

## AP Producer News

# Sell Year-Round with 7/1 Anniversary Dates for AI's Manufacturing and Retail Trusts

March 22, 2023

Dear Valued Producer,

Looking for an opportunity to diversify your book of business? In 2021, Associated Industries (AI) made the strategic decision to move the following AI Industry Health Trusts to July 1 anniversary dates:

- [Washington Manufacturing Industry Health Trust](#)
- [Washington Retail Industry Health Trust](#)

This innovation introduces a new selling opportunity for you while creating a uniquely positive experience for employers. Reach out to us today to discuss how we can help you expand your year-round selling opportunities beyond the 4th quarter and stratify your book of business. We are currently fielding on- and off-anniversary opportunities and stand ready to help you identify qualified prospects for these Industry Health Trusts!

To download the updated flyers, please click the above links. Additional collateral can be found on the [Marketing Resources](#) page.

### Video: Employee Benefits for a Thriving Workplace



Looking for a new way to reach out to diverse audiences who might be interested in the Industry Health Trusts offered by Associated Industries? Take a look at our short video, Employee Benefits for a Thriving Workplace, which is easy to share with prospective or renewing groups.

[WATCH VIDEO](#)

### Contact Your AP Sales Team

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