vehicle, for example VIN#, License Plate #, and lien holder as well as information about the driver including name and date of birth.

Although we hope that no accident will occur on your trip to Mexico, it is very important that you report any incident while you are in Mexico. This is a requirement for coverage on behalf of a claim on this type of insurance policy.

**Buenos Dias!**



## Employee Spotlight: Carol Bush!

New to Kessler Alair Insurance Services in 2011, Carol Bush brings a tremendous amount of expertise to the Upland, California agency. With 2 years of experience in Personal Lines and more than 7 years in Commercial Lines, she has three professional designations including: Certified Insurance Counselor, Certified Insurance Service Representative, and Management Liability Specialist.

Carol, who was born in Redlands, California, has lived in the Yucaipa and Mentone area her entire life. Living and working in the area gives her a special understanding of the needs of the clients and a passion to see that the needs of her community are met.

In her off time, Carol enjoys time with her husband, three children, Son-in-law and new grandson. She and her family enjoy hiking, sports, and tackling home improvement projects. Never one to stay idle, she was a professional quilter when her children were young, and tries to fit more of that in when she can find a quiet moment.

Family life is very important to Carol, and the family atmosphere at Kessler Alair makes it a perfect home.



College Business Park  
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- Aetna
- Allied
- Blue Cross
- Blue Shield
- Fireman's Fund
- Health Net
- Kaiser
- Kemper
- Mercury
- PacifiCare
- Progressive
- Safeco
- State Comp Ins. Fund
- The Travelers
- & Many Other Fine Companies

## Pool Drain Cover RECALL!

On May 26th, the U.S. Consumer Products Safety Commission issued a news release stating there is a voluntary recall of several retrofit or replacement drain covers that were installed new or as a result of the "Virginia Graeme Baker Pool & Safety Act" which was effective on Dec 19, 2008.

Per the recall "The drain covers were incorrectly rated to handle the flow of water through the cover, which could pose a possible entrapment hazard to swimmers and bathers."

Visit our Facebook page to see the complete list of manufacturers and recall information.

We would love to hear your input! If you have an article suggestion, please give us a call at ext. 122 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.

## Contact Us

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**Join the Kessler Alair Family  
on Facebook**

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## Staff Anniversaries

### June - September 2011

Vicky Haro.....	8 years
Kristina Allred.....	9 years
Christine Zook.....	10 years
Mary Wilson.....	13 years
Margaret Cavazos.....	13 years
Catherine Dalton.....	19 years
Maricela Caraway.....	26 years
Judy Mendibles.....	33 years
Brad Kessler.....	35 years

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"Like" our page today  
to see updates about the KAIS  
family as well as  
other important topics.

