

CBA Insurance Agency and Hunken Ewing Financial Group Announce Strategic Alliance

Chicago, IL - Effective July 02, 2018, CBA Insurance Agency, a subsidiary of The Chicago Bar Association (CBA), and Hunken Ewing Financial Group (HEFG) announce a strategic alliance in the scope of financial education and stewardship. HEFG will offer financial education and solutions to CBA members.

The strategic alliance is focused primarily in the area of financial education via Guardian's proprietary financial wellness program, **Wealth Steps®**, in which HEFG is authorized to offer and the CBA will be extending to all 20,000-plus members. This education will be conducted on various levels and through multiple distribution channels with its number one goal being financial education and stewardship.

The marketing and sales alliance will focus on comprehensive financial planning through a platform that follows a unique planning process, **The Living Balance Sheet®**. CBA members will be offered risk management and protection solutions such as individual long-term disability insurance, individual life insurance, and individual long-term care insurance through a sharing agreement with CBA Insurance Agency.

"Hunken Ewing Financial Group's comprehensive educational approach focuses on what's best for their clients," said Terrence Murphy, Executive Director of The Chicago Bar Association.

"With any strategic alliance, you want to partner with an entity that has similar core beliefs and a focus of community. We are excited to begin this journey with The Chicago Bar Association and CBA Insurance Agency," said Van A. Ewing II, Managing Principal, Hunken Ewing Financial Group.

This alliance brings together The CBA, an association that has been in existence since 1874 and HEFG, a boutique financial firm that has been servicing the Chicago metro area since 1940. HEFG's professional staff are available to answer member questions and to guide and assist members in assessing the best solution(s) for the immediate and long-term needs.

Founded in 1874, The Chicago Bar Association is one of the oldest and most active metropolitan bar associations in the United States. The Association's voluntary membership of approximately 20,000 consists largely of lawyers and judges from Cook County and the State of Illinois.

Hunken Ewing Financial Group is a general agency founded by the Hunken Family in 1940. It is consistently one of Guardian's top agencies and is a successful combination of career agents, advisors and brokers and a regular qualifier for the GAMA Diamond International Management Award. The financial services firm is Chicago Metropolitan-based and provides both individuals and businesses with the resources to help protect, invest and achieve wealth.

Hunken Ewing Financial Group (HEFG) is an Agency of The Guardian Life Insurance Company of America® (Guardian), New York, NY. HEFG is a registered user of Wealth Steps® and The Living Balance Sheet®. The Living Balance Sheet® and Wealth Steps® are service marks of The Guardian Life Insurance Company of America® (Guardian), New York, NY. Securities products and advisory services offered through Park Avenue Securities LLC (PAS), member of FINRA, SIPC. OSJ: 225 W. Washington Street, Suite 1550, Chicago, IL 60606, Phone 312-837-0020. PAS is an indirect, wholly-owned subsidiary of Guardian. This firm is not an affiliate or subsidiary of PAS. Other trademarks appearing within are used with permission. ©2018 Guardian 2018-67035 exp 9/20

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