



1116 West Riverside Avenue
Spokane, Washington 99201

NOTICE OF ANNUAL MEETING OF STOCKHOLDERS
To be held April 23, 2010

To Our Stockholders:

NOTICE IS HEREBY GIVEN that the Annual Meeting of Stockholders of NORTH COAST LIFE INSURANCE COMPANY will be held at the Spokane Club, Spokane, Washington, on Friday, April 23, 2010, at 10:30 o'clock A.M. in the Crystal Room (second floor), for the following purposes:

- (1) To elect five Directors, three to be elected by the common stockholders and two by the preferred stockholders; and
- (2) To receive reports of the officers relative to the Company's progress and financial condition for 2009 and projections for 2010; and
- (3) To consider and act upon any matters incidental to the foregoing purposes and upon other matters which may properly come before the meeting.

More detailed information with respect to the above proposals is set forth in the accompanying Proxy Statement.

The By-Laws of the Company fix the close of business on March 15, 2010, as the record date for the determination of stockholders entitled to notice of and to vote at the meeting or any adjournment thereof.

All stockholders who find it convenient to do so are cordially invited and urged to attend the meeting in person. Luncheon will be served and stockholders will be guests of the Company.

Stockholders who cannot be present in person at the meeting are urged to promptly sign, date and mail the enclosed form of proxy to the Company in the enclosed self-addressed and stamped envelope. If you later find that you can attend the meeting in person, you can revoke your proxy at such meeting and cast your vote in person.

By order of the Board of Directors given at Spokane, Washington, this 15th day of March, 2010.

Linda E. Butler

Secretary



1116 West Riverside Avenue
Spokane, Washington 99201

PROXY STATEMENT

Your Proxy in the form enclosed is solicited by the management of North Coast Life Insurance Company for use at the Annual Meeting of Stockholders to be held April 23, 2010, and any adjournments thereof. The cost of solicitation will be paid by the Company. Shares represented by proxies properly signed and returned will be voted at the meeting. The proxy may be revoked at any time before it is voted.

The Company has outstanding 736,983 shares of common stock entitled to vote at the meeting. Each share of common stock outstanding is entitled to one vote, but shares may be cumulatively voted in the election of Directors. Holders of the 360,791 shares of the preferred stock will vote for the election of two persons to represent them on the Board of Directors and common stockholders do not vote for these two Directors. A separate proxy card has been prepared for the preferred stockholders. Only stockholders of record at the close of business on March 15, 2010, are entitled to vote.

A copy of the Annual Report to Stockholders with the balance sheet and operating statement of the Company for 2009 is being enclosed with this mailing.

ELECTION OF DIRECTORS

The Proxy will be voted for the election of the nominees named in the following table, and in the event that any of the nominees refuse or are unable to serve, the Proxy will be voted in accordance with the best judgment of the person or persons acting thereunder. Under the By-Laws there are three classes of Directors serving for different periods of time. At the Annual Meeting in 2007 Ronald D. Andrews, Douglas H. Ogden and C. Robert Ogden were elected for terms of office expiring at the Annual Meeting in 2010. Messrs. Andrews, Douglas Ogden and C. Robert Ogden are being renominated for terms of office expiring at the Annual Meeting in 2013.

Being renominated as Directors to represent the preferred stockholders are Nicholas R. Knapton and Paul S. Schultz. The preferred stockholders, voting separately as a class, have the right to elect two Directors to the Company's Board of Directors so long as at least 50% in principal amount of such stock remains outstanding. Such Directors, like each of the Company's other Directors, are required under Washington corporate law to act in the best interest of all shareholders and not merely in the best interest of the holders of the Series A Preferred stock. Except as to matters affecting the preferred stock and as otherwise expressly required by applicable law, holders of the shares of the Series A Preferred stock are not entitled to vote on any other matters on which shareholders have the right to vote. Holders of Series A Preferred stock are not entitled to cumulative voting rights. Mr. Knapton, who is a Certified Public Accountant and also an attorney, holds both common and

preferred stock and was elected to the Board at a meeting of the Executive and Finance Committees held December 14, 2001, and represents both the common and preferred stockholders in a dual capacity. Mr. Schultz oversees the raising and wide distribution of plants grown in his family's greenhouses and also owns an apiary. Mr. Schultz, who personally and beneficially holds both preferred and common stock, was elected to the Board as a representative of the preferred stockholders on October 27, 2006, to fill a vacancy caused by the resignation of David A. Taisey. At the Board Meeting held July 23, 2008, he was also elected to represent the common stockholders, and he also serves in a dual capacity.

If for any reason any nominee is not a candidate when the election occurs, it is intended that the proxy will be voted for the election of the other nominees and may be voted for any substitute nominee. However, the management does not expect substitutions to occur.

Continuing Directors are listed on the following page under the caption "Directors Continuing in Office."

NOMINEES AS DIRECTORS TO BE
VOTED ON BY COMMON STOCKHOLDERS

Name	Principal Occupation or Employment	Director Since	Term Expires	Shares Beneficially Owned 12/31/09	
				Common	Preferred
Ronald D. Andrews	Andrews Orchards, Mead, WA	1994	2010	1,000	----
Douglas H. Ogden, JD, MPA	CEO North Ridge Investment Management, Larkspur, CA; Former Executive Vice President, The Energy Foundation, and Exec. Dir. of its China Sustainable Energy Program. <small>*(Includes 14,000 common shares owned of record by minor children of Mr. Ogden.)</small>	1998	2010	37,000*	----
C. Robert Ogden, JD	Chairman of the Board, North Coast Life; President, R. J. Martin Mortgage Co. <small>*(Includes 396,127 common shares owned of record by R. J. Martin Mortgage Co., which Mr. Ogden and his family controls, and 62,077 common shares owned by West 1116 Riverside Ave. Partners of which Mr. Ogden is Managing Partner. Also includes 7,410 preferred shares owned of record by R. J. Martin Mortgage Co.)</small>	1965	2010	520,924*	11,303*

NOMINEES AS DIRECTORS TO BE
VOTED ON BY PREFERRED STOCKHOLDERS

Name	Principal Occupation or Employment	Director Since	Term Expires	Shares Beneficially Owned 12/31/09	
				Common	Preferred
Nicholas R. Knapton, CPA, JD	Certified Public Accountant and Attorney, Spokane <small>*(Includes 52,500 preferred shares directly held.)</small>	2001	2010	25,000	122,680*
Paul S. Schultz	Operations Manager, Blumengarten, Inc., Owner, Schultz Apiaries, Greenacares, WA <small>*(Includes 4,752 preferred shares directly held)</small>	2006	2010	200	9,552*

DIRECTORS CONTINUING IN OFFICE

Name	Principal Occupation or Employment	Director Since	Term Expires	Shares Beneficially Owned 12/31/09	
				Common	Preferred
Gavin J. Cooley, CPA	Chief Financial Officer, City of Spokane; Former Treasurer, North Coast Life 1990-2003	2000	2011	----	----
William C. Fix	President, William C. Fix Investments, Spokane	1982	2011	2,600	----
Nicholas R. Knapton, CPA, JD	Certified Public Account and Attorney, Spokane. <small>*(Includes 52,500 preferred shares directly held.)</small>	2001	2012	25,000	122,680*
Robert J. Ogden, MBA	President, North Coast Life <small>*(Includes 22,650 common shares owned of record by minor children of Mr. Ogden)</small>	1990	2012	56,175*	----
Dean V. Ozuna, CPA, MPAcc	Treasurer, North Coast Life	2008	2011	---	---
Paul S. Schultz	Operations Manager, Blumengarten, Inc., Owner, Schultz Apiaries, Greenacares, WA <small>*(Includes 4,752 preferred shares directly held)</small>	2006	2011	200	9,552*

REMUNERATION OF OFFICERS

The five highest-paid officers of the Company in 2009 included Robert J. Ogden, President; Randy G. Thomas, Sr. Vice President-Sales; Dean V. Ozuna, Treasurer; Gordon L. Eastman, Regional Vice President-Sales; and Carol A. Maynard, Vice President and Senior Underwriter. R. J. Ogden received remuneration exceeding \$100,000 during 2009. Aggregate 2009 remuneration (salaries plus benefits) for all officers was \$417,920. Directors reduced their fees for each meeting attended.

The Company has a 401(k) retirement plan for its employees.

INTEREST IN MATERIAL TRANSACTIONS

No Director has any known pecuniary interest, direct or indirect, in any matters to be acted upon at the meeting other than election to office, nor in any material transaction in 2009 nor in any contemplated transaction.

REPORTS OF OFFICERS

Stockholders will hear reports from management concerning the operation and financial condition of the Company in 2009 and projections for 2010 operations, and reference is made to the Annual Report to Stockholders forwarded with this proxy statement.

Stockholders will be asked to ratify the actions of the Board of Directors during the year.

OTHER MATTERS THAT MAY COME BEFORE THE MEETING

The management knows of no other business which will be brought before the meeting other than the items mentioned above. However, if any other matters shall properly come before the meeting, it is the intention of the person or persons named in the enclosed proxy form to vote such proxy in accordance with their best judgment with respect thereto.

NORTH COAST LIFE INSURANCE COMPANY

Spokane, Washington
March 15, 2010



Secretary