



# PREPARE TO TAKE FLIGHT IN 2022



THE FITZ GROUP PARTNERS WITH  
INTEGRITY MARKETING GROUP

P. 12

Q1 | 2022

**N  
247  
RU**





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# IT'S TIME TO TAKE FLIGHT

A letter from our CEO, Andy Albright

**W**ELCOME TO ANOTHER NEW YEAR ... 2022!!!

It's hard to believe how quickly a year can go by if you are intentional about how you spend your time. The last couple years have made it even more difficult ignore the noise that is really outside of your circle. I'm proud to say The Alliance has stayed focused and worked hard to grow.

We wrapped up 2021 with some strong momentum, and I believe the first quarter of this year is going to be our best yet.

This is the year I believe that many of you will "take flight" and reach new heights you've never seen before. We are going to win big in 2022!

The tail number on my Cessna Citation XLS+ is N247RU. That's also something I like to ask people about. "I'm in 24/7, are you?" Are

you ready to make that commitment this year? It's easy to say you are, but are you going to prove it with results?

The Alliance is going to provide you with the jet fuel you need to "take flight" this year.

To define what the "N247RU: Take Flight" theme means is different for each person. There's various ways to measure it, but let's try to hash it out.

The Alliance has identified a formula to help you be able to proudly say, I'm "N247RU?"

Beyond that, we want you to also take flight in 2022!

N247RU is about the pursuit of ...

- education and application (Getting started)
- initiative and dedication (Selling)
- thought and choice (Recruiting)
- freedom and independence (Building)

When people want something bad enough, they will fight for it with a determination that nothing will stop them from reaching the goals they have set for this year.

In 2022, those pursuits comprise what it takes to be N247RU.

I hope you enjoy this issue of our magazine. I'm excited about where The Alliance is headed with Integrity Marketing Group in 2022!

Are you ready to take flight with us?

Shickyboom!!!



# BUILDER PROMOTIONS

**NEW JUNIOR BOARD MEMBER!**



**JBM** ALEX & GINNY ABUYUAN

QUALIFIED NOVEMBER 2021

**NEW EXECUTIVE VICE PRESIDENT!**



**EVP** JOE DUKES & VENUS CASTLEBERG

QUALIFIED DECEMBER 2021

**NEW VICE PRESIDENT!**



**VP** MIKE HARTLIEB

QUALIFIED OCTOBER 2021

**NEW VICE PRESIDENT!**



**VP** MARVIN & RACHEL OSUNA

QUALIFIED OCTOBER 2021

**NEW VICE PRESIDENT!**



**VP** ERIC & BOBBI BELLAIRE

QUALIFIED DECEMBER 2021

**NEW VICE PRESIDENT!**



**VP** MARK HUTCHESON

QUALIFIED OCTOBER 2021

**NEW NATIONAL MANAGER!**



**NM** NICK GRECO

QUALIFIED OCTOBER 2021

**NEW NATIONAL MANAGER!**



**NM** PATRICK CONNORS

QUALIFIED NOVEMBER 2021

**NEW NATIONAL MANAGER!**



**NM** MIKE & KATE MORICE

QUALIFIED DECEMBER 2021

**NEW REGIONAL MANAGER!**



**RM** JERRY & CASSIE BURBAGE

QUALIFIED OCTOBER 2021

**NEW REGIONAL MANAGER!**



**RM** EDUARDO SOTO

QUALIFIED DECEMBER 2021

**NEW DISTRICT MANAGER!**



**DM** JEREMEKO EDWARDS

QUALIFIED NOVEMBER 2021



# THE ALLIANCE SAW A NEW RECORD OF AGENTS WHO HIT THEIR HIGHEST LEVEL EVER IN 2021! IT WAS A BANNER YEAR, BUT WE KNOW THE BEST IS YET TO COME.

**NEW DISTRICT MANAGER!**




**DM** **JOE & TAWNEE WALKER**

QUALIFIED OCTOBER 2021

**NEW DISTRICT MANAGER!**




**DM** **STEPHANY RODRIGUEZ**

QUALIFIED OCTOBER 2021


**NEW DISTRICT MANAGER!**




**DM** **CHRIS MANIFOLD**

QUALIFIED NOVEMBER 2021

**NEW DISTRICT MANAGER!**




**DM** **JAMES BUBBA SKINNER**

QUALIFIED NOVEMBER 2021

**NEW DISTRICT MANAGER!**




**DM** **VINCENZO & DANIELLE NAPOLI**

QUALIFIED OCTOBER 2021

**NEW AGENCY MANAGER!**




**AM** **KYLE & NINA HARRY**

QUALIFIED DECEMBER 2021

**NEW AGENCY MANAGER!**




**AM** **STEVE MAXIM**

QUALIFIED OCTOBER 2021

**NEW AGENCY MANAGER!**




**AM** **BUCK ROLLINS**

QUALIFIED NOVEMBER 2021

**NEW AGENCY MANAGER!**




**AM** **LEE REYES**

QUALIFIED OCTOBER 2021

**NEW AGENCY MANAGER!**




**AM** **DAVID & PATTI RODRIGUEZ**

QUALIFIED NOVEMBER 2021

**NEW AGENCY MANAGER!**




**AM** **MARTE WASHINGTON**

QUALIFIED NOVEMBER 2021

**NEW AGENCY MANAGER!**




**AM** **TIM & NICKY LONG**

QUALIFIED NOVEMBER 2021

**NEW AGENCY MANAGER!**




**AM** **JAMES & PAM ALLARA**

QUALIFIED DECEMBER 2021

**NEW AGENCY MANAGER!**




**AM** **FRED & CASSIE BUTLER**

QUALIFIED DECEMBER 2021

**CONGRATS TO ALL OUR TOP AGENTS FOR BREAKING THEIR OLD CEILING AND ACHIEVING NEW HEIGHTS WITH THE ALLIANCE.**



Highest Qualified  
Builder Level →  
Low Activity →  
Team Activity →

**ALLIANCE ACHIEVEMENT BADGES**

**ARC DEPOSITS**

**LEADERBOARDS**

**NEWS & NOTES**



Hire where TOP  
Leaders are  
Traveling + Associate  
w/ ppl winning!

**ALLIANCE ACHIEVEMENT BADGES**

**LEADERBOARDS**

**NEWS & NOTES**

- Alliance Hotspots
- Alliance Facebook
- Alliance YouTube
- NAA TV
- ARC Commissions Team
- BACM
- Lead Performance Team
- President's Club
- Gina Hawks
- Ivy Wilson
- AndyAlbright.com
- The Alliance Store
- Health Matching Account Services
- MPowering America Registration
- Alliance Events
- AmpPix

Host + Meet  
Details

Alliance Hotspots

Join us across the country to share what The Alliance represents! Bring potential agents and recruits to learn how we have fun, make money, and make a difference! Hear from top leaders' experiences and insight! Discover how to build your business and team by getting the training you need from those who are already doing it!

January 5th - Philadelphia, PA @2:00pm

**Mike Lewantowicz**  
SpringHill Suites by Marriott Philadelphia Willow Grove  
3900 Commerce Ave  
Willow Grove, PA 19090  
Training 2pm-5pm  
Opportunity Meeting 7pm-10pm

# COMING SOON!

BRAND NEW, STATE OF THE ART ALLIANCE EVENTS WEBSITE IS COMING IN 2022! DESIGNED TO HELP YOU EASILY GET YOUR TEAM REGISTERED FOR OUR NEXT EVENT OR TRIP!



# Q&A

## How do you set new goals when you start a new year?

“Beth and I do a retreat to reflect on the previous year and set goals for the new year. We then schedule a time with Andy Albright to review and make sure we are tracking and thinking properly. We also focus on activity goals as well as results goals.”

**Adam Katz – Wilmington, NC**

“We look at where we want to be at the end of the quarter, then we look at the weekly activity goals that need to happen. Then, we look at how to get those done. We measure those and review them every week with our staff. If we are not on track in an area, we acknowledge and adjust.”

**Mike Lewantowicz – Louisville, KY**

“When going into a new year, I have dreams, goals, and aspirations I want to accomplish. I start by writing it down, then attach a date I want to accomplish these goals and dreams, and what it will look like when I do accomplish those goals. When I write goals down, how does it make me feel when goals and dreams are accomplished? Do I feel grateful? Do I feel happy? Once you have a feeling attached to it and it makes you feel good, that’s a goal you should go after.”

**Ed Soto – Pittsburgh, PA**

“I begin with the end in mind. That’s a principle from the 7 Habits of Highly Effective People. We visualize how we want our business and life to look like on Dec. 31. We then figure out what we need to do every day to move toward that vision.”

**Terry Edwards – Kernersville, NC**

“You have to lay out your targets you are shooting for and work backward into the activity it will take to make it happen.”

**Joseph Dukes – Salt Lake City, UT**

“Setting goals for the new year is figuring out what you want. Once you know what you want then you can set the goals around that to achieve it. Most importantly, I need to attack in action and start doing as fast as possible so I will reach those goals.”

**Andy Riddle – Jacksonville, FL**

“MOST IMPORTANTLY, I NEED TO **ATTACK IN ACTION...**” -ANDY RIDDLE



# AGENT LEVELS



## GLO BONUS

1st Generation  
**8%**

2nd Generation  
**5%**

3rd Generation  
**4%**

4th Generation  
**2%**

5th Generation  
**2%**

6th Generation  
**1%**

7th Generation

1%

118%

+330%  
GLO

95%



Regional Manager  
\$55,000

\*MUST HAVE QUALIFIED THE LATEST TWO MONTHS\*

REGIONAL MANAGER AND ABOVE ARE GLO ELIGIBLE



MANAGER RINGS

GET THE RECOGNITION YOU HAVE EARNED WITH YOUR AGENCY MANAGER + RINGS! NEW RINGS ARE PRESENTED AT NATIONAL CONVENTION AND FAMILY REUNION!

90%



District Manager  
\$37,500

85%



Agency Manager  
\$25,000

YOUR PERSONAL PRODUCTION COUNTS WHEREVER IT HELPS YOU THE MOST.

MAXIMUM VOLUME CREDIT IS 50% IN ONE LEG

80%



Key Leader  
\$12,500

75%



Team Leader  
\$7,500

70%



Team Builder  
\$5,000

65%



Business Promoter  
\$3,500

60%



Business Developer  
\$2,500

55%



Independent Business Associate

Promotion at \$50K

Promotion at \$25K

Promotion at \$20K

Promotion at \$12.5K

Promotion at \$5K

...OR, USE CAREER HIERARCHY PRODUCTION

GET PROMOTED WITH

CAREER

PRODUCTION ▶

OR

PERSONAL

◀ PRODUCTION

WHICHEVER IS FASTER



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# TAKE FLIGHT IN 2022!

For years, Andy Albright has talked about being committed and doing as much as you possibly can daily. He calls it being “in 24/7.”

It’s the kind of commitment that led to the Wright Brothers taking flight for the first time on Dec. 17, 1903 in Kitty Hawk, N.C.

They didn’t take flight the first time they tried, but the brothers refused to give up until they made their dream happen!

When it came time to pick out a tail number for his Alliance Air Cessna Citation XLS+, Albright decided to choose N247RU.

It’s all about finding ways to squeeze in one more phone call, meeting or sending one more text message. It’s a mindset that lets people know you are trying to find out just how much you can achieve in a day, week, month or year.

Time is too precious not to operate that way.

It’s one of the reasons Albright wanted to secure his own private jet, so that he could travel faster, see more people and get more done! N247RU has become more than a tail number. It’s a mantra for members of The Alliance.

Now, The Alliance is using N247RU as its theme for 2022.

N247RU ... are you ready to make that kind of commitment?

“I’m in 24/7, are you?” is a question that Albright likes to ask people.

It’s easy to say it, but how do you prove it? Members of The Alliance will have the chance to do just that in 2022!

To define what N247RU means is different for each person. There’s various ways to measure it, but let’s try to tackle this theme.

The Alliance has identified a formula to help you be able to proudly say, I’m “N247RU?”



## N247RU is about ...

- The pursuit of education and application (Getting started)
- The pursuit of initiative and dedication (Selling)
- The pursuit of thought and choice (Recruiting)
- The pursuit of freedom and independence (Building)

The pursuit of education and application are pretty simple. The Alliance provides numerous ways for you to learn and educate yourself in terms of insurance products and self-improvement outlets. The ambitious agent takes these tools and consumes them like a thirsty dog in front of a big bowl of water on a hot summer day. Beyond gaining knowledge, the agent must then apply what has been learned. If you don't get started, you will never enjoy success. If it is not used, what's the point of knowing how things work? You must apply it to be N247RU.

The second phase of N247RU deals with taking initiative. This can happen in so many different ways, but means nothing if it isn't repeated consistently, which requires being dedicated. This applies to offering clients our products and also offering potential agents the opportunity to do the same. When agents take initiative and employ dedication too, the selling soon follows. This is a good sign that an agent is on the way toward being successful, and it puts them one step closer to being able to say N247RU.

Next, an agent that has fulfilled the first two pursuits has to raise the bar in terms of the way they think. They will also have to make critical choices and decisions in a number of different settings and situations. Our thoughts and choices determine the kind of people we attract in our business. When your thinking is on point and you make good choices, you are more likely to be successful. These choices will determine how successful our recruiting efforts are and how high the ceiling is for us. The only way to be able to correctly use N247RU is by showing others you are

through your recruiting efforts.

The final piece of the puzzle of N247RU happens through earning freedom and independence that many people never enjoy. If your actions, efforts and decisions are correct, then you will start to have more freedom and independence because you are building a powerful team that is driving growth with The Alliance.

N247RU is as much a decision as an opportunity. It's there for the taking if you truly want it. The only thing holding you back is yourself. When you follow the system and execute the activities that we know yields results, then you will be able to tell people I'm N247RU!!!

Nothing great was ever achieved without massive effort and energy. Greatness is achieved through applying what we learn, taking action, staying dedicated to the mission, making sound decisions and fighting for freedom and independence.

When people want something bad enough, they will fight for it with a dogged determination that nothing will stop them from reaching the goal. A determined mind, a fighting heart and a never-give-up attitude is awfully hard to stop.

When a person uses the phrase N247RU, they are letting people know they are fully committed, and they are hoping others are too.

In 2022, those pursuits comprise what it takes to be N247RU ... are you ready to accept the challenge?

Are you ready to take flight?

It's not for everybody. But, the choice is up to you in 2022!





# THE FITZ





# FITZ GROUP

JOINS  
FORCES  
WITH

INTEGRITY  
MARKETING GROUP

## Partnership Strengthens Already Successful Agency

**T**HE ALLIANCE is proud to announce that The Fitz Group, an insurance marketing organization (IMO) based in Addison, Texas, joined forces with the Integrity Marketing Group on Nov. 2, 2021. As a result of the transaction, Alex “Fitz” Fitzgerald, CEO of The Fitz Group, is now the third Managing Partner in Integrity from The Alliance.

Fitzgerald has been a member of The Alliance since 2002 and has been an entrepreneur even longer. He and his wife, Heather, started The Fitz Group to help underinsured American families and to increase their financial certainty through much-needed coverage. They have recruited thousands of insurance agents across the United States during the past 20 years. The Fitz Group boasts numerous success stories of agents who have taken advantage of the opportunity provided via The Fitz Group and The Alliance.

The Fitz Group partners with countless top-rated insurance carriers to distribute life insurance products through its sales force in all 50 states. The Fitz Group is known for its training and setting up agents to succeed because of the resources it offers to agents.

Now, with the help of Integrity, The Fitz Group is ready to take it to an even higher level.

“I’m proud of where we’ve grown The Fitz Group over the past 20 years,” Alex Fitzgerald said. “Today, an even bigger door opened to our staff and agents. This step is about diversifying our business and becoming partners with some of the best minds in our industry. This is a launching point to grow and expand, as well as make a difference for all our agents and the Americans we serve. I feel that my reins have been loosened and I’m ready to run faster than ever before, all while having fun and making a difference.”





The Integrity platform available to The Fitz Group includes proprietary quoting and enrollment technology, data and analytics tools, and product development. Integrity also provides centralized shared services, such as compliance, accounting, human resources, IT, legal and a full-service marketing and advertising firm.

Andy Albright, president and CEO of The Alliance and Integrity managing partner, has known Fitzgerald for more than 20 years. He said he couldn't be prouder to welcome Fitzgerald as an Integrity partner.

"The Fitz Group was successful for a long, long time up to this point," Albright said. "Now, we are going to see exactly what happens when you add what we call the 'Integrity Effect' to the fray. This is going to allow The Fitz Group to focus on what they are passionate about and they will be able to grow faster than they ever imagined. I'm so happy for Alex and Heather and their entire team. This is a big day!"



**"I'm so happy for Alex and Heather and their entire team. This is a big day!"**

**Andy Albright  
CEO of The Alliance**

Additionally, The Fitz Group employees qualify for the Integrity Employee Ownership Plan, which provides meaningful company ownership.

"The way Fitz and his entire agency supports and helps grow agents is truly impressive," said Bryan W. Adams, Co-Founder and CEO of Integrity. "We look forward to helping The Fitz Group take full advantage of the opportunities available to them as Integrity partners and help them rise to the next level."

Alex and Heather Fitzgerald live in the Dallas area with their three children – Joseph (15), Zachary (13) and Kate (9).

For more information about The Fitz Group's partnership with Integrity, scan the QR code below to view a video, or visit [www.integritymarketing.com/FitzGroup](http://www.integritymarketing.com/FitzGroup).



Scan the QR code to view The Fitz Group's Integrity Partnership video and press release.



**"The way Fitz and his entire agency supports and helps grow agents is truly impressive..."**

**Bryan Adams  
CEO of Integrity**

The Fitz Group amplifies its agent offering by gaining access to Integrity's fast-growing partner network, where some of the country's leading agencies share strategies, best practices and solutions to today's challenges in order to better serve more Americans.





# MEDICO®

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## INSURANCE COMPANY

### Medico Hospital Indemnity & Dental Products

The Alliance offers lots of great products, and Medico Hospital Indemnity and Dental Products are two excellent, easy ways to add on for your clients and provide them with more comprehensive coverage, you with more sales and more money deposited into your bank account! It's also proven that the more policies you have in a home, the more likely ALL of that business will stay on the books. Take advantage of these great products to grow your business in 2022!

### Hospital Indemnity Policies

Hospital Indemnity policies pay your clients a dollar amount per day when they're admitted to the hospital. This can help them with various financial strains they'll have from a hospital stay. The check goes directly to the client so they can use it for whatever they want! The Medico Hospital Indemnity product is very competitive & a great add-on product for your clients. It's VERY affordable & offers them great coverage. This is also great coverage for your Medicare Advantage clients who have an out-of-pocket cost if they go in the hospital (assuming they're not on Medicaid). Here are some highlights:

- Issue ages 40-85
- Benefit periods of 6, 7, 8, 9, 10, 21 or 31 days
- Benefit amounts from \$100-600/day (in \$25 increments)
- No waiting period
- Restoration of benefits after 60 days of no hospitalizations
- Includes an ER benefit of \$150/day (max 4 days)
- Includes a transportation/lodging benefit of \$100/day (max 10 days)
- Can pay with debit or credit card

### Medico Dental Plan

The Medico Dental plan is also a great way to offer your clients more comprehensive coverage. Dental coverage is one of the most important coverages that seniors are looking for today & is extremely affordable! Here are some highlights:

- Issue ages 18-89
- \$100 annual deductible
- Annual max of either \$1,000 or \$1,500
- Preventative services are covered 100% day 1 with no waiting period
- Basic services (fillings, non-surgical procedures) are covered at either 50% or 80% (Gold or Platinum) with no waiting period
- Major services (bridge, crown, dentures, extractions, etc.) are covered at 20% year 1 and 50% years 2+
- Coverage for implants
- They can use any provider or get additional savings in the Maximum Care Plus Connection network
- They can pay by credit card
- There are optional buyup benefits, carry-over benefits as well as a 5% discount if they also have a Great Western final expense policy





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RU

# 2022 FAMILY REUNION

RESERVE YOUR TICKET NOW!  
[WWW.THEALLIANCEEVENTS.COM](http://WWW.THEALLIANCEEVENTS.COM)

ARE YOU READY TO TAKE FLIGHT?

THE ALLIANCE HEADQUARTERS  
1214 TURRENTINE ST.  
BURLINGTON, NC 27215

PRSRF STD  
U.S. POSTAGE PAID  
BURLINGTON, NC  
PERMIT NO. 86

*The Alliance*  
AN INTEGRITY II COMPANY