

The Farmers Insider

Happy New Year!

It's hard to believe 2012 is already here! So many wonderful things happened this past year and we are really thankful for everything God gave us. One of our blessings was the newest addition to our family, Alexandria Caroline Bower. Even at six months old, she is full of energy and definitely keeping us on our toes!

Our other big news is that we moved our business to Briarcliff! We're located on the third floor of the M&I Bank/clock tower building across from Briarcliff Village. We are already very happy with our decision to move here because of the tight knit community, strong schools and the large number of surrounding businesses. Briarcliff offers a vast amount of opportunities to reach out to the community through events, fundraisers and networking groups. We received a warm welcome and we're very happy to call this place home.

As we move forward in our new location, we have many exciting things planned for 2012. We will be actively participating in the events at Briarcliff Village, as well as planning our own fundraisers for local schools and charities. Please feel free to stop in for a hot cup of coffee and we'll tell you what's going on and show you around! We look forward to seeing you and continuing to build a strong relationship with you and your family.

Warm wishes,
Troy and Jenny



Our little tootsie roll Alexandria!

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Stay connected with the Bowers by becoming a fan on Facebook and following them on Twitter. Go to www.facebook.com/theboweragency and click "Like" or go to www.twitter.com/theboweragency and click "Follow" to read about the latest happenings in the office and at home. The Bowers frequently conduct giveaways and charity campaigns through Facebook and Twitter, so if you "like" or "follow" our page and tell your friends, you will be helping donate to local schools and charities and could win a fabulous prize! Feel free to post a comment if you have a question and we will promptly respond with an answer. More importantly, we want to hear about what is going on in your lives! We love looking at photos and reading updates about you and your family. Our clients are our number one priority, so if you ever need anything, we're just a call, a click and a comment away!

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hours a day when you need to arrange towing and
roadside service, vehicle repair or rental.*

Friends of Farmers

The Bower Agency Presents Check to Synergy Services

On December 22, Synergy Services received a check for \$100 on behalf of the Bower Agency. This money will help provide supplies, belongings and gifts for the kids at the Synergy Youth Resiliency Center.

The Bower Agency recently partnered with Synergy and will actively participate in fundraisers to provide the necessities needed for the shelters. Synergy is a well-known organization in the Kansas City metropolitan area that helps victims of domestic violence escape abusive relationships and empowers them to start over. They provide extensive services to children, teens, women and families to address a wide range of issues that contribute to and result from violence.

Although the Bowers will be helping with all clients of Synergy, they decided to focus on the children at the youth center and give them a good Christmas. The money was raised through a recent Facebook campaign where they received a wonderful surge of support in just one week.

“We’re very excited to partner with Synergy and become involved with their fundraisers and community service projects,” says Jenny. “This will just be one of many checks we will give them to support their gracious efforts.”



Brandy Harrington from Synergy Services picking up their check.

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Safe Winter Driving Tips

The best advice for winter driving is to avoid it. Sometimes it's best to stay home and wait until the roads are clear. However, because some people can't call in to work for a snow day, here are some safe driving tips to reduce the chance of a crash.

- Allow at least three times more space than usual between you and the car in front of you when driving and coming to a stop.
- Brake gently to avoid skidding.
- If you get stuck, don't spin your wheels. This will only dig you in deeper. Use a light touch on the gas to ease your car out.
- Watch carefully for black ice. This is winter's worst hazard because it's nearly transparent ice that is usually overlooked.
- All-wheel drive and electronic stability control can get you in trouble by offering a false sense of security. AWD only helps you accelerate and can't stop you at an icy intersection. ECS can prevent a spinout, but it can't give your tires more traction.
- Drive defensively. Be alert of other drivers and give yourself an out so they don't crash into you.



COMMUNITY OUTREACH

Bower Family Supports Local Schools & Businesses

Since moving to Briarcliff, the Bowers have hit the ground running with new partnerships and community involvement. They recently partnered with Briarcliff Elementary, Davidson Elementary and Northland Christian to help with service projects, supplies, fundraisers and fun, educational activities. The Bowers also participated in several events at Briarcliff Village including the Briar-Q BBQ Festival, Trunk-or-Treat and the Holiday Lighting Ceremony. Briarcliff has many exciting events planned for 2012 and you can bet that you'll see Troy, Jenny and the kids greeting you with a friendly smile. The Bowers are passionate about giving back to the community and reaching out to families, so if you know of any great opportunities with local schools or organizations, please don't hesitate to give Troy or Jenny a call at (816) 746-8181.

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The Farmers Insurance Affinity program is an occupational discount for certain workplaces and associations and their entire employee or member base. These occupations include: Teachers K-12, College Professors, Physicians, Surgeons, Registered Nurses, Veterinarians, Dentists, Police Officers, Firefighters, Engineers, Scientists and Accountants. Our studies show that people in these fields are particularly responsible, careful and less likely to have an accident—and therefore a better risk to insure. The best part is, we can offer a group discount for every employee or association member of that organization. So if a high school is enrolled, then every employee of that high school would be eligible to receive the Farmers Preferred Program discount. Please call Jenny Bower at (816) 746-8181, and we'll come to your office, provide lunch and explain more about our Affinity program and how you and your employees or members can benefit from this exclusive discount.



The Bowers — Troy, Jenny, Tyler, Lillian, Natalie and Alexandria