

Mike Stromsoe's

# The Protection Coach<sup>®</sup>



News & Tips For Clients & Friends of Stromsoe Insurance Agency



## The TRUE Meaning of "IT"

So often I am asked "where do you come up with the thoughts shared on the front of page on your monthly newsletter The Protection Coach". While it might seem unorthodox, the REAL truth is "it" comes when I least expect "it", at a moment that is not convenient and I have come to learn that I better write "it" down or dictate "it" quickly or "it" will be forever gone into the overflowing junk file of great, unpublished thoughts.

As 2011 quickly comes to finality, I encourage you to think about "it" and more importantly, to take action on "it". While intently listening to conversations recently, I noticed many people refer to matters as "it" very often. 1) "It's" all good, 2) I am still chasing "it", 3) "it's" still a work in progress, 4) saving to buy "it" and many more. In dialoging with many people on a daily basis I have learned that a growing, most difficult task in today's busy, pressure packed society is keeping our priorities in order. Everyone has their own belief system. Living a life of freedom in our great country reaps these rewards.

Before the celebration buzz captures all of your free time this holiday season, please take a few moments and reflect on the true meaning of "it" for you and your loved ones and write them down. In your life, for the benefit of others, for whom and how will you make a difference during the holiday season, next

year, and beyond? Incorporate these thoughts into your goals for 2012. Write down your top 10 **most important priorities** and beliefs. Share them with your family and those close to you. Review them often. Most importantly, pay "it" forward. 😊

From our families to yours, we wish you each of you a Holiday Season filled with love, giving to others, and time with family and friends. In light of the economy, I've heard many times in my lifetime of adventures that "the best things in life are free".

PS Below is the most recent picture of those near the very top of our family top 10 **most important priority** list.



Cindy and Mike Stromsoe and the NSACE Board of Directors extend their very best to you and your family for a safe and joyous Holiday season. Merry Christmas!



### Inside This Issue:

#### 2012 Is Almost Here...



10 Tips to Keeping Your New Year's Resolutions

#### It's A Time For Giving



YOU ARE Making A Difference

#### Make a Wish Come True



Keeping Kids First At Christmas!!!

# Happy Holidays

December 7th

December 21st - 28th



December 25th

December 31st - January 1st 2012



**SAVE up to 17% or more**  
By combining all your insurance with us!

- Home & Fire
- Life Insurance
- Workers Compensation
- Health Insurance - Group & Individual
- Disability Insurance - Group & Individual
- Mortgage Protection
- Cars & Trucks
- Classic & Antique Cars
- Motorcycle
- Boat & Watercraft
- ATVs & Recreational Vehicles
- Flood - All Types
- Renter (Tenant) Protection
- Condos & Townhomes
- Rental & Investment Property
- Business Liability
- Business Property
- Business Cars & Trucks
- Mechanical Breakdown
- Non-Profits
- Professional Offices
- And much more, Just ASK!

## 10 Tips For Keeping Your New Year's Resolutions

1. **Be realistic** - The surest way to fall short of your goal is to make your goal unattainable.
2. **Plan ahead** - Don't make your resolution on New Year's Eve.
3. **Outline your plan** - Decide how you will deal with the temptation to skip that exercise class or have one more cigarette.
4. **Make a "pro" and "con" list** - It may help to see a list of items on paper to keep your motivation strong.
5. **Talk about it** - Don't keep your resolution a secret.
6. **Reward yourself** - Celebrate your success by treating yourself to something that you enjoy that does not contradict your resolution.
7. **Track your progress** - Keep track of each small success you make toward reaching your larger goal.
8. **Don't beat yourself up** - Obsessing over the occasional slip won't help you achieve your goal.
9. **Stick to it** - Experts say it takes about 21 days for a new activity, such as exercising, to become a habit, and 6 months for it to become part of your personality.
10. **Keep trying** - If your resolution has totally run out of steam by mid-February, don't despair. Start over again!



The Client Of The Month Is...

**Kim and Chris Baily**  
**of Baily's Old Town Temecula**

Thank You For Your Business!

Contact YOUR Protection Coach® At

Stromsoe Insurance Agency, Inc. • Phone: (951)600-5751 • Fax: (951)677-6265  
24910 Las Brisas Rd. #117 Murrieta, Ca 92562 • E-mail: insure@siaonline.com

# It's A Time For Giving...

The Stromsøe Insurance Total Protection Team would like to thank you for your business. We acknowledge that every opportunity we have to "Give Back" is because of you and you are making a difference. Not only in our communities, but you have all made an impact across the World...



Special thanks to Courtney Elizabeth Soboleski and her team for the awesome work you are doing for those not as fortunate as we are!

Notice Brennan is age 9 in this picture. What an amazing boy!!!



Stromsøe Insurance Agency with Habitat for Humanity at Baluba Farms, Ndola, Zambia talking about sustainable growth!



SIA was honored to help support the New Gen Rotary as they presented the Cal Oaks Boys & Girls Club in Murrieta with a new bookshelf stocked with tons of books!

## A Warm Welcome to Some of The Newest Members of Our Agency Family!

- Justin Gerard & George Bruton (w/SkoolLive)
- Alejandro Hernandez
- Rosa Lugo
- Cindy O'Brien
- Stephanie Cowell
- Micah Brown (w/ Property Mgmt Janitorial)
- Andrea Foster
- Tony Russel (w/ Mainstreet Chamber - Temecula)
- Jessica Riano
- Stephanie & Vince Slepach (w/ Lock Service Corp.) & others...

Brennan was diagnosed with a very rare form of acute myeloid leukemia (AML) in early 2009. At age 7, the doctor's said this darling boy might only have 6 months to live.

Even during the hardest moments of facing cancer not one, but four times, Brennan never stopped smiling. Our team continues to contribute to St. Jude Children's Research Hospital to help support their continued efforts to save the lives of innocent children like Brennan. (Ask us how you can help)

**YOU ARE making a difference!!!**

# Keeping Kids First at Christmas

Please join us in our efforts to support our local "Wishes for Children Foundation". We have placed a tree in our lobby with ornaments that contain special 'wishes' for children throughout the Temecula Valley. We encourage you to come pick out an ornament and make a child's wish come true.

You may also choose to donate a children's DVD or board game. These will be delivered to Rady Children's Hospital and given to the kids that will be spending Christmas in the care of the outstanding Doctor's at Rady Hospital.

**PLEASE NOTE:** ALL donations are to be **UNWRAPPED** and **MUST** be received by **Friday, December 9, 2011 at 5:00pm.**



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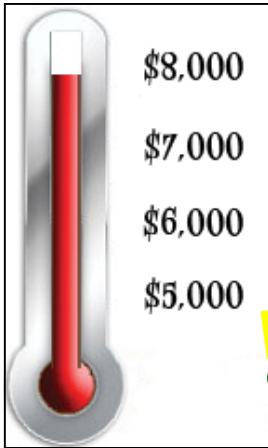
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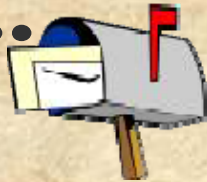
## 2011 Donation Meter



**\$7,980.91** to Date -  
 Only \$2,000 more to  
 hit our Goal!!!

## We Get Mail...

"I really like the fact that you guys take OWNERSHIP of any situation and always come up with the right solution."



**Rene Elinzano**  
 Fallbrook, CA - Client Since 1988



## Quick Tip Time

### Kids Christmas Present Safety

- Scooters and other Riding Toys - Riding toys, skateboards, and in-line skates go fast, and falls could be deadly. Helmets and safety gear should be worn properly at all times and be sized to fit.
- Small Balls and other Toys with Small Parts - For children younger than age three, avoid toys with small parts, which can cause choking.
- Balloons - Children can choke or suffocate on deflated or broken balloons.
- Magnets - For children under age six, avoid building or play sets with small magnets. If magnets or pieces with magnets are swallowed, serious injuries and/or death can occur.
- Immediately discard plastic wrappings or other packaging on toys before they become dangerous play things.
- Charging batteries should be supervised by adults. Chargers and adapters can pose thermal burn hazards to young children.

## December: Grand Prize #1 Drawing!!



## Congratulations!



Thank you Kristi & Michael Elmore for your kind referrals to our team. Hope you enjoy your New BIG Screen TV!



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