

## A Message from North American

### Remember the "Why"

In challenging times like these, when our normal world has been flipped upside down, it's easy to forget about our goals, aspirations, and overall purpose. The rest of life's uncertainties add to the already difficult situation—canceled school or classes, family matters, and general anxiety of our current environment. Now is the time to remember why you do what you do and why you choose to help people prepare for their future and protect their loved ones. In the financial services industry, we all work with the best interest of the client in mind – that's more important right now than ever before.



At North American, we are committed to being here for the long-term. We'll be here for you as the COVID-19 situation continues to evolve, all the while focused on the health and safety of our distribution partners, customers, and our own employees. Our company is sound and remains among the strongest in the industry. We have maintained our high ratings through the toughest of times, and are prepared to weather the events unfolding today.

Take time to reflect, spend time with loved ones, and think of new ways to protect and connect with your customers to keep your business moving forward. We're all in this together.

North American is ready to share resources, tools, and ideas to help you continue doing what you do best—helping people prepare for their future and protect their loved ones.

Be well,



**Steve Palmitier, CLU, LLIF**  
*President and Chief Operating Officer*

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