

## **Bach Talk - The Power of Sunshine**

UP is constantly working to publish information and guidance on investing your insurance dollars wisely by patronizing companies that offer quality protection and have a record of good claim service. We promote shopping tools that allow consumers to compare coverage side by side. We promote and support efforts by state insurance regulators to make it easy for the public to review complaint records, market conduct exams, and sample policies. We are cheerleaders for an entrepreneurial initiative called ValChoice that distributes reports on insurance company claim handling performance.

So we were fascinated to read this news development about a legislative initiative in the State of Oregon: <https://www.thelundreport.org/content/shields-departing-senate-one-more-insurance-reform-bill-his-quiver>. Thank you, Sen. Chip Shields, D-Portland...nice legacy!