

UBI "OUR BEST ALWAYS"  
NEWS TO "U"



UNITED BENEFITS, INC.

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Richardson, Texas

JOLYN

February Winner

Jose Luna!!

10,250 points

Agent with the highest monthly points  
wins \$750.00 and 500 bonus points  
(\$1000.00 if over 10,000)

WAY TO GO!

Jose!!!

Agents with over 4,000 points win \$200.00  
(\$500.00 if over 5,000 and \$750.00 if over  
10,000) Additional February Winners:

- Norma Irene Van Bogart 7,120 Points
- James A Richter 6,972 Points
- Blanca I Orozco 6,818 Points
- Luis Roberto Cobos 6,055 Points
- Jimmy Moreno 5,170 Points
- Nelly F Leyva 4,717 Points
- Jacob De Leon 4,480 Points
- Paul Hardy Bean 4,364 Points
- Maria Elva Silva 4,080 Points
- Jeffrey W King 4,029 Points



March



Jolyn Robichaux died last month at the age of 88 in Lewisville, Texas, of non-Hodgkin's lymphoma.

In 1971, at the age of 43, she became a widow with two young children when her husband Joseph, chairman of Baldwin Ice Cream, died suddenly of leukemia. She decided to continue running the South Side Chicago company, which until then had a strong presence only in mom-and-pop stores and ice cream parlors in African-American neighborhoods. Annual sales were about \$300,000.

Mrs. Robichaux improved deliveries and accounting. She bought new uniforms for drivers and rewarded them for performance. Sales increased. Eventually, she broke the freezer barrier - getting Baldwin Ice Cream into big supermarkets and distributed in Arkansas, Indiana, Iowa, Kentucky, Michigan, Mississippi and Tennessee. Annual sales reached \$5 million in 1985. In that same year, Mrs. Robichaux was named "National Minority Entrepreneur of the Year" by the Reagan administration. The award was presented by Vice President George H.W. Bush.

She married husband Joseph J. Robichaux on June 6, 1952. They had two children: Sheila and Joseph, Jr. While raising her children and while her husband was still living, Jolyn worked as a medical assistant; then as the first African American employee of Betty Crocker, and as a secretary and fundraiser at a public relations firm.

After selling the ice cream company in 1992, Mrs. Robichaux fulfilled a life-long dream by living in Paris, France, for five years, where she was a promoter of gospel concerts.

From 1999 until 2001, she worked for a heart disease project at the University of Texas in Dallas (UTD). In her retirement, Robichaux continued to serve on various boards and with various professional organizations.



# TOM SAYS...

## RESILIENCE

### *HOW TO DEVELOP THE ABILITY TO BOUNCE BACK*

Resilience is the ability to brush ourselves off after getting knocked down, learn from our mistakes instead of repeating them, and rebuff rejection. Resilience is also what sets high performance sales professionals apart from also-rans.

According to the president of a leading performance-management firm, a resilient attitude “has an enormous amount to do with who we are, who we become and how we succeed.”

“Great salespeople don’t just distance themselves from rejection,” he says. “Instead they think about what just happened, take the learning lessons and envision the opportunity to go back in and do it again. They feel they can take that challenge on and change the outcome. They know they can’t go back and do it again, but in their mind they’re dying for a similar opportunity, because they know what they would do different. That kind of resilience is part of what makes top salespeople so special” (quoted from Selling Power magazine).

For sure you have to believe in yourself, believe in your skills, believe in your training and believe in the product you are selling. And you have to move forward with a strength of conviction. It is important that you clear your mind of negative thoughts. It takes courage to make that next call, ring the next doorbell, see the next prospect. Call on that feeling you had when you made your last sale.

Remember also that it would be unrealistic for you to make every sale. You’ll almost always have to progress through a certain number of rejections before getting the next sale. Thinking you will make every sale is unrealistic. Don’t go there. You will set yourself up for failure.

Think positive thoughts. Someone with a positive attitude and with hope for the future learns that getting what you want requires action. Life isn’t perfect; blessed are the resilient for they shall endure.

Whether it’s making dreams come true, or just getting through the day with dignity and satisfaction, you will learn that the power of resiliency will help you greet the next day with the optimism you need to succeed. It can also help make each evening with your family a happy and treasured time.



A handwritten signature of Tom R. Elam in cursive script, written in black ink on a light-colored rectangular background.

## Boston Marathon

The Boston Marathon is an annual marathon hosted by several cities in greater Boston in eastern Massachusetts. It is always held on Patriots' Day, the third Monday of April. That is April 17th this year. Begun in 1897, and inspired by the success of the first marathon competition in the 1896 Summer Olympics, the Boston Marathon is the world's oldest annual marathon. It ranks as one of the world's best-known road racing events. It is one of six World Marathon Majors, and is one of four major events that were held in the United States through the years of both World Wars (Kentucky Derby, Rose Parade, and Westminster Kennel Club Dog Show are the others).

The event attracts 500,000 spectators each year, making it New England's most widely viewed sporting event. Starting with 18 participants in 1897, the event now attracts an average of about 30,000 registered participants each year, with 30,251 people entering in 2015. The Centennial Boston Marathon in 1996 established a record as the world's largest marathon with 38,708 entrants, 36,748 starters, and 35,868 finishers.

This year's marathon marks 50 years since the first female runner, Kathrine Switzer, ran the race with an official number. She was evidently issued an official entry only due to an oversight and during the race, the race director tried unsuccessfully to stop her. Another woman, Bobbi Gibbs, actually ran in 1966 but was not officially entered or recognized at the time. It was 1972 before women were welcomed to enter. Today, close to half of the entrants are female.

Ms. Switzer is planning to run the race again this year at the age of 70, to commemorate the 50 year anniversary of her first run.

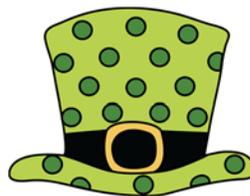


## Happy Birthday!!!

Natalia Infante  
March 17



## Happy Spring



## March

The name of March comes from the Latin Martius, the first month of the earliest Roman calendar. It was named for Mars, the Roman god of war who was also regarded as a guardian of agriculture and an ancestor of the Roman people through his sons Romulus and Remus.

## Russian Revolution

100 years ago this month, the first of two 1917 Russian Revolutions took place. Together, the two revolutions dismantled the Tsarist autocracy and led to the eventual rise of the Soviet Union.



The Russian Empire collapsed with the abdication of Emperor Nicholas II, and the old regime was replaced by a provisional government during the first revolution of February 1917 (March in the Gregorian calendar; the older Julian calendar was in use in Russia at the time). This ended the rule of the Russian nobility that had existed since the 14th century.

In the second revolution that October, the Provisional Government was removed and replaced with a communist state, as the Bolsheviks, under Vladimir Lenin, took control. This paved the way for the creation of the Union of Soviet Socialist Republics (USSR) in 1922.