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W.B. WHITE INSURANCE & FINANCIAL SERVICES

News and Tips to Make Your Life Easier and Safer for our friends and clients

Warning! Accidents Waiting to Happen

Studies Show Cell Phone Use Can Increase the Chance of Accidents

For all the conveniences that cell phones offer, there is another dark side. The use of a wireless phone while driving can be an accident waiting to happen. For individuals who talk on cell phones while at the wheel, the risk of having an accident is as great or greater than driving impaired. For businesses that allow their employees to make and take phone calls while driving, the risk is huge.

Business & Personal Risk

Liability? Imagine a situation in which an employee of your firm has an accident while driving and talking on a cell phone. Imagine also that your employee was on a business call at the time of the accident, and/or on a business trip and was ultimately found to be at fault. The other people involved in the mishap could sue your company because your employee was essentially conducting business while driving.

More and more businesses are finding they are on the hook in these situations. And it doesn't matter if the employee was using a company car or not, or a

company cell phone or not. But is the use of cell phones while driving really that dangerous? Some studies assert that a cell phone in a motorist's hand while his/her vehicle is moving can have similar results when compared to driving under a moderate influence of alcohol.

Fact: One study, by the New England Journal of Medicine, equates the impairment of a person



Keith Miller,
Chartered Insurance
Professional

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Client of the Month

This brokerage is nothing without the loyalty of you, our valued clients. It is in recognition of that loyalty and gratitude for your business and faith in us that we honour

William and Marilyn Mauch

as our "Client of the Month."

William and Marilyn will receive a gift certificate from us in recognition of this honour.

Thank you, William and Marilyn for your continued business.

Here's a hint of who the next Client of the Month will be: It could be you. Watch this space for the announcement.

Our clients say it best...

"I insured my first car in 1953 with W. B. White Insurance... and to the present date I have had continuous coverage with W. B. White. I think that is a good testimonial showing faith in the coverage and appreciation for the service that I have received... Thank you and may the association continue."

Ronald Broadhurst, Bramalea, ON

What's Not on Page 1

- Long-Term Care Insurance May Keep You From Bankruptcy
- Answer Just One Trivia Question and Win a GREAT Prize!



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using a cell phone while driving with being under the influence, which means the person is **four times more likely to be involved in an accident** than someone not under the influence or talking on a wireless phone.

Fact: Another study, by a British insurer, found that cell phone users had reaction times that were, on average, 30% **slower** than those of drivers impaired by alcohol. Further, the reaction times of those motorists talking on cell phones were 50% slower than the average for drivers not engaged in wireless communication. The study also found that cell phone users had difficulty driving at a constant speed and were prone to tailgating.

Fact: In a third, simulated study, drivers performing tasks associated with cell phone use would **occasionally fail to stop properly at red lights** and would hit the brakes harder than necessary.

There have also been studies that show the risk associated with so-called hands-free wireless phones is as high as with regular cell phones. Hands or hands-free, the driver's attention is still diverted from the road.

Finally, in addition to the studies, Progressive Insurance conducted a survey of 837 motorists who used cell phones while driving. Among the findings:

- 46% had swerved into another lane.
- 23% tailgated.
- 18% nearly hit another vehicle.
- 10% ran a red light.
- And 90% talked on the cell phone while alone in the car.

Studies such as these have caused many States in the U.S. as well as Canadian Provinces to consider prohibiting the use of cell phones by a driver while his/her vehicle is moving. To date, only the State of New York has actually passed such a law.

If they haven't already, businesses should consider placing limitations on the cell phone use by their employees while driving. At minimum, a company should have a policy that requires employees to pull off the road and/or into a parking lot when talking business on a cell phone. Some companies prohibit their employees from using any wireless communication while driving and while on the job.

Intersections Can Be Dangerous Places for Pedestrians

If you are out for a walk, please take special care at intersections. Studies show that nearly 40% of pedestrian injuries and 18% of fatalities occur in collisions with motor vehicles at intersections. Further, in a study of fatal pedestrian crashes in four U.S. cities, 40% of those with vehicles other than large trucks happened at intersections, and 51% of fatal crashes involving large trucks occurred at intersections. Many pedestrian accidents in urban areas involve turning vehicles, particularly vehicles turning left.

People 65 and older have a higher proportion of fatal crashes at intersections. Only 16% of deaths of pedestrians younger than 65 occur at intersections, but one out of three deaths of pedestrians age 65 and older occur there. Older pedestrians also are more likely to be injured in accidents involving turning vehicles.

Free Report

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People With Assets, Good Income Should Consider LTC Custodial Care Costs Can Quickly Drain Life Savings



Phil Sturch,
Financial Advisor

It happens to tens of thousands, even hundreds of thousands of people each year. They have a debilitating injury or illness. After a few days or weeks in the hospital, doctors are able to stabilize their condition and they are sent home. But they aren't healthy; they are just no longer in life-threatening situations. When they are released from the hospital, they can't dress or feed themselves, or bathe or go to the bathroom without help. They need so-called custodial care, perhaps for 24 hours a day.

Consumer Question: Does health insurance cover the costs of the care they need, which could be thousands of dollars a month? No, not at all. In fact, health insurance is mostly for critical care that gets them back (or close to) where they were before they got sick or were injured. But some injuries and illnesses don't allow a person to get fully healthy again. A stroke can paralyze for life. Alzheimer's disease likely will eventually prevent the sufferer from caring for himself or herself.

Fact: When people think about long-term care, they usually think of nursing homes. In fact, only 20% of long-term custodial care takes place in nursing homes. The remaining 80% is at home. About 90% of at-home custodial care is provided by family members or friends.

More and more people will need long-term custodial care sometime during their lifetimes, and it isn't only the elderly who require it. Currently, 40% of those who need such care in this country are younger than 65.

Custodial care is definitely not cheap. Nursing home costs range from \$24,000 to \$80,000 a year. Home care expenses run anywhere from \$10,000 to \$30,000 or more annually. Clearly, the need for long-term care can cause life savings to evaporate.

Long-term care (LTC) insurance is a solution to this potential financial disaster. A good long-term care policy will cover custodial costs in nursing homes or at one's residence. A good policy will provide coverage if the policyholder is unable to perform one or more of what are known as "activities of daily living." Bathing. Dressing. Eating. Going to the bathroom. Getting in and out of bed.

But be aware that long-term care insurance is not cheap because insurers that sell LTC expect that they will have claims on one out of every three policies they sell. Further, claims on long-term care policies can cost insurers hundreds of thousands of dollars.

Depending on how old you are and how much coverage you buy, long-term care policies can cost anywhere from a few hundred dollars to several thousand dollars a year.

Because of the cost, **it is recommended that you buy the coverage only if you meet these guidelines:**

- ✓ **You have more than \$75,000 in assets per person in your household.**
- ✓ **Your annual income is \$30,000 per person in the household.**
- ✓ **You can afford the premium without changing your lifestyle.**
- ✓ **You could still afford the premium if it increases 20% to 30%.**

Free Report

"The different kinds of life insurance policies... what they're good for, when to use which one".
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Pearl of Wisdom

“People are not remembered by how few times they fail, but by how often they succeed.
Every wrong step is another step forward.”

Thomas Edison



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A Not-So-Trivial Pursuit

Every quarter, W.B.White sponsors a Trivia Contest and offers you a chance to win valuable prizes, one of which is NOT a million dollars. Test your knowledge! Just two correct (or nearly correct) answers and you could be this quarter's winner. The entry that comes closest to the correct answers to the following question will be the winner. If more than one person has the exact answer to the first part, the one who comes closest to the correct answer of the second question wins. If more than one person answers both questions correctly, the winner will be the person whose entry reached our office first. Write down your name and answers, and then fax — (905) 576- 6624 — or send — 110 King Street East, Oshawa, ON. L1H 1B6 — or e-mail — wbwhite@wbwhite.com this page. Good luck!

What nation is the biggest per-capita consumer of ketchup and what is the per-capita expenditure (in U.S. dollars)?

Your Name: _____ Your Answer: _____

P.S. The answer to the previous question: According to an October 2000 survey by Nielson Media Research, how many hours and minutes of television in a week does the average person in the U.S. watch? Answer: **29 hours, 4 minutes.** Congratulations to Jill Armstrong, who guessed the closest answer of 32 hours, 5 minutes.

Tell Others About Us And Win a Prize

Referrals are the lifeblood of any business, and there's no better source than you, our clients. This month, we honor:

Gary & Sharon Dionne

who spread the word of our brokerage and brought us new clients. For this referral, we present Gary and Sharon with a “dinner for two” gift certificate. Thank you, Gary and Sharon.

Next month's referral business prizewinner could be you. Just mention W.B.White to a friend, relative, colleague, whomever. Thank you in advance.

Remember: Proper insurance protection requires constant vigilance. Did you know that *37%* of unpaid claims result from perilous **GAPS** in insurance coverage? Be sure to let us know whenever changes arise in your life (new car, adding on to your house, etc.).

Note: Providing your e-mail address will help us deliver important information to you about your protection.

Our clients say it best...

“W. B. White Insurance has been my Broker since 1941. I've found them very helpful... My last claim in April 2001, due to a severe flood, was handled promptly... I strongly recommend this company to anyone who wants excellent service.”

Albert E. Johnson, Oshawa, ON

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