

Northwestern Mutual Releases Video Showing How Women Business Owners Leverage Permanent Life Insurance to Create Flexibility and Consistency

MILWAUKEE ([BUSINESS WIRE](#)), June 29, 2011 - Northwestern Mutual has introduced a [new video](#) in its Client Stories series, focusing on the unique aspects of financial security for Kaskaskia Engineering Group in Belleville, Illinois, owned by Geri Boyer and Marsia Geldert-Murphey.

Geri and Marsia know financial security is integral to their engineering firm's four years of success, which is why they believe in permanent life insurance. Now, as they look to growth opportunities, they know their policies' cash value gives them options, allowing them to live their mission "as a company of ordinary people accomplishing extraordinary things."

"Financial security means we can fund our passion. It's given us a solid foundation to make business decisions that reflect our values," said Marsia. "It means just as much to us to leave a legacy of business integrity as it does business sense."

"After spending much of their careers as employees of other companies, Geri and Marsia took a leap of faith, building a thriving company in challenging economic times," said David Simbro, vice president of life products, Northwestern Mutual. "We applaud their tenacity, and know that America is filled with savvy entrepreneurs just like Geri and Marsia. Their strategic approach to financial planning has created a strong foundation for success, which will take them into the next phases of their business."

Videos in the Northwestern Mutual Client Stories series aim to share the approaches and success stories of individuals whose financial representatives have helped develop a plan based on clients' goals to help them achieve their life ambitions. A new video will appear each month in 2011 on the company's Facebook and YouTube pages.

From starting a small business to meeting retirement goals, or by simply taking care of loved ones, [the Client Stories series](#) illustrates the importance of comprehensive holistic planning, and how solutions like permanent life insurance can create financial security for today and tomorrow.

About Northwestern Mutual

The [Northwestern Mutual Life Insurance Company](#) – Milwaukee, WI (Northwestern Mutual) has helped clients achieve financial security for more than 150 years. As a mutual company with \$1.2 trillion of [life insurance](#) protection in force, Northwestern Mutual shares, where possible, its gains with policyowners and delivers consistent and dependable value to clients over time. Northwestern Mutual and its subsidiaries offer a holistic approach to financial security solutions including: [life insurance](#), [long-term care insurance](#), [disability insurance](#), [annuities](#), [investment products](#), and [advisory products and services](#). Subsidiaries include Northwestern Mutual Investment Services, LLC, broker-dealer, registered investment adviser, member FINRA and SIPC; the Northwestern Mutual Wealth Management Company, limited purpose federal savings bank; and Northwestern Long Term Care Insurance Company; and [Russell Investments](#).

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