

# Eugene Cohen Insurance Agency, Inc. Hosts Annual DI Day

The month of May was National Disability Insurance Awareness Month (DIAM). To help promote the need for awareness and further the cause, The Eugene Cohen Insurance Agency, Inc. hosted their annual DI Day on May 11, 2018.

This year's DI Day proved to be another huge success. As attendees took their seats, Michael Cohen, CLU, agency president, kicked off DI Day 2018 by expressing the crucial importance of insurance planning and disability insurance needs. He emphasized that the agency is there to support brokers and their efforts to educate clients regarding the importance of disability insurance. Whether a broker is completely new to the world of DI or a seasoned pro, the agency offers customized training that covers everything from the newest product information and best sales practices to market insights and valuable presentation tools. The training sessions are tailored to suit an individual's level of knowledge and experience.

The speakers and presenters were selected this year to poignantly illustrate the urgency for disability income protection. Millions of working Americans are facing a growing crisis: A lack of adequate disability insurance coverage. The 2018 statistics are alarming—for example, almost half of American adults indicate they can't pay an unexpected \$400 bill without having to take out a loan or sell something to do so.<sup>1</sup>

This year's presentation speakers included:

Patricia Boon, head disability underwriter from Risk Insurance and Reinsurance Solutions, discussed how attendees will consider DI coverage for clients with challenging health conditions.

Jim Poland, The Standard Insurance Company, went into depth explaining the guaranteed standard issue marketplace.

Eugene Cohen, agency CEO and founder, gave a motivational talk about the early days of his DI career and about how individual DI products protect one of the most important

assets any person has—their income.

Mike Cogdall, The Principal Financial Group, suggested creative DI marketing techniques and expressed how purchasing disability insurance is an act of love.

The keynote speaker, Irwin Cohen, shared the tools and techniques he used to become one of the top disability income protection producers in the country.

Even though Disability Insurance Awareness Month has ended, the need to make clients aware of this important product never stops.

**Reference:**

1. *The State of Disability Coverage in America – Reality Checkup 2018 Fact Sheet—Council for Disability Awareness.*



1. Eugene Cohen Insurance Agency President Michael Cohen welcomes attendees to the Annual DI Day symposium.

2. Mike Cogdall, The Principal Financial Group, offers attendees sound DI sales techniques.

3. Patricia Boon, Risk Insurance and Reinsurance Solutions, offers attendees tips for obtaining DI coverage for clients with challenging health conditions.

4. Keynote speaker Irwin Cohen relates his path to becoming one of the industry's most

accomplished DI producers and the things he does to stay on top.

5. Jim Poland, The Standard Insurance Company, offers his insight into the guaranteed standard issue marketplace.

6. Agency Founder Eugene Cohen with great friend Irwin Cohen. 🌐