

Dear NAAFA,

After reading the Summer 2009 NAAFA Report, all I can say is I believe this is one company which truly does not know how to manage and deal with people. Because of this I believe they are definitely well headed into Stage 4 talked about in your article "How the Mighty Fall." What a contrast I saw as I read another article by Michelle Peluso, President and CEO of Travelocity, entitled "The Best Advice I ever Got." Just wanted you to see some of her comments taken from her article:

"...my father founded an environmental-engineering firm. I literally grew up watching him build it. Even as a little kid, I was struck by Dad's obsessive interest in and care for the people who worked for him ..."

..."His concern was authentic and unwavering, and it extended to all aspects of his employees' lives. When two of his top employees were killed in a plane crash coming back from a business trip, Dad spent time with their grieving families.".....

"Treat employees (Agents) as individuals and they'll be loyal. "Two years ago, when he (Dad) left to begin a new venture, more than half of his former employees sent him their resumes. So although my father never gave me management advice directly, his example provided a profound lesson: If you treat your employees as unique individuals, they'll be loyal to you and they'll perform. -- and your business will perform, too."

"...Focusing on individuals instead of "the team" isn't easy. It takes a lot of time and genuine caring, and requires a long-term view - which can be tough when you've got a big business to run. Ultimately, however, it's worth the effort, for your employees and for the organization. A manager at this company describes his leadership style in all humility. I don't have all the answers on how to lead people, and I learn from colleagues every day. But I share Dad's entrepreneurial belief: PEOPLE AREN'T YOUR "GREATEST ASSET" - THEY'RE YOUR ONLY ASSET."

So, tell me AmFam is not headed into Stage 5 - DESTRUCTION for they have violated the biggest mistake of all. They view the Agents a necessary evil, a great expense, and something they'd like to do away with if they could just figure out how to do it and not lose all their customers.

American Family, why don't you humble yourselves and start building a relationship with the NAAFA organization? You could learn so much.