

## Turning 60 in 2017

### 1957 What a Year

#### Hula Hoops

#### Poodle Skirts

#### David A. Aronson Starts the first "Stand alone Regional, Overwrite Driven, Life insurance office in Minnesota"

### NIDA IS BORN

In conjunction with close friends in the insurance business in Wisconsin and Ohio, NIDA becomes real in the world of Life Insurance. These regional offices were formed on the belief that Life Insurance distribution should be based on the amount of business done and the quality of that business. Those factors then determine the compensation the marketing company is paid. At the same time, home offices are able to eliminate much of the high cost of recruiting and training the agents in the field. Who better to recruit and train the agent than those who have sold life insurance themselves?

As they do today, the years flew by and Aronson built a strong following of independent agents who were establishing their own individual stand-alone offices. Minnesota based NIDA became the single voice of the original three corporations.

Flash forward to 1979 when a young New York Life agent named Mike Hrdlicka came to Dave Aronson and said "I can't sell traditional product anymore!" The two became partners and NIDA was energized with new marketing directions! In 1985 Aronson was tragically killed in a plane crash. Hrdlicka took the reins and has carried NIDA through to the nationally ranked powerful organization it is today.

We recognize the independent agent as our customer. We will continue to seek out and offer the best products for your clients and the highest compensation for you. We will constantly strive to improve services and respond to your needs utilizing the latest in technology. We will offer numerous value-added benefits and include extensive training through personal contact to build relationships that will last a lifetime.

**60 years later and we are still here to be your voice in the industry**