



Tom

*Stridde*

*In Tune*  
with Your Needs

# Striking a Chord

with Chicago-Area  
Small Businesses

**A**s a former instrumental music director, Tom Stridde thrived on taking difficult subject matter and explaining it in clear terms. As an insurance consultant for small businesses, he prides himself on his ability to communicate with decision-makers and employees and to find customized insurance solutions to meet their needs.

**“By being in tune with your needs as a small business owner, I can educate you on all your insurance options, helping you reach the right decisions for your employees.”**

– Tom Stridde



Tom's approach is to thoroughly educate you on all your group insurance options, so you can make intelligent decisions for your company. His wife, Joan, provides unsurpassed customer service.

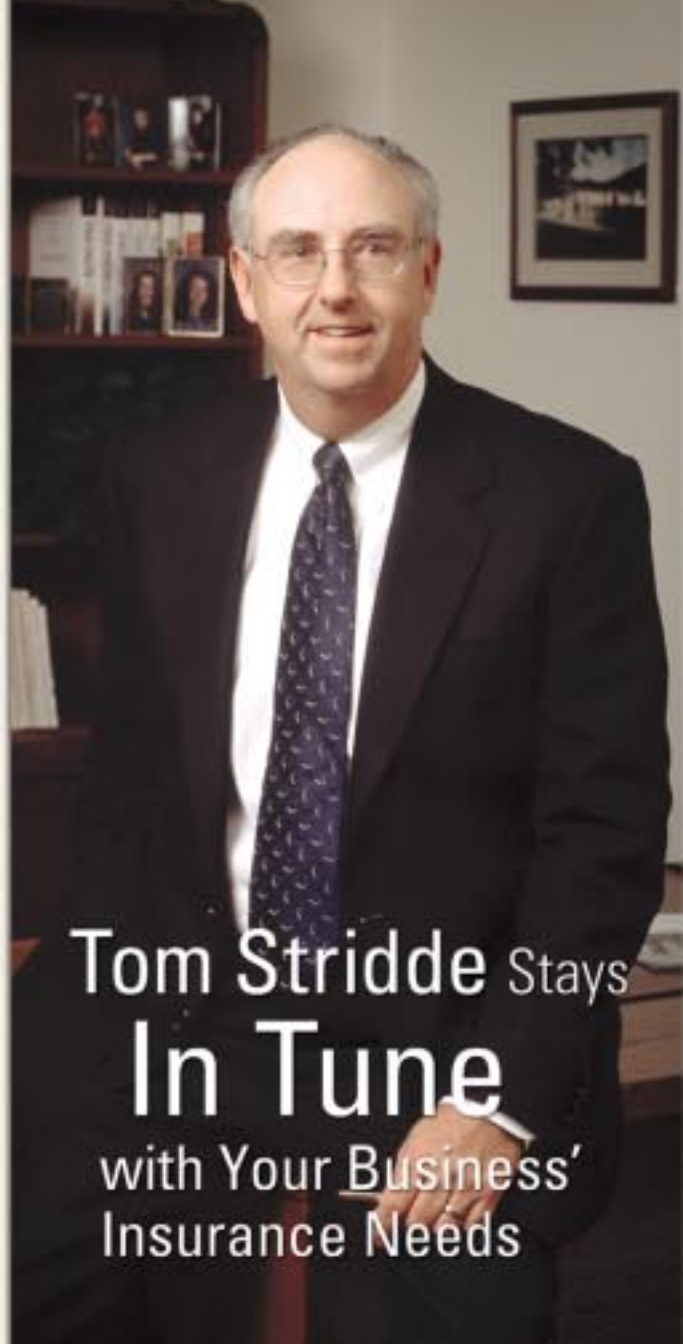
While studying compositions is an interesting process to musicians, for director Tom Stridde, it was fascinating. Pouring over a complex musical composition, learning the intricacies of a piece, and studying each movement was something to be enjoyed

Before joining the financial services industry in 1980, Tom was the Director of Instrumental Music for the public school system in Brillion, Wisconsin.

It's little surprise that, as an insurance consultant for small businesses and individuals, Tom is revered for his ability to review plans, absorb the details, and visualize the big-picture impact an insurance decision can have on a business and its employees.

## A Knack for Educating

The skills Tom learned when teaching music apply directly to his ability to help clients understand the intricacies of group insurance. "Insurance is a difficult concept for most people, but the techniques I used to make music understandable also help make sense of insurance," Tom says. Teaching is, and always has been, one of his strong points. This is a wonderful benefit to the small business owners and individuals who have called on Tom since his career switch from music to insurance in 1980. Several decades later, many of these same clients are voicing their approval of Tom's technique by referring others to him.



Tom Stridde Stays  
In Tune  
with Your Business'  
Insurance Needs

## Stellar Performance in the Service Arena

Another draw is the strong commitment Tom makes to provide outstanding and personal customer service. His professional partnership with his wife, Joan, assures his clients get the attention they deserve, and then some. Their mutual goal: forming lifelong relationships with clients. “We aim every day to keep the clients we have, and to welcome the ones referred to us, so they want to stay with us,” Tom says.

Tom offers his clients an array of products and services including life insurance, health insurance disability, long- term care and IRAs. He also offers group products such as health, life, disability and dental insurance, 401(k) plans and other retirement plans.

## Carrying on a Tradition

Tom carries on the tradition started by his friend and mentor Cal Walstra, more than 40 years ago. Tom met Cal more than two decades ago. Under Cal’s guidance, Tom succeeded him in 2000 in the business, with Cal remaining as a consultant. “Cal taught me the value of building relationships with clients and working hard for them,” says Tom. “I learned that by sharing my knowledge I could make a real difference in people’s lives.”



Golfing is a nice way for Tom to get to know his clients better, which is important to him.

## Striving to Hit the Right Note

As a music director, Tom was intent on getting in tune with the students he taught, so he could teach them to become better performers. As a consultant, Tom is committed to helping his clients get the best performance they can muster for their insurance dollars. His personal service and dedication empowers his clients to become better business owners and attract and retain quality employees. As an agent serving the Greater Chicago area, Tom understands that for his clients to be able to choose the best group insurance plans to offer, he must be keenly in tune with your needs and desires. Thorough understanding on Tom's part means he can better advise you; this is the cornerstone of his desire to get to know his clients on a one-on-one level.

## Stay in Tune with Tom

If you're examining or looking to change the insurance options you offer your employees, get in tune with what's available by talking to Tom. He always puts your needs first. He also always takes the time to thoroughly explain all your choices. You'll find taking the opportunity to be well-educated and advised by a competent, caring professional such as Tom will be music to your ears.



Tom enjoys fishing, and simply being outdoors.

