



WILL YOU BE  
AT OUR NEXT  
MASSIVE EVENT?

PG. 15

THE ALLIANCE

RENO

NEVADA

20

22

FAMILY REUNION

Q2 | 2022





# TABLE OF CONTENTS

## FEATURED STORY:

**FAMILY REUNION IS HEADED TO RENO NEVADA IN 2022** P. 15

**NEW MANAGER PROMOTIONS** P. 4

**Q & A WITH TOP LEADERS** P. 7

**COME WITH US TO IRELAND** P. 8

**IRELAND TRACKER** P. 11

**CARRIER SPOTLIGHT: AMERICAN AMICABLE** P. 13

**FAMILY REUNION 2022 FEATURED SPEAKERS** P. 14

**SUPER BOWL DREAMS COME TRUE** P. 16



# SET UP TO WIN BIG IN 2022

## A letter from our CEO, Andy Albright

To my family at The Alliance,

I hope you are doing well as we roll through 2022. The year is almost halfway over and we are gearing up for what promises to be a big June when we get together in Reno, Nevada for “Family Reunion!”

We have a fantastic lineup of speakers for Reno and you’ll learn more about them in this issue. You can also learn more about that event inside this issue. Jane and I are so excited to see all of you there. It’s going to be our first major event in Reno, and we can’t wait.

You will also see what agents earned major promotions recently in this issue, there’s info about our incredible trip to Ireland in 2023,

and you’ll read about all the other exciting news going on at The Alliance.

American Amicable is the featured product in this issue, and we have enjoyed our fairly new partnership with them.

We have made changes to the format of The Wednesday Call and The Alliance Activity Call that I want to make sure you know about. There’s more info on that later in the magazine. We also continue to add tons of great content via channels like YouTube and our four podcasts. I hope you are enjoying the content we produce to help our team!

Mike and Noelle Lewantowicz are two of our favorite people in The Alliance. They had the unique

chance to do something really cool earlier this year that involved fulfilling a dream of Noelle’s for many years. You will get to read all about it!

We are in a great position to do big things this year, and we have never been set up so well to win big in 2022. We’ve got the best carriers, our leaders are stepping up and we have Integrity cheering us on too!

Again, Jane and I are excited about 2022 and all the great things going on at The Alliance. We can’t wait to see you in June, if not sooner!!!

Shickyboom!



# BUILDER PROMOTIONS

**NEW SENIOR BOARD MEMBER!**




**SBM** PAUL & TAMARA ROBERTS

QUALIFIED JANUARY 2022

**NEW SBM-I**




**SBM** STEPHEN & HOLLIE DAVIES

QUALIFIED MARCH 2022

**NEW JBM-III**




**JBM** BRANDON & HALEIGH MANLEY

QUALIFIED MARCH 2022

**NEW EXECUTIVE VICE PRESIDENT!**




**EVP** MEGAN WOOD

QUALIFIED JANUARY 2022

**NEW EXECUTIVE VICE PRESIDENT!**




**EVP** MIKE HARTLIEB

QUALIFIED MARCH 2022

**NEW EXECUTIVE VICE PRESIDENT!**




**EVP** EDUARDO SOTO

QUALIFIED MARCH 2022

**NEW VICE PRESIDENT!**




**VP** MARCUS & KARLA RICHARDSON

QUALIFIED MARCH 2022

**NEW VICE PRESIDENT!**




**VP** NICK & DANIELLE GRECO

QUALIFIED FEBRUARY 2022

**NEW VICE PRESIDENT!**




**VP** JEREMY & AMY PATTON

QUALIFIED JANUARY 2022

**NEW NATIONAL MANAGER!**





**NM** MIKE & ARCADIA GUERRA

QUALIFIED MARCH 2022





**NEW REGIONAL MANAGER!**

**RM** **BRANDON & ASHLEY BEAL**

QUALIFIED JANUARY 2022



**NEW REGIONAL MANAGER!**

**RM** **MIKE & KERRY WILLIAMS**

QUALIFIED JANUARY 2022

**NEW REGIONAL MANAGER!**

**RM** **JAKE & BELLE CRAUSE**

QUALIFIED MARCH 2022



**NEW DISTRICT MANAGER!**




**DM** **RUSS & DENISE EVERETT**

QUALIFIED JANUARY 2022

**NEW DISTRICT MANAGER!**

**DM** **JAMES & CHERISH O'BARR**

QUALIFIED FEBRUARY 2022



**NEW DISTRICT MANAGER!**




**DM** **MIA FENNEL**

QUALIFIED MARCH 2022

**NEW DISTRICT MANAGER!**

**DM** **STEVEN MAXIM**

QUALIFIED JANUARY 2022

**NEW DISTRICT MANAGER!**




**DM** **TIM TIPTON**

QUALIFIED MARCH 2022

**NEW AGENCY MANAGER!**




**AM** **BRYAN & CRYSTALINE ROJAS**

QUALIFIED FEBRUARY 2022

**NEW AGENCY MANAGER!**




**AM** **DENNIS LYONS**

QUALIFIED FEBRUARY 2022

**NEW AGENCY MANAGER!**




**AM** **RACHEL MIDTHUN**

QUALIFIED MARCH 2022

**NEW AGENCY MANAGER!**




**AM** **SABRINA FLOYD**

QUALIFIED MARCH 2022

**NEW AGENCY MANAGER!**




**AM** **SETH & ADINA DECKER**

QUALIFIED FEBRUARY 2022

**NEW AGENCY MANAGER!**




**AM** **KYLE & DIONE STEARNS**

QUALIFIED MARCH 2022

**NEW AGENCY MANAGER!**




**AM** **DAN HOYT**

QUALIFIED MARCH 2022

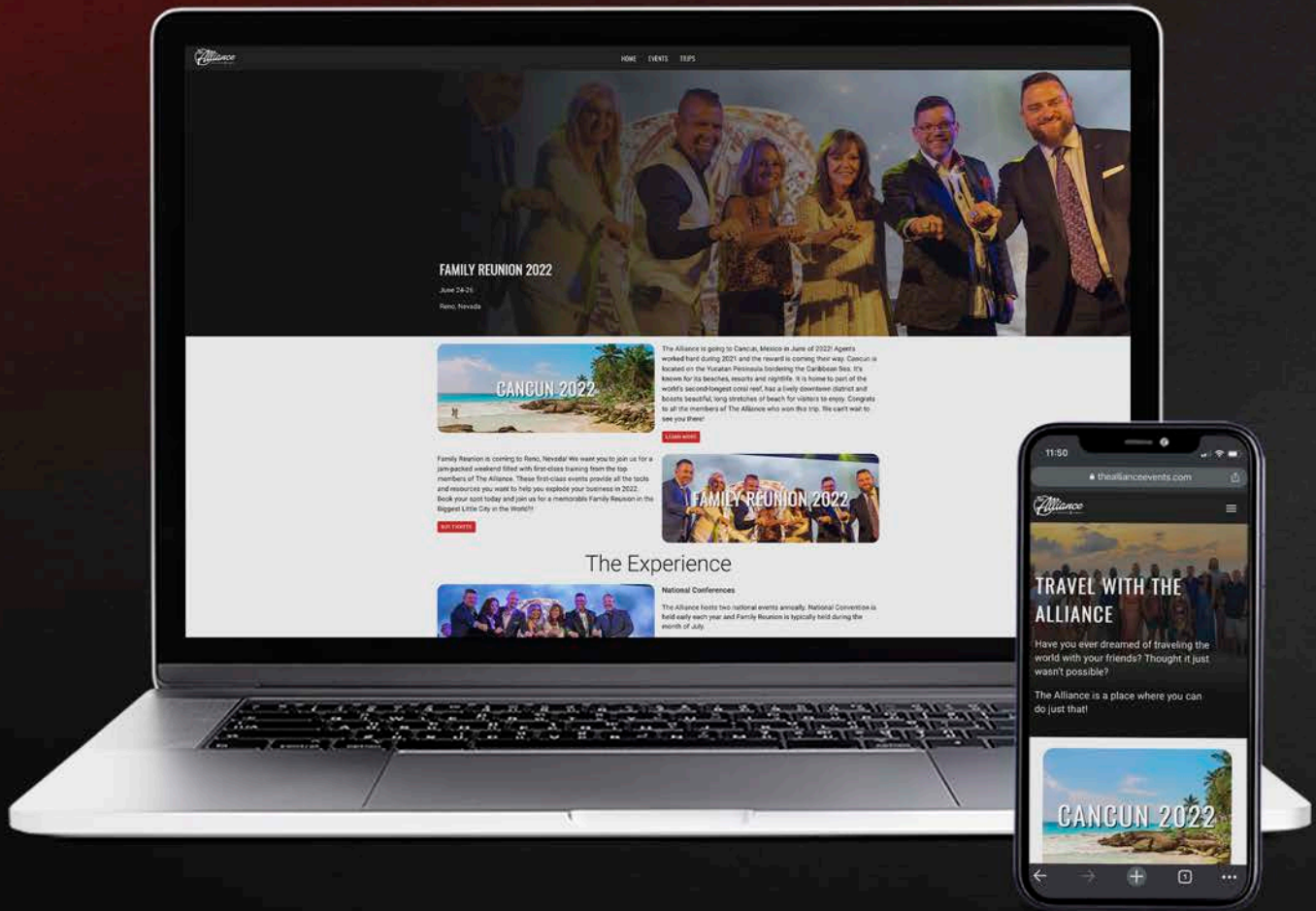
QUALIFIED JANUARY-MARCH 2022

# THE ALLIANCE EVENTS

The Alliance launched its new event site [www.TheAllianceEvents.com](http://www.TheAllianceEvents.com) in January! It houses all the information you need to know about upcoming events. Since its release, we have added a trips page and a HotSpots page.

Now agents can visit one site to purchase event tickets, find out information about where we are traveling to next and see local meeting locations!

This page lets you know all the details you need to be ready for the next big event. You can find airport info, hotel info and purchase tickets for the event all in the same place. If you haven't already purchased your tickets for Reno, talk to your upline manager today!



[TheAllianceEvents.com](http://TheAllianceEvents.com)

# Q&A

## Why is it important to attend National Events?

“Being at the National Events is like a power up - if your batteries are low and you feel like you are running on empty, it’s the perfect place to get recharged and powered up. On the flip side, if you are crushing it and are reaching new levels, the National events are the perfect place to get around the leaders and mentors that can give you the power boost to propel you even higher. Never miss a National event - it will always help you go further faster. .”

**Jake Crause – Puyallup, WA**

“It helped me build relationships that has allowed me to triple my income!”

**Megan Wood – Lafayette, IN**

“The events are essential if you want to make money in this business. The people who go to the events earn multiple times more money than the people that don’t go. If you aren’t going you’re telling yourself and your managers that you aren’t serious about making money in this business.”

**Nick Greco – Denver, CO**

“The momentum that it creates, the excitement, the energy and a lot of what we do is caught not taught. You got to get around the fire to catch the fire and that’s why it’s important to be at our next event. This is why I’ve gone to almost all of them since I’ve been around for 10 years because I want to catch that next nugget that’ll take my business to the next level so I can serve other people better.”

**Marcus Richardson – Denver CO**

“Family Reunion is like a cheat code to expedite your success with The Alliance. It will be invaluable to you and your team to associate with and learn from top producers. They are selflessly sharing tips, tricks and experiences to better us all. One weekend at Family Reunion will save you months of trying to learn it on your own!”

**Brandon Manley – Treasure Island, FL**

“The information will help with the transformation to get you to the top of our organization!! You Must be there! ”

**Eric Bellaire – Melbourne, FL**

“IT HELPED ME BUILD RELATIONSHIPS THAT HAS ALLOWED ME TO **TRIPLE MY INCOME!**” -MEGAN WOOD



# The Alliance is heading to Ireland!

On March 17, fittingly, The Alliance President and CEO Andy Albright made a huge announcement regarding the company incentive trip in 2023.

Alaska is out and Ireland is in!

It was a very happy St. Patrick's Day to say the least.

After multiple attempts to travel to Alaska during the pandemic, Albright had enough and pivoted to Ireland, a place many members of The Alliance consider to be a “bucket list” trip!

The announcement created a major buzz among agents and Albright was beyond excited to hear the great feedback regarding his major pivot.

“Look, we tried to make Alaska happen and it just wasn't in the cards,” Albright said. “Once we looked at our options, we knew Ireland was the perfect place to send The Alliance in 2023. Now, our agents know this is where we are going and they know exactly what they have to do to win trip. My wife, Jane and I are beyond excited about heading to Dublin!”





For agents who go above and beyond, the trip to Ireland includes an extension trip to Killarney too. Even more incentive to post a big 2022 to spend even more time in Ireland.

Ireland is known for its majestic landscape, hearty meals, Guinness beer and Jameson liquor, Irish hospitality and amazing landmarks.

This trip will take place in early April (2-7, 7-10) of 2023!!!

## dublin

Dublin is a city that's as intimate as a village and as friendly as an Irish pub. Framed by mountains, centered on a river and edged by a beautiful bay, the city's streets and alleys are filled with vibrant art and historic buildings, hip cafés and traditional "old man" pubs, as Dubliners call them. Walk the streets and you'll feel the energy of over 1,000 years of history, as echoes of the Vikings mix with buzzing boutiques, cobble streets reverberate with the sounds of buskers, and 18th century parks play host to festivals, film and food markets.

Dublin is a resoundingly social place, packed with culture, creativity and "craic" (fun). You'll see it in the busy pubs, in the rolling nightlife scene, in the music and in the chat. But this ancient gem basks in natural beauty, too. Head out beyond the city, and the UNESCO Biosphere of Dublin Bay opens up with coastal walks, little villages, wide sea views and rugged mountain backdrops. Take to the Dublin mountains for a hike, go rock-climbing in Dalkey Quarry, walk the cliff path at Howth or join the Dublin hardcore who sea-swim whatever the weather. There's an adventure around every corner.

## killarney

Killarney is one of the most picturesque towns in country's beautiful South-West. For that reason, it is

on the list of "things to do" for many visitors. It is a dreamy, bustling Irish town.

While here, it is the perfect spot for exploring some of the Republic of Ireland's most beautiful natural attractions, such as the Ring of Kerry, Kerry Way walking trail and Killarney National Park. In addition to having gorgeous outdoor spaces, Killarney is a sweet town full of cozy pubs and stores selling local handicrafts.

The area was already settled for ages when a Franciscan monastery (built in 1448) and nearby castles elevated it to a local center. Some mining provided industrial employment, but the tourism industry started off here as early as 1700. Travel writers and the opening of the railway boosted Killarney's influx of visitors even more in the 19th century, and even Queen Victoria made a visit here - and her royal influence helped make the town a major Irish vacation destination. Her Ladies-in-Waiting also established one of the most spectacular viewpoints, named "Ladies' View" even today.

Killarney remains one of the top tourist destinations for both Irish and foreign visitors. Tourism is very important to the town and many of the local businesses are set up to take care of visitors. Though there are some factories outside of town, the hospitality sector and smaller shops dominate the town center.

Killarney is so popular because of its location and because the town itself is so stereotypically Irish. Plan to walk through downtown to see the storefronts or stop for a meal of fish and chips.

We can't wait to take you to Ireland in 2023!!!



235k

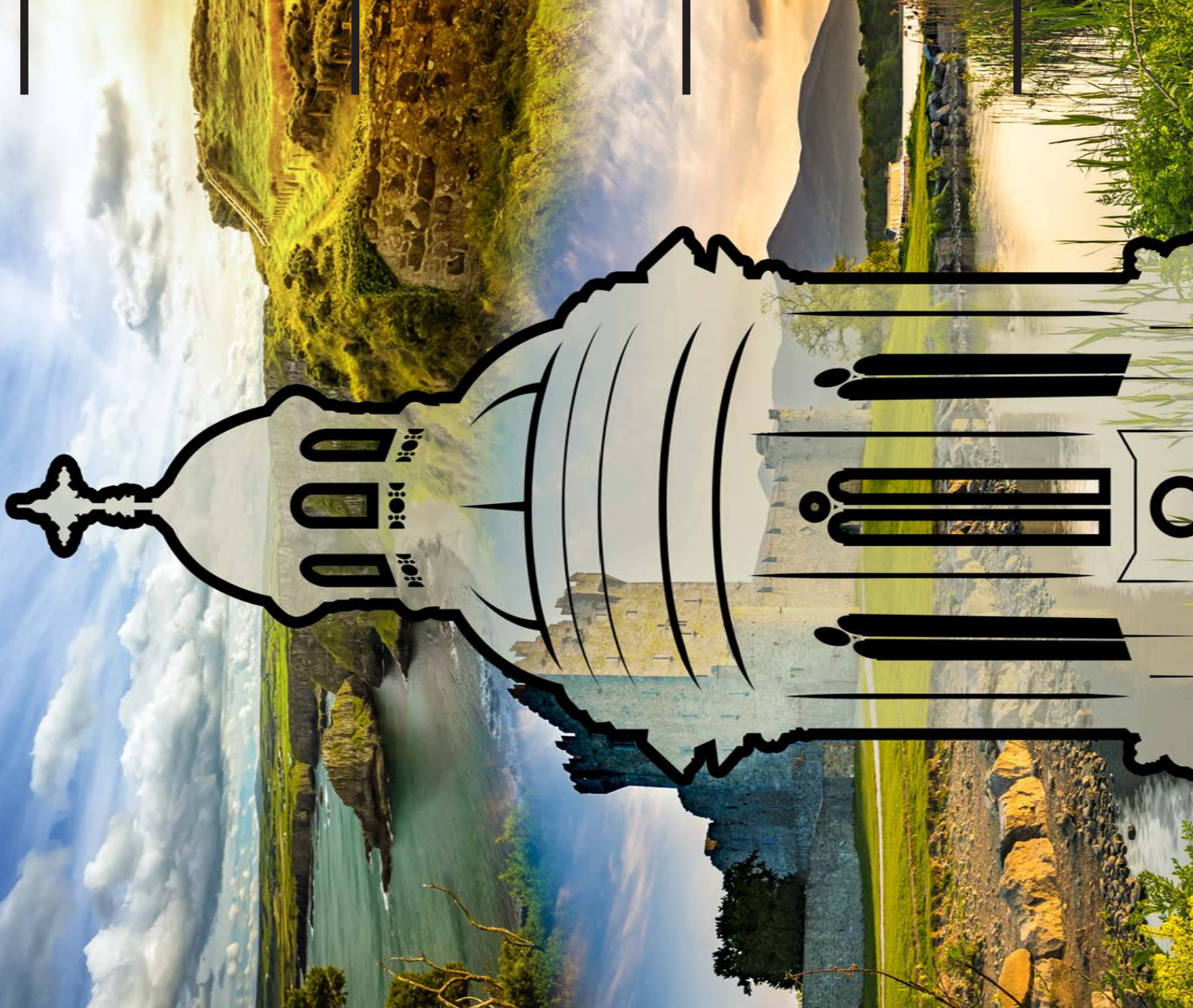
Killarney  
winner

200k

135k

dublin  
winner

100k



75K

50K

## Ireland Credits Tracker

Track your progress to make sure you make it to Dublin, and Killarney, Ireland with The Alliance in 2023! You don't want to miss this once in a lifetime trip!





**235,000**

**marketing credits**  
earns you the main trip and the extension!

**135k**

marketing credits  
earns you a trip  
for two in dublin,  
ireland!

**235k**

marketing credits  
earns you a trip  
for two in dublin,  
ireland, plus  
the extension in  
kilarney, ireland!

**475k**

marketing credits  
earns you a trip  
for four in dublin,  
ireland, plus the  
extension for  
two in kilarney,  
ireland!!

**600k**

marketing credits  
earns you a trip  
for four in dublin,  
ireland, plus the  
extension for  
four in kilarney,  
ireland!!

**50,000  
BONUS  
CREDITS**

earn up to 50,000  
bonus credits  
towards the trip  
by attending 2022  
family reunion!



## Carrier Spotlight: American Amicable

The Alliance enjoys working with high-quality insurance carriers and one of those partners is American Amicable, based out of Texas.

American Amicable has an array of products and two of the best members of The Alliance can offer people is Term Made Simple and American Legacy Final Expense.

The Alliance Product Specialist Gina Hawks said agents love the Term Made Simple product.

“The fact that it’s a true simplified issue term up to \$500,000 with rates that are competitive with a fully underwritten term is great,” Hawks said. “The American Legacy final expense is a very competitive product. I’ve had many agents tell me that American Amicable is very easy to work with in term of underwriting and service! Especially with cases that need a little extra explanation, the underwriters are good to work with agents on those cases.”

When dealing with the Term Made Simple product, we offer 10-, 15-, 20- and 30-year level term for clients ages 18-75 depending on the term-length. This product can be completely non-medical up to \$500,000. It is convertible up to age 75. There are disability income riders, living benefits for terminal illness, nursing home and chronic illness.

There is a unique critical illness rider and you do not need Errors & Omissions insurance to write this product. The application for this product is only two pages and there is an E-app option available for writing agents.

Darren Sliva, the Chief Marketing Officer and Sr. VP of Marketing at American Amicable, said his company has a broad portfolio of products, but Term Made Simple is by far the most popular with agents from The Alliance.

“That’s what you are selling the most of and you are selling

a lot of it,” Sliva said. “It gets issued fast ... normally three days but five at the most. It’s a quick turnaround. There’s no phone interview and it’s non-medical. If it’s not the cheapest term product on the street then it is close of simplified issued products.”

The other product The Alliance wants to highlight is the American Legacy Final Expense option. This offering is available to clients ages 50-85 for amounts between \$2,500 to \$35,000. It offers Level, Graded and Return of Premium plans, with living benefits for terminal illness and nursing home care. There is a grandchildren rider for \$1 monthly. You do not need E&O insurance to write it. The application is only two pages and there is an E-app option available.

Tracing its roots back to 1910, American-Amicable Life Insurance Company of Texas is a progressive special markets insurer. The Company offers innovative life insurance and annuity products developed to target the individual needs of protection, wealth creation and estate preservation.

American Amicable continues to grow and prosper and has consistently maintained a solid financial position. American-Amicable Life Insurance Company of Texas is a part of the American-Amicable Group, which was acquired by Industrial Alliance Insurance and Financial Services, Inc. in 2010.

Historically anchored on a foundation of financial integrity, responsible management, and a strong commitment to every policyholder, American-Amicable Life Insurance Company of Texas looks to the future with great enthusiasm.

In the early months of 1909, an insurance company was formed in Waco, Texas that embarked on a mission of which changed the face and skyline of that city forever. An accomplishment to leave such a mark for the entire world to hear about and marvel well into the 21st Century.

# 2022 FAMILY REUNION SPEAKERS

Family Reunion in Reno, Nevada will offer you the chance to hear from some high successful members of The Alliance. Our lineup of speakers is designed to offer you the information and training you need to leave ready for success with The Alliance. Book your spot today and join us for a memorable Family Reunion in the Biggest Little City in the World!!!



**ANDY ALBRIGHT**



**JANE ALBRIGHT**



**JEFF BRIGHT**



**ANDY RIDDLE**



**DIANE LAMPE**



**MARC ACCETTA**



**MIKE LEWANTOWICZ**



**STEPHANY RODRIGUEZ**



**OLGA MATHIS**



**ERIC BELLAIRE**



**ADAM KATZ**



**ALEX ABUYUAN**

20 **THE ALLIANCE** 22  
**RENO**  
 NEVADA  
**FAMILY REUNION**

Big decisions are made at big events!

The Alliance’s Family Reunion is one of those events where lives are changed. This year, The Alliance is coming to the “Biggest Little City in the World” in fabulous Reno, Nevada!!!

This event is being diligently planned now so that we can offer the best weekend June 24-26. We are lining up first-class training from the top members of The Alliance, in addition to world-class speakers like Andy Albright, Marc Accetta, Tim Goad, Karockas “Doc Rock” Watkins, Jeff Bright and other special guests.

These first-class events provide all the tools and resources you want and need to help you grow your business in 2022. Book your spot today if you haven’t already! We expect this event to sell out soon! It will be a memorable weekend that provides the fuel needed to take off in a big way in 2022! To lock in your tickets NOW, visit [theallianceevents.com](http://theallianceevents.com).

The Alliance has been holding big events since 2002 and thousands of agents will be in Reno in June for one main reason: the growth it will lead to after the event! If you are looking for massive growth this is just the ticket for you. The educational information, intense training and resources gained by being at this event is something you can’t even begin to put a price on.

It’s one thing to want to take your business to the next level. It’s far different to actually follow through and

do it. That’s one of the reasons the people you will see speaking on stage will be those who have done it. You will leave Family Reunion inspired to take your new skills and knowledge to the next level! You will also leave armed with a plan of action too! That plan will be key in growing your business in terms of sales and recruiting.

Did we mention you will also have fun? With thousands in attendance, you’ll meet people from all over the United States. You’ll hear about challenges they’ve faced and how they overcame those obstacles ... or should we say opportunities?



You need to meet people before you need them. Family Reunion is a great chance to do just that. You will have access to people in several areas of expertise like our carrier partner vendors who will be in attendance, high-level agents and the corporate staff of The Alliance.

When the event wraps on Saturday and Sunday, you’ll also have time to explore the “Biggest Little City in the World!” This give you the chance to have meals with other people who are where you want to be! Most importantly, you’ll leave Reno having met, networked and formed strategic partnerships with people just like you!

Come spend time with sales professionals, entrepreneurs, trailblazers, business owners and winners!

The Alliance is a company for people with big dreams and big goals. Family Reunion in Reno is the place to be if you are serious about finding major success with The Alliance. We can’t wait to see you there!!!



## Super Bowl Dream Comes True

It was a promise Mike Lewantowicz never thought he would really have to fulfill.

At least not this soon.

Mike wanted to go see his beloved New England Patriots and quarterback Tom Brady play the Atlanta Falcons in Super Bowl LI in 2017. Noelle, his wife, was OK with that with one shrewd wrinkle.

If her Cincinnati Bengals, she's a lifelong fan, made the Super Bowl in the future, the couple would attend and do so in similar fashion.

The Patriots rallied from being down 28-3 to win 34-28 in that game, allowing Mike to see the greatest comeback in Super Bowl history.

The Bengals hadn't sniffed a Super Bowl appearance since 1989, so of course Mike was agreeable and it more than paid off as he witnessed history.

Little did he know what would happen in 2022 with Joe Burrow at QB for the Bengals, sending the "Who Dey" nation into a fanatical state and a spot in Super

Bowl LVI.

Mike held up his end of the agreement in what became a weekend the couple will never forget. Even though the Bengals fell short against the home-standing Los Angeles Rams 23-20 in So-Fi Stadium, it was still a dream come true for Noelle.

"It just makes me tear up because it's like dreams become reality and that's the bigger thing for me," Noelle said. "Football might not be your thing, but





something is your thing, and it is just worth it to go through all the stuff you have to do to even be thinking it's a possibility to spend \$24,000 for one ticket."

This game saw secondary tickets going for massive amounts of money, but Mike and Noelle were patient and finally locked in on what they wanted on game day at 7 a.m.

They had prime lower-level seats for the game that were certainly not cheap.

How much you ask?

\$7,200 per ticket for a total of \$14,400!

They saw rap legends Dr. Dre, Snoop Dogg, Eminem, 50 Cent, Kendrick Lamar and R&B queen Mary J. Blige perform at halftime. It was a classic game, a mini concert and Tinseltown experience all at the



We've both worked hard to make it happen," Mike said. "It's like Andy says it was harder than I thought it would be to get to this point, but it was also better than I thought it would be to get to this point." Just thinking about the experience still makes Noelle get emotional.

"It's incredible because we've worked to be able to do that," Noelle said. "It's not luck."

What's next? Mike said he knows.

"The next Bengals Super Bowl you'll see Noelle there," Mike said. "Maybe she will be doing the halftime Super Bowl show."



same time.

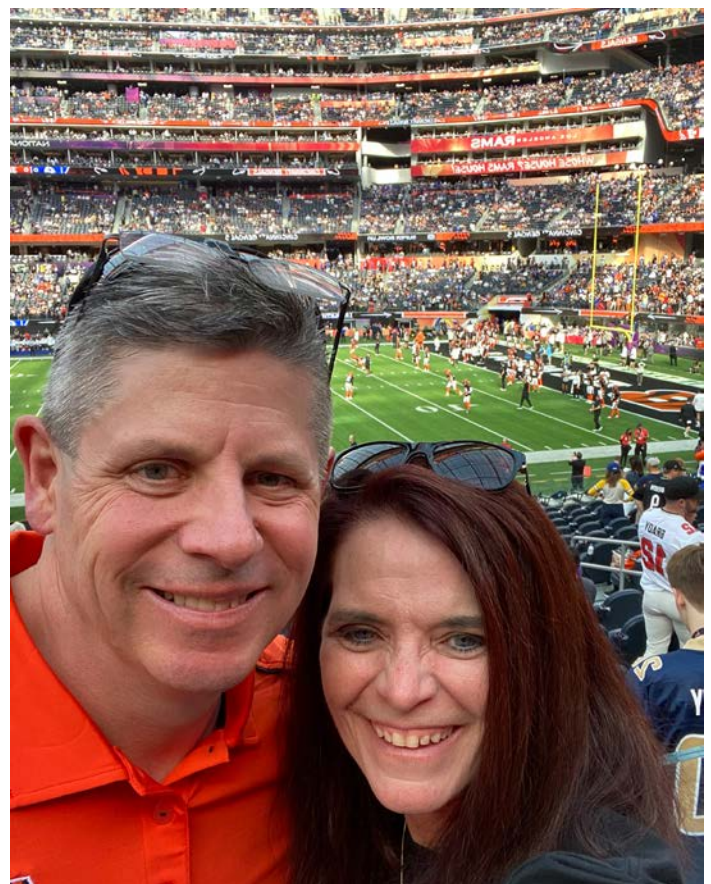
It was also a trip that the couple from Louisville, Kentucky knew they could do with no worries financially. Oh, did we mention they didn't have to worry about what their children – no matter their ages – were doing. They always have high-quality sitters to keep them on schedule and on time. Oh yeah, they also renewed their wedding vows during the weekend!

They credit The Alliance for allowing them the opportunity to go to events like Super Bowls without worry about what it costs for tickets.

"It was a dream of mine to be there," Noelle said.

"Doing the work to be able to get to that point and see a dream come true is the biggest thing I can tell you."

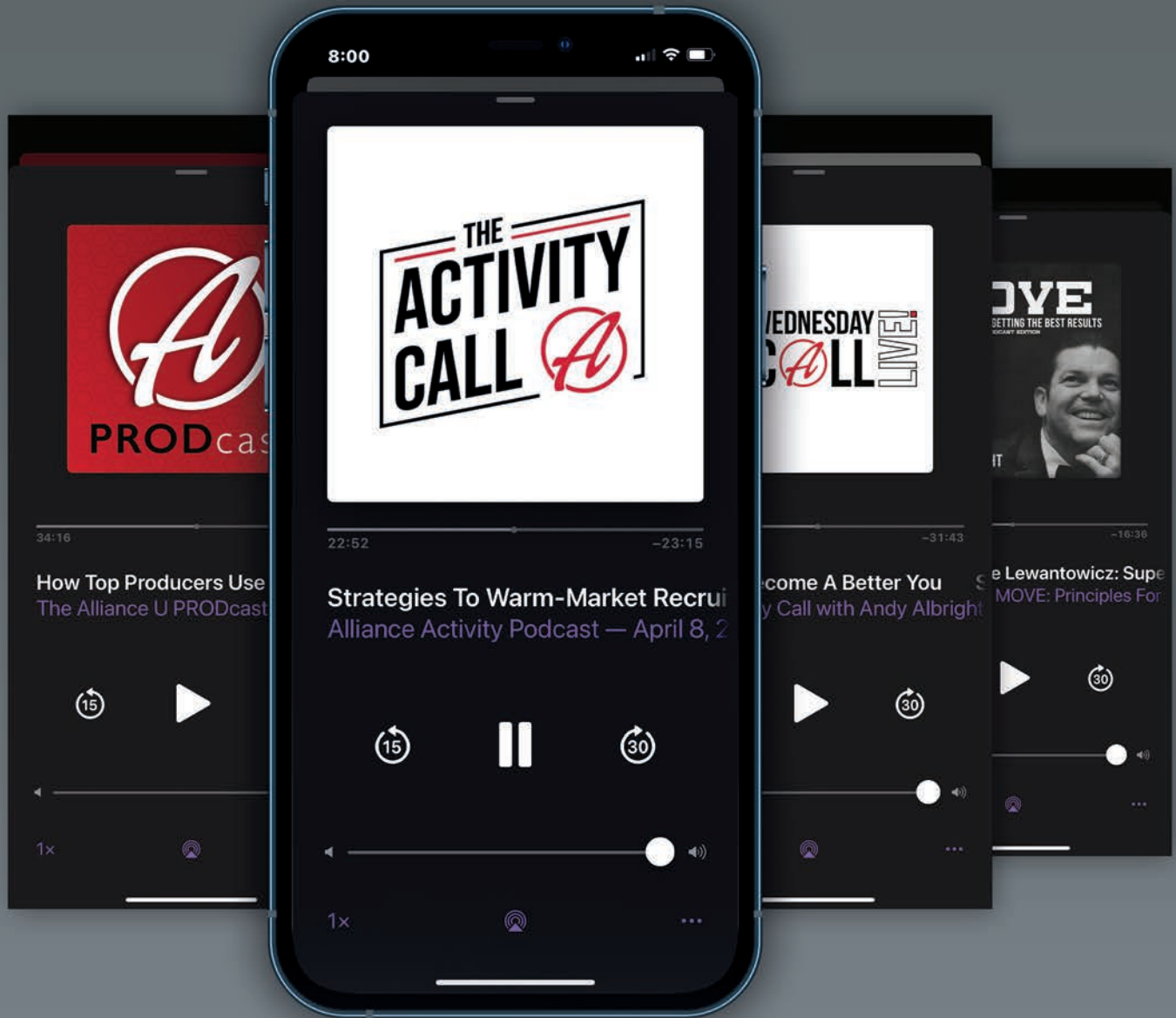
Mike said being able to deliver on a promise he made to his wife and not worry about how much it cost.



# **TWC WEDNESDAY LIVE!** **TWC @ ALL**

**YOUR WEEKLY DOSE OF TRAINING FROM THE ALLIANCE JUST GOT EVEN BETTER!  
JOIN US FOR THE TWC EVERY WEDNESDAY AT 12:30PM ET FOR A POWER PACKED  
HOUR OF TRAINING FROM THE TOP LEADERS IN THE ALLIANCE! AND DON'T FORGET  
TO LISTEN IN EVERY FRIDAY AT 10:00AM ET TO LEARN HOW TO PUT THAT TRAINING  
INTO ACTION ON THE ACTIVITY CALL!**





# WHAT ARE YOU LISTENING TO?

The Alliance Podcasts are available on all major platforms!





# N247RU

WE'RE N247RU?

THE ALLIANCE HEADQUARTERS  
1214 TURRENTINE ST.  
BURLINGTON, NC 27215

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