



Who's Who



Spring 2021

Your guide to the
Kansas City Life Insurance Company
Sales and Marketing Department

Who's Who in Sales and Marketing

This guide is your resource to Kansas City Life insurance Company's Sales and Marketing associates. The information is segmented by functional areas. All associates are listed with a photo, brief job description, phone extension and email address.

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Sales and Marketing



Web Bixby, LLIF

**Executive Vice President,
Vice Chairman of the Board**

ext. 8419

web.bixby@kclife.com

Supervises Sales and Marketing efforts.



Lesa Rittinghouse

Senior Executive Assistant/Assistant Secretary

ext. 8314

lesa.rittinghouse@kclife.com

Provides support for Sales and Marketing.
Reports to Web Bixby.



Don Krebs

MSM, CLU, ChFC, LLIF

Senior Vice President, Sales and Marketing

ext. 8503

don.krebs@kclife.com

Manages Sales and Marketing efforts.



Tina Bode

Executive Assistant

ext. 8464

tina.bode@kclife.com

Coordinates the department's merchandise catalog program, agent's business card and letterhead production, agent's co-op reimbursement program and additional special projects. Reports to Don Krebs.

Sales and Marketing



Tom Morgan, CLF

Vice President, Agencies

ext. 8640

tom.morgan@kclife.com

Manages Regional Staff and recruiting efforts.
Reports to Don Krebs.



Cheryl Rodekopf

Senior Administrative Assistant

ext. 8502

cheryl.rodekopf@kclife.com

Provides support for the Regional Staff and
recruiting efforts. Reports to Tom Morgan.

Regional Staff

Responsible for general agent recruiting, development of sales and marketing.



Chris Bor
CLU, ChFC, LUTCF, CFP
Regional Vice President
Cell: 925-348-4241
Fax: 925-566-8215
chris.bor@kclife.com



David Nanes
Assistant Regional Vice President
248-622-4133
Cell: 248-730-8884
Fax: 248-622-4570
david.nanes@kclife.com

Regional Staff



Rob Petzold, LLIF, CRPC

Regional Vice President

941-981-9375

Cell: 941-544-4644

rob.petzold@kclife.com



Melissa Stitz, CLF, CIC, CPIA

Regional Vice President

Cell: 920-213-1537

melissa.stitz@kclife.com

Marketing Finance and Benefits



Jim Wilcox, CLU, FLMI

**Assistant Vice President, Marketing Services
and Product Information**

ext. 8389

jim.wilcox@kclife.com

Responsible for administration of the agent benefits, annualization and financing programs. Responsible for marketing information and production reporting. Manages outside brokerage contracts to provide products for the field that Kansas City Life does not offer. Reports to Don Krebs.



Leigh Ann Faherty

Marketing Finance and Benefits Specialist

ext. 8391

leighann.faherty@kclife.com

Administers agent and agency advance programs, finance programs, benefit programs and recognition awards. Reports to Jim Wilcox.



Dale French

Senior Applications Systems Analyst/Programmer IV

ext. 8355

dale.french@kclife.com

Produces marketing production reports for the field and Home Office. Maintains agent/agency sales data for reporting, awards and trips. Reports to Jim Wilcox.



Jeff Grace

Senior Applications Systems Analyst/Programmer III

ext. 8720

jeff.grace@kclife.com

Creates and maintains database application programs to store marketing information and generate reports. Reports to Dale French.

Corporate Communications



Holly Ropp, LLIF

Assistant Vice President, Corporate Communications

ext. 8663

holly.ropp@kclife.com

Directs the overall branding and communication efforts for Kansas City Life, Old American Insurance Company and all subsidiaries. Reports to Don Krebs.



Sheryl Dinkel

Manager, Creative Services and Graphic Design

ext. 8467

sheryl.dinkel@kclife.com

Responsible for the overall art direction and creative services for the Kansas City Life Group of Companies' sales literature, advertising, sales promotion, Home Office and field publications and marketing pieces from conceptualization through implementation while ensuring brand effectiveness. Reports to Holly Ropp.



Katie Ernzen

Manager, Corporate Communications and Public Information

ext. 8484

katie.ernzen@kclife.com

Responsible for managing all marketing, branding and communications efforts for Kansas City Life Insurance Company, Old American Insurance Company and all subsidiaries. Reports to Holly Ropp.

Corporate Communications



Dana Clark

Corporate Communications Project Manager

ext. 8754

dana.clark@kclife.com

Supports various marketing and communication initiatives of Home Office associates and Kansas City Life Group of Companies' field force members. Reports to Katie Erzen.



Corey Jackson

Corporate Communications Project Manager

ext. 8641

corey.jackson@kclife.com

Supports various marketing and communication initiatives of Home Office associates and Kansas City Life Group of Companies' field force members. Reports to Katie Erzen.



Mary Jo Olinger

Corporate Communications Project Manager

ext. 8423

maryjo.olinger@kclife.com

Supports various marketing and communication initiatives of Home Office associates and Kansas City Life Group of Companies' field force members. Reports to Katie Erzen.



Chris Paxton

Graphic Designer

ext. 8320

chris.paxton@kclife.com

Responsible for the creation and execution of artwork for the Kansas City Life Group of Companies' sales literature, advertising and publications. As well as field force sales promotion and marketing materials. Reports to Sheryl Dinkel.

Corporate Communications



Henna Pearl Sexton

Graphic Designer

ext. 8480

henna.sexton@kclife.com

Responsible for the creation and execution of artwork for the Kansas City Life Group of Companies' sales literature, advertising and publications. As well as field force sales promotion and marketing materials. Reports to Sheryl Dinkel.



Alyssa Steffes

Corporate Communications Project Manager

ext. 8377

alyssa.steffes@kclife.com

Supports various marketing and communication initiatives of Home Office associates and Kansas City Life Group of Companies' field force members. Reports to Katie Ernzen.

Media Services



Lance Barker

Media Services and Communications Project Manager

ext. 8438

lance.barker@kclife.com

Supports various marketing and communication initiatives of Home Office associates and Kansas City Life Group of Companies' field force members. Also responsible for Company archival efforts and audio/visual support. Reports to Holly Ropp.

Sales and Field Development



Dwane Turnage, LUTCF

Assistant Vice President, Sales and Marketing Services

ext. 8145

dwane.turnage@kclife.com

Directs sales support programs including sales and field development and advanced sales programs designed to improve agent-selling effectiveness and total sales volume. Also assists in recruiting new core agencies and agents and increasing the average sales of Kansas City Life agencies. Reports to Don Krebs.



Steve Zadeh, FSCP

Manager, Sales Development

ext. 8167

steve.zadeh@kclife.com

Compares competitive positioning and assists Sales and Marketing with product training, sales ideas and concepts. Responsible for *Competitive Advantage* content. Contact person for help with case design and product questions. Reports to Dwane Turnage.



Scott Allard, LUTCF

Life Specialist

ext. 8515

scott.allard@kclife.com

Trains the Kansas City Life field force on products and field force systems. Training includes agency visits and meetings in the field. Assists with the Sales Competition Help Desk. Reports to Steve Zadeh.

Sales and Field Development



Misty Wilcox

Senior Field Development Specialist

ext. 8228

misty.wilcox@kclife.com

Promotes the sale of Kansas City Life products and services by providing general agents, field managers and agents and third party relationships with sales development systems, programs, tools and resources. Reports to Dwane Turnage.

— Advanced Sales/Business Insurance —



Donna Sinor, JD, CLU, ChFC

Director, Advanced Sales/Business Insurance

ext. 8468

donna.sinor@kclife.com

Helps create strategies for clients that assist with transferring wealth, business succession planning, retirement planning, charitable giving and other advanced concepts. Reports to Dwane Turnage.



Cheryl Genova

Advanced Sales/Business Insurance Underwriter

ext. 8482

cheryl.genova@kclife.com

Provides assistance in basic advanced sales topics and technical support for Company-supported software systems, including Financial Profiles. Reports to Donna Sinor.

Conference and Travel Services



Kara Leodler

Manager, Conference and Travel Services

ext. 8321

kara.leodler@kclife.com

Plans, promotes and executes all field force incentive conferences and special Company meetings. Develops, manages and maintains department's budget. Reports to Don Krebs.

Sunset Financial Services



Kelly Ullom

President

ext. 8338

kelly.ullom@kclife.com

Sunset Financial Services – Responsible for marketing and overall operations. **Securities America** – Managing Director for the OSJ. Responsible for recruiting and overall management of the OSJ. Reports to Don Krebs.



Janice Brandt

Vice President, Chief Compliance Officer

ext. 8769

janice.brandt@kclife.com

Sunset Financial Services – Responsible for licensing and registration and overall compliance operations. **Securities America** – Responsible for licensing and registration of new representatives for the OSJ and overseeing compliance related functions for the OSJ. Reports to Kelly Ullom.



Susie Denney

Vice President, Chief Operations Officer

ext. 8454

susie.denney@kclife.com

Sunset Financial Services – Responsible for daily operations, systems support and reporting. **Securities America** – Responsible for new business and commission operations, and supporting representatives of the OSJ with general securities and RIA business. Reports to Kelly Ullom.



Kristen Peil

Operations Specialist

ext. 8844

kristen.peil@kclife.com

Sunset Financial Services – Responsible for administering the books, records and systems. **Securities America** – Responsible for the review and approval of all investment company, variable products, new business and subsequent transactions for accounts supervised by the OSJ. Provides new business and order entry support for representatives of the OSJ. Reports to Kelly Ullom.

Notes



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