



A Good Run

Dan Jund Retires as Chief Marketing Officer

The numbers speak for themselves. Eighty million in sales in 2001. Fifty-five million in growth in three years. Thirty-four years of experience. One company vision.

But retiring Chief Marketing Officer Dan Jund knows the numbers don't tell the whole story. "It's all about relationships. The people really made our Worksite Marketing team what it is," Dan said. "And I've been fortunate enough to be here as it grew from a startup to an industry leader."



On April 30, Dan concluded more than 34 years with Transamerica—a career path with humble beginnings. Hired through a student work program to cover the night shift in collections, he soon charted a rapid rise through a variety of positions. While with Transamerica, he has worked as the vice president of operations, vice president of new business, senior vice president of marketing, and president of Transamerica Assurance Company.

Following the Transamerica merger with AEGON, NV in 1999, Dan took on his latest post and watched the division grow exponentially. "It has been a marvelous challenge and a wonderful experience. I feel fortunate to have been a part of it."

But overall, the relationships are what will stay with him longest. "I've had the best of both worlds. I've been able to work internally with employees and externally with our producers. Getting to know these people is the real reward."

Though no one has to get teary eyed just yet. "I keep reminding people: *I'm not going anywhere!*" he laughs. "This will be a short retirement." The immediate agenda includes time for travel and family, but then it's back to work. Currently, he plans on working as a liaison in the industry. "I will be putting producers and carriers together—helping to find products and programs that make sense for both sides."

His parting message echoes the confidence he led with. "The future looks bright and we have the leadership to get there. We are well positioned for continued prosperity and there's no reason Transamerica Worksite Marketing shouldn't be the best in the industry."

"Topping Off" Ceremony Held for Worksite Marketing's New Corporate Headquarters in Little Rock

Plans are moving forward for the transition of Transamerica Worksite Marketing's business functions from Los Angeles to Little Rock. In April,

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Worksite Marketing: At Your Service

“Simply put, we know our service hasn’t met Transamerica Worksite Marketing’s high standards,” said Senior Vice President and Chief Administrative and Operations Officer Gloria Woods. “But we know how to fix it—and that’s exactly where our focus is now.”

Between April 25-28, senior management met with the Leading Producers Group in Hilton Head, South Carolina. Service topped everyone’s agenda. Woods addressed the topic during her presentation to the 80 producers in attendance.

“In the last year, our organization has undergone significant structural changes, including centralizing all major business functions in our Little Rock, Arkansas office,” said Woods. “Accordingly, there have been administrative issues associated with the move. Now our commitment lies in resolving these issues.”

Woods elaborated on the steps being taken, with May 17 as a pivotal date in the process. “As of this date, our Life Investors Division will be settled in Texas, freeing up the resources previously dedicated to that group.”

Following this turning point, efforts to move the business units remaining in Los Angeles to Little Rock will be stepped up, with the goal being all operations

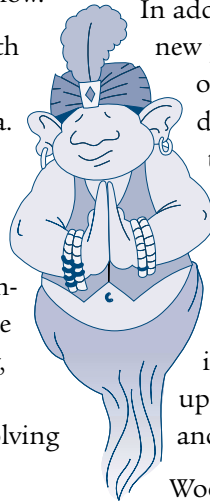
under one roof at the close of 2002. Also, the current systems upgrade is scheduled for completion by the end of summer. The result will be faster commission payments and an overall improvement in service time.

In addition to refocusing existing team members, six new positions will be added, with the specific task of supporting the customer service efforts of producers. Each representative will have presentation skills and—upon request—can meet with producers and employers in their region to improve Worksite Marketing service and relationships.

A new newsletter is also in the works, according to Woods. The monthly publication will update producers on the status of the conversion and alert them to changes as they’re made.

Woods said she understands that producers are eager for new products, but emphasized the importance of resolving the service situation before directing energy into creating new products.

“We want producers to know how important service is to us,” Woods said. “Thinking of exceptional service as our latest product, we are focusing our energy and working tirelessly until it matches the quality of our product lines.”



Hilton Head a Huge Success

It’s cliché to say “a good time was had by all,” but that’s exactly the case with the 2002 Transamerica Worksite Marketing’s Leading Producers Group (LPG) meeting.

I speak for the entire Worksite Marketing organization in saying it was a pleasure to meet so many of the company’s top producers on Hilton Head Island last month.

Though the meetings are a definite plus, the goal of LPG is to reward you all year for your hard work. Each LPG member can access a host of perks, from Guaranteed Issue Underwriting to free Section 125 administration to reimbursement of marketing expenses.

If you’ve ever considered taking a shot at LPG membership, this is the time to do it, because in 2003 we are going to top ourselves. Qualifying members will find themselves charmed by Ireland’s rolling hills and inviting character—as our guests. Don’t be left out. For details, contact your Regional Marketing Center or refer to the Leading Producers Group page on the web (located at www.transamericaworksite.com).

Wishing you continued success and a profitable 2002.

Sincerely,

A stylized, handwritten signature in black ink that reads "Steve Bell".

Steve Bell
Senior Vice President, Sales and Marketing