

San Joaquin Valley Insurance Authority

BOARD OF DIRECTORS

SUSAN B. ANDERSON

JUDITH CASE

MIKE ENNIS

ALLEN ISHIDA

PHIL LARSON

DEBORAH POOCHIGIAN

PETE VANDER POEL

Meeting Location:
Tulare County Employee Retirement
Association Board Chambers
136 N. Akers Street
Visalia, CA 93291
January 20, 2012
9:00 AM

AGENDA DATE: January 20, 2012

ITEM NUMBER: 6(f)

SUBJECT: Consider and Approve the Proposed SJVIA Logo

REQUEST(S): That the Board Consider and Approve the Proposed SJVIA Logo

DESCRIPTION:

In response to your Board's approval to market and grow the SJVIA, Gallagher Benefit Services with DCN-Graphics, a Gallagher affiliate, developed several logo options. As part of the marketing strategy GBS reviewed these options with SJVIA staff and has recommended the attached logo for Board approval. Staff, in coordination with GBS intends to use this "branding" for the SJVIA in communication and marketing materials.

The purpose of the SJVIA is to offer options with lower fixed costs, reduced benefit plan costs overall, and to encourage wellness amongst its participants. Moving forward, the selected logo combined with the branding and philosophy of the SJVIA will represent a stable and well-managed option for present and future members.

Please see attached samples with the proposed logo and letterhead for the SJVIA.

FISCAL IMPACT/FINANCING:

As part of the service package from Gallagher Benefit Services, there is no cost for the development of the SJVIA logo.

AGENDA: San Joaquin Valley Insurance Authority

DATE: January 20, 2012

ADMINISTRATIVE SIGN-OFF:



Paul Nerland
SJVIA Manager



Jeffrey Cardell
Assistant SJVIA Manager

**BEFORE THE BOARD OF DIRECTORS
SAN JOAQUIN VALLEY INSURANCE
AUTHORITY**

IN THE MATTER OF Consider and Approve the Proposed SJVIA Logo

RESOLUTION NO. _____
AGREEMENT NO. _____

UPON MOTION OF DIRECTOR _____, SECONDED BY DIRECTOR _____
_____, THE FOLLOWING WAS ADOPTED BY THE BOARD OF DIRECTORS, AT AN
OFFICIAL MEETING HELD _____, BY THE FOLLOWING VOTE:

AYES:
NOES:
ABSTAIN:
ABSENT:

ATTEST:

BY: _____

* * * * *

That the Board Considered and Approved the Proposed SJVIA Logo