

Eugene Cohen Insurance Agency Hosts Annual DI Day

One of the industry's premier brokerage general agencies, Eugene Cohen Insurance Agency, Skokie, IL, hosted their Annual DI Day symposium to further the cause of disability income insurance during national Disability Insurance Awareness Month this past May. More than 100 attendees from the greater Chicago area and beyond packed the meeting venue to absorb sales best practices, product information and valuable market insight as well as network with carrier representatives and one another with the goal of reinforcing for themselves, and subsequently their clients, the critical importance of disability income insurance planning.

Presenters included agency President Michael Cohen, who moderated the meeting, and agency Founder Eugene Cohen, who spoke to attendees about the four basic objections agent's face when proposing DI planning and how to overcome them. Also enlightening attendees were Michael Cogdall, Principal, Trish Boon, Risk Insurance, Kevin Christensen, Illinois Mutual, Jim Poland, The Standard, and Taylor Cruse, Assurity.

The importance of DI planning was poignantly illustrated in a Life Happens Real Life Story video presentation by Rich Lazarski titled "Learn How Disability Insurance Helped a Business And a Family Avert a Financial Catastrophe."

Formal presentations concluded with keynote speaker Rosemarie Rossetti, Ph.D., Rossetti Enterprises, Inc., who was left paralyzed in 1998 when a three and a half ton tree fell on her while she was riding her bicycle. Rossetti offered not only her insight on the importance of disability income insurance, but also her experience and inspiration on how to rebound from a tragedy, deal with uncertainty and rebound quicker when faced with a setback.

After closing remarks by Michael Cohen and Eugene Cohen, attendees continued networking with carriers and



each other during a formal luncheon. For more information about disability income insurance and the Eugene Cohen Insurance Agency, visit www.cohenagency.com.

1. Michael Cohen, Shirlee and Eugene Cohen, Eugene Cohen Insurance Agency, Skokie, IL, with Keynote Speaker Rosemarie Rossetti, Ph.D., Rossetti Enterprises, Inc.

2. Kevin Christensen, Illinois Mutual presents "Money-Back DI! – The answer to the two most common objections in the income protection marketplace!"

3. Juan Velazquez, Eugene Cohen Insurance Agency, answers questions in the EC booth.

4. Jim Poland, The Standard, presents "The Advantage of Advantage."

5. Jim Poland with Michael Cohen.

6. 2011 National Spokesperson for Disability Insurance Rosemarie Rossetti offers her inspiration and experience to DI Day attendees. 🌐