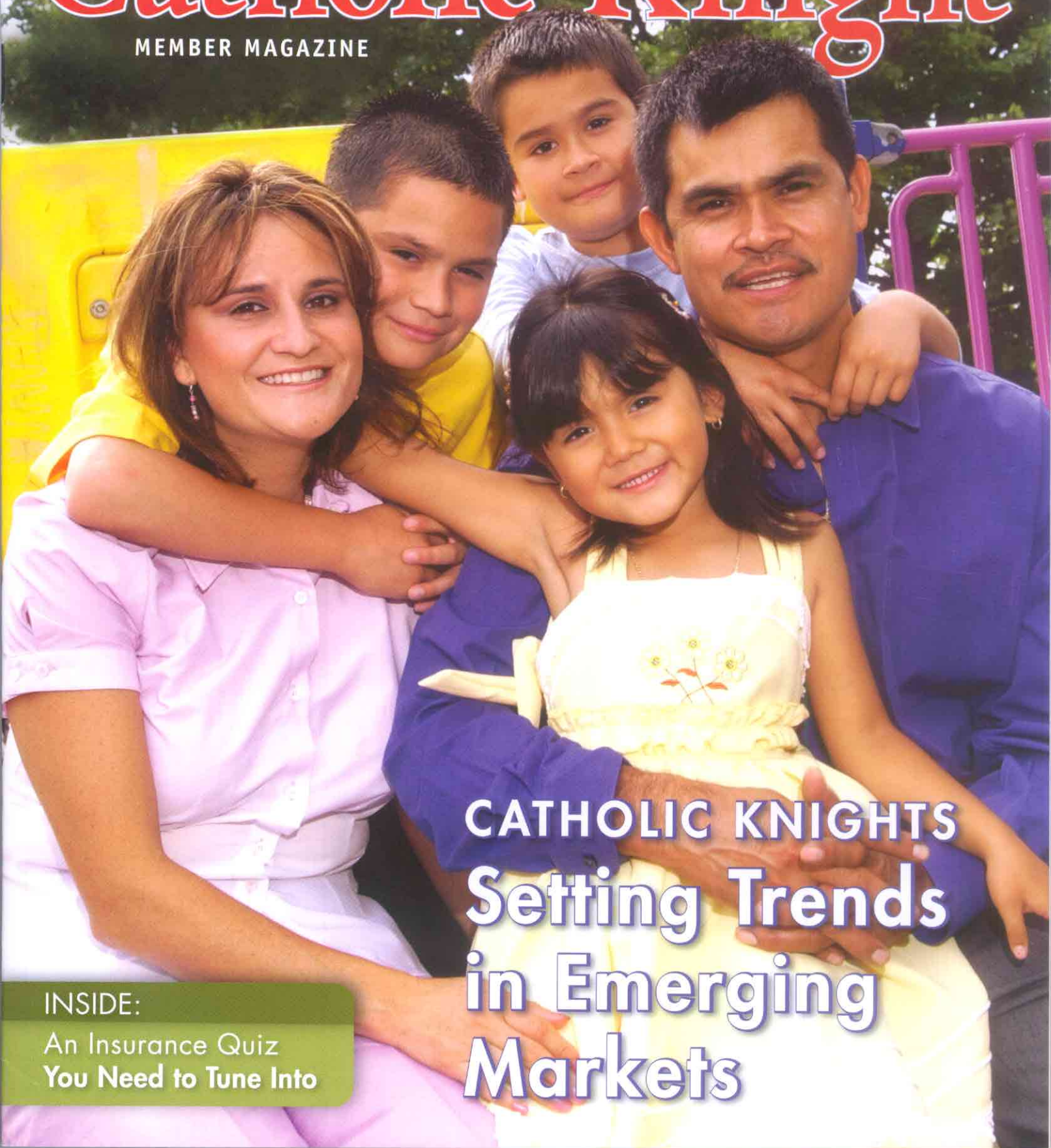


Catholic Knight

MEMBER MAGAZINE



CATHOLIC KNIGHTS
Setting Trends
in Emerging
Markets

INSIDE:

An Insurance Quiz
You Need to Tune Into

CATHOLIC KNIGHTS

Setting Trends in Emerging Markets



“...we want to play a role in making their dreams come true.”

– Rogelio Cabral

Catholic Knights began more than a century ago on the strength of immigrants who wanted a stronger financial future for their families.

While the names and faces have changed, the desire to provide that financial security to one's family has been a constant.

Today, the Latino population in the United States is growing steadily. Their buying power is strong and their need for financial services is even stronger.

According to Rogelio Cabral, regional director of emerging markets and manager of the Milwaukee Central Agency, Catholic Knights recognizes the importance of this market and is making a dedicated effort to serve the needs of the Latino community.

“Education about financial services is a huge need in the Latino community,” said Cabral. “Finding a financial services organization these people can trust to deliver that information is also of great importance.”

Protection, Information and Education

Cabral breaks down Catholic Knights' role within the Latino community into three steps ... To Protect, Inform and Educate.

“Essentially, we want to play a role in making their dreams come true,” Cabral said. He added that Catholic Knights will do this by:

- **Protecting** families with life insurance and investments.
- **Informing** Hispanics about their financial and fraternal protection options.
- **Educating** families on the resources available to help them realize the “American Dream.”

Ismael Cardenas, a top financial services representative with the Milwaukee Central Agency, says an important connection Catholic Knights has with the Latino community is that both deeply feel the importance of family.



“Family is paramount among this population.”

– Ishmael Cardenas

“Family is paramount among this population,” said Cardenas. “Latino families strive to have each generation more prosperous than the previous one. Catholic Knights can help them achieve financial stability through such products as life insurance, investments, and college and retirement savings plans.”

Carrying on the devotion to family, Catholic Knights’ fraternal benefits provide that extra layer of security that Hispanics value.

“For example, Catholic Knights’ Orphan and Scholarship Benefit provides monthly payments of up to \$350 to children who lose both parents and \$4,000 annually (\$16,000 limit per orphan) toward college tuition,” said Cardenas. “The Tuition Grant Benefit helps those families who choose to send their children to Catholic schools, and the Mortgage Benefit can help increase homeownership among Latinos. These ‘extras’ really add to the value received with a Catholic Knights membership.”

Fulfilling Members’ Financial Services Needs

It seems the Latino community has taken notice of Catholic Knights, as well. Last year, a significant portion of Catholic Knights’ growth was attributed to new Hispanic members. At present, markets in Wisconsin, Illinois, Texas, New Mexico and Louisiana are being targeted.

“We really feel a great relationship can develop between Catholic Knights and the Hispanic community,” said Cabral. “Catholic Knights is willing to put the resources into fulfilling the needs of this market.”

To increase members’ comfort level, Cabral says all the financial services representatives in the Milwaukee Central Agency are bilingual and most have grown up in traditional Hispanic households. Bilingual associates are also in the underwriting and member services departments at Catholic Knights.

“We can definitely communicate and identify with this member base,” Cabral said. “Our success is based on the fact that we’re educating the families, earning their trust, and ultimately, fulfilling their needs.”

If you have questions about how Catholic Knights can be of help to members of the Latino community or would like to discuss your personal financial protection needs, please call the Milwaukee Central Agency at 414-278-6590 or 800-927-2547, ext. 6590.