

Dear Member,

The Tortilla Industry Association (“TIA”) has recently partnered up with a large insurance brokerage called The Leavitt Group. The Leavitt Group and TIA have negotiated with certain insurance companies to give only TIA members exclusive pricing and preferred coverage options not available on the general market.

Now I have to be totally honest about this: my initial feeling about this was “Yeah right I’ve heard this kind of hype before!” My thoughts were this is just another way to get roped in for the “hard sell”.

You see, for over 10 years I’ve had a long standing relationship with our insurance agent and the truth is that it was just easier not to look else where, mostly because the service was always good and we knew the office on a first name basis.

But I’d heard from a few others in the Tortillas Industry that this new company was really working hard to save TIA members money so I decided to contact the TIA Insurance group.

If you could have seen me at this first meeting, my arms crossed, almost rude, not very willing to give up too much information about my company - I guess I felt as if I was betraying the loyalty I had to my current agent.

However I found the TIA Insurance team to be very professional, they were bilingual and most important actually had knowledge of my kind of business operations. They reviewed my previous insurance policy, identified insufficient limits and noticed important insurance coverage’s that I was missing. Again I thought “oh great they want to sell me more” I was told that they would get back to me within a few weeks with the best proposal they could give me and assured me if they could not save me money they would let me know.

So I was pleasantly surprised when TIA Insurance came back with a quote placing my coverage with its exclusive A-rated insurance program, through which they were able to **both** increase my coverage to where I would really be ok if something were to happen, and at the same time they saved me \$28,000.00 in my annual premium. This with out a doubt turned out to be a very good business decision. The transition from our former insurance agency to TIA’s again I was surprised of how seamless this all happened.

If you haven’t contacted TIA’s Insurance group I would encourage you to do so promptly especially in these difficult times. I’m confident you’ll have a positive experience and the savings go straight to your bottom line. I want to say “Thank You” to TIA for making this possible.

Sincerely,

Gustavo Gutiérrez
President
Tortillas Inc.