





### SPECIAL GUESTS AT FAMILY REUNION 2021





**BUILDER PROMOTIONS** 





COME WITH US TO ALASKA





ROBERTS ROCKSTARS
GO PARTNER

PAGE 17



LEARN HOW TO GET AHIP CERTIFIED





NEW ARC UPDATES TO BOOST YOUR BUSINESS



Hello to all my friends and members of The Alliance!

2021 is quickly flying by, so if you have some goals you haven't hit yet then NOW is the time to make some moves. Family Reunion should be a great time to go on a sprint to close out the year in a big way. Many of you have qualified for Alaska, but those of you who haven't still have plenty of time to win this cruise we are taking in 2022. Figure out what you need to win and come up with a plan, so you are cruising with us in style! You can read all about this trip inside this issue.

There's so many exciting things going on with The Alliance and Integrity Marketing Group. Paul and Tamara Roberts became the first members of The Alliance to be named Managing Partners with Integrity earlier this year. We are so excited about this news,

and we hope their story inspires other agents to work hard toward becoming partners too. Jane and I are so proud of Paul and Tamara, and we are so excited they were able to achieve partner.

Now, who will be the next partner with Integrity? That's what I hope we find out as we head down the stretch in 2021.

We are coaching and encouraging agents to shoot for 40 approaches and 40 appointments consistently in 2021. We are asking people to track it and let us know when they hit 40 in each category. Agents are earning cool merchandise and clothing for doing this, but we also reward them with first-class experiences in different parts of the country. In May, we had a group of winners at the Albright Leadership Cabin. It was a blast! I don't want you to miss the next adventure we do with this group. Do what it

takes to make sure you hit 40 40 regularly.

There's all kind of recognition on the following pages, and I hope you will take a few minutes to see who is winning big with us. You can also find out about some of our resources that we offer to set you up for success.

Hey, I'm excited about what we've done so far this year, but I'm more pumped about what we are going to do moving forward. People are starting to get serious about building a championship team and shooting to hit partner with Integrity.

Let's get this thing rocking as we move later into the year. There's so much opportunity out there to be successful and to grow a massive team. Don't let up.

Shickyboom!

and I allight

### VANILLA ICE ROCKS THE MIC AT FAMILY REUNION

**BURLINGTON, N.C.** – Robert Van Winkle isn't necessarily a household name, but his stage name "Vanilla Ice" is iconic in the music world.

By simply saying the words, "Alright, stop ... collaborate and listen," rap and music fans pretty much know you are quoting the song "Ice Ice Baby." The song, which was featured on the 1990 album To The Extreme, launched Van Winkle on a journey that is still going strong 30-plus years and 163 million record sales later.

Vanilla Ice appeared at The Alliance's N247RU Family Reunion on July 30 for an interview with Andy Albright, then performed in the Alliance Convention Center in Burlington, N.C.

Van Winkle was

Albright said Van Winkle's story is one of perseverance and growth.



"It would be easy to just sit back and make it off of being Vanilla Ice," Albright said. "Instead, Rob Van Winkle decided he could find a new career in addition to still playing shows regularly. I'm excited our agents got to hear Rob's story and see him in a different light than just by seeing him perform on stage." Before his global fame, Van Winkle was focused on motocross, winning three championships. After breaking his ankle during a race, he turned his attention to perfecting his dance moves, beatboxing and breakdancing.

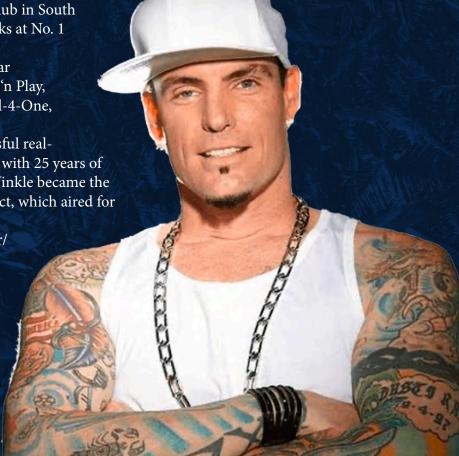
discovered by manager Tommy Quon at his City Lights club in South Dallas in 1987. "Ice Ice Baby" spent 16 weeks at No. 1 on the Billboard charts in 1990.

Vanilla Ice is headlining a tour later this year called "I Love The 90s" with Rob Base, Kid 'n Play, Naughty By Nature, Coolio, Young MC, All-4-One, Tone Loc, Sir Mix-A-Lot and Tag Team.

Outside of touring, Van Winkle is a successful realestate entrepreneur and remodeling expert with 25 years of experience as a General Contractor. Van Winkle became the star of DIY Network's The Vanilla Ice Project, which aired for this second.

nine seasons.

"It's exciting to be able to bring in a speaker/ performer like Vanilla Ice," Albright said. "He's had an amazing life and his story can inspire others by showing them what you can do when you don't give up."



### BRIAN TRACY COACHES THE ALLIANCE IN 2021

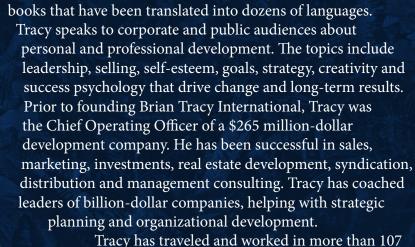
**BURLINGTON, N.C.** – Best-selling author and motivational speaker Brian Tracy joined The Alliance to deliver a keynote address at its Family Reunion on July 30.

Tracy's July address was his third chat with The Alliance in 2021. His topic was "Getting Rich" with The Alliance. Tracy will deliver a fourth and final talk with The Alliance later this year.

Tracy has authored well-known books like Eat That Frog, No Excuses: The Power of Self-Discipline, The Psychology of Selling, and Goals: How To Get Everything You Want – Faster Than You Ever Thought Possible. Andy Albright, president and CEO of The Alliance, considers Goals as one of his favorite books. One part of that book talks about what you would do if you had a coin in your pocket that asks you to remember two questions: What do I want? and How do I get it? Albright took the idea and created his own coin of success, which many members of The Alliance carry in their pocket now as a reminder to focus on what is important. "I've been a big fan of Brian Tracy for many, many years," Albright said. "He is a great leader and mentor to so many successful people. His books have helped shape my thinking about business and success. We were excited to have him at Family Reunion because his message lines up so well with what we do to help families in the United States."

Tracy has consulted more than 1,000 companies and addressed more than 5,000,000 people via 5,000 talks and seminars throughout the U.S, Canada and 70 other countries worldwide. He addresses more than 250,000 people annually.

During his career, Tracy has studied, researched, written and spoken for 30 years in the fields of economics,



history, business, philosophy and psychology. He has authored 90

y has traveled and worked in more than 10% companies on six continents and speaks four languages. He is married to his wife, Barbara and has four adult children. He is active in community and national affairs, and serves as president of three companies headquartered in Solana Beach, Calif.

### BULGER PROMOTIONS

THE ALLIANCE would like to congratulate the following agents for being recognized in our "Builder Promotions" feature in this magazine. This is a group who have hit a new personal record level and are certainly poised to keep moving up the charts. We predict exponential growth from this elite group of agents in 2021 and want to encourage them to keep raising the bar! #N247RU



**ANDY RIDDLE** 



JASON & OLGA MATHIS



JOSEPH DUKES



MIKE HARTLIEB



**TERRY & TIA EDWARDS** 



KEITH & LINDA GOBEL



**JERRY & CASSIE BURBAGE** 



JERRA GONZALEZ



**LEWIS ABATE** 



### What are you doing that is driving your success at building a solid team?

"I always teach them how to fish for themselves. I empower them to understand that they are now a broker and have their own agency Day One. I have developed a culture of togetherness. It's not just a job people go to, it's a choice people make to be a part of."

- James O'Barr

"We are focused on helping agents win the war on poverty! We are teaching people about the 40 40 Challenge. We are equipping agents with the tools/leads for selling and recruiting ... this includes learning to network and advertising. I'm talking about 40 40 as the path to partner with Integrity."

- Mike Lewantowicz

"I am very good at keeping my dream in front of me at all times. In the short two years we have been with The Alliance, I have seen how our success benefits the family. Writing down my goals, praying, reading and listening to audio every day are extremely vital in keeping me focused and in a positive mindset. Strong relationships are a key component with my teammates. I look forward to getting to know them and their families and how I can better serve them."

- Stephany Rodriguez

"We are concentrating on building relationships, setting goals and serving the team by helping people grow their business in width and depth. The more people we help get what they want, the more growth we see in our business."

- Belle Crause

"Vision, unity, hard work! Dreaming with them on what their new reality could be as a result ... and believing it!"

– Diane Lampe

"Getting out there and seeing the people in person. Taking the time to help people get better at selling and recruiting. I'm setting the example in personal production."

- Stephen Davies

"Focusing on building relationships. Helping people feel like a part of the team and part of the family. Letting them know they are appreciated and valued."

- Adam Katz

# PROGRESS TRACKER





## 125K CR.

Alaska for Two

# 220K CR.

Alaska for Two, **Seattle for Two** 

# 440K CR.

Alaska for Four, **Seattle for Two** 

# 550K CR.

Alaska for Four, Seattle for Four

# 220IK

**MARKETING CREDITS WINS YOU** 

# 10 NIGHTS

IN ALASKA & SEATTLE

MALIFICATION & BONUS CREDITS DETAILS
AVAILABLE AT

NAALEADS.COM/CONTESTS





### **LIFE & ANNUITY SALES**

125K

**Alaska for Two** 

220K

Alaska for Two, Seattle for Two 440K

CREDITS

Alaska for Four, Seattle for Two

> 550K CREDITS

Alaska for Four, Seattle for Four

View more details at www.naaleads.com/contests. Earn marketing credits with eligible personal production PLUS Bonus marketing credits for each NEW Qualified builder level you achieve in 2021 (for Business Developer, Business Promoter, Team Builder, Team Leader and Key Leader). Annuity Sales count 10% toward marketing credits. Contest period: January 1st - December 31st, 2021. Rules subject to change. \*New agents only. See full contest webpage for details.

### **BONUS CREDITS**

Earn get 10K credits.

Earn eget 10K credits.

Earn get 10K credits.

Earn get 10K credits.

Earn get 10K credits.

Earn 10K credits with 1st app\*
with Foresters & CFG













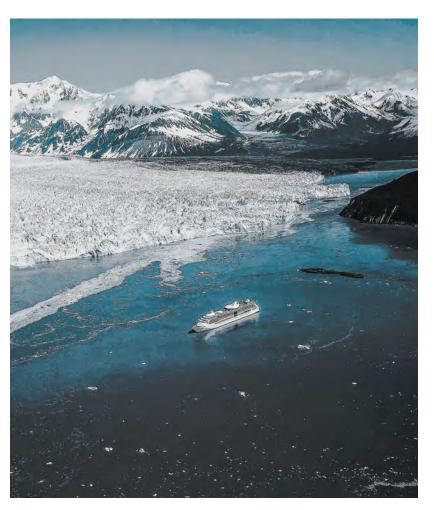








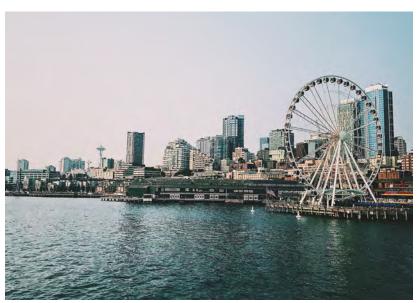
Come with us!



E'LL START OFF IN SEATTLE, Washington. Nicknamed the Emerald City for its verdant forests and parks, Seattle is also all about the water. Explore the Northwest landscape at Discovery Park, stroll along Elliott Bay at the Olympic Sculpture Park, seek out the Seattle Center, home of the Space Needle. or check out the Museum of Pop Culture.

In the afternoon, you'll join your Alliance family on one of the world's most innovative ships, Royal Caribbean's Ovation of the Seas. The ship is filled with edge-of-your-seat entertainment and dining that defies the imagination. Get ready to discover a world of new experiences like hanging ten on the FlowRider® surf simulator, scoring 300-foot-high views from the North Star®, feeling the thrill of free-fall on RipCord® by iFLY®, and sipping handcrafted cocktails paired with surreal views in Two70®.

And then, you're off to Alaska! Get an up-close view of Alaska's wild seascapes, no matter which direction you look. Sail through ice-carved fjords flanked by skypiercing mountains, and see coastal towns only accessible by boat or air!









From coffee shops to local pubs, Juneau's food scene is all about seafood and simple fare, like burgers and sandwiches. If you're craving a cold one, be sure you try Alaskan Brewing Company's Alaskan Amber or Smoked Porter— they're both local favorites.





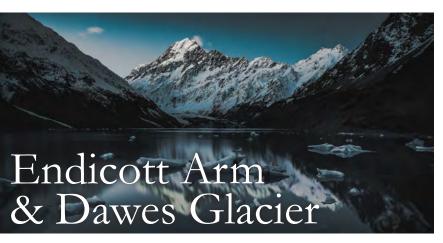
Prepare to be blown away by breathtaking Alaskan scenery while riding in a vintage rail car along the White Pass and Yukon Route narrow-gauge railway. See Bridal Veil Falls, Dead Horse Gulch and Glacier Gorge unfold before you while climbing the 2,885-foot incline of White Pass.

### Victoria, British Columbia

As one of the oldest cities in the Pacific Northwest, Victoria delivers a delightful blend of romantic British pomp and outdoor Canadian pursuits. Culture seekers and adventure junkies alike get their fill at the southern end of Vancouver Island. Here you can admire traditional Victorian architecture at Craigdarroch Castle and eat your way around Canada's oldest Chinatown.









Your journey through scenic Endicott Arm Fjord ends with a front-row view of Dawes Glacier. Standing over 600 feet tall and a half-mile wide, this very active icecap is known for its spectacular calving displays which produce huge, chunky icebergs.

### Seattle, Washington

Explore Seattle from a multitude of perspectives. Head to Lake Union, where you can go on a sightseeing tour and take in views of the city by plane. Climb to the top of the iconic Space Needle where the views of the Cascade Mountains and Elliott Bay can't be beat. Immerse yourself in Pike Place Market, the city's buzzing heartbeat. Grab an espresso and stroll along the produce-filled farm stands and artisans selling their crafts.





### Roberts Rockstars Named Integrity Partners

To some, they are just random dates. To others, they represent things like birthdays, graduation dates and weddings.

It's amazing how minor one day can be to the masses, but mean so much to one person.

May 28, 2012 is that date for Paul Roberts and his family. It's when he asked God to make him stop.

That's the day Roberts got sober. He's been that way for more than nine years, sharing his journey with family, friends and members of The Alliance.

Prior to that day, Roberts drank socially, but that wasn't when he was at his worst. The bad times were when he drank alone. He would drink liquor while sitting in his bathroom alone. One night he woke up in his garage and wasn't really sure why he was there.

In January of 2012 he finally hit rock bottom. There were multiple trips to the emergency room to get help after rounds of binge drinking. He started hallucinating

and had thoughts that he was a burden on his wife, Tamara and their daughters – Torre and Randi.

Luckily, that stopped on May 28, 2012.

During the last nine years, Roberts has gone from losing cars and houses to replacing them with significant upgrades. The anxiety he fought for so long to find his next drink has been replaced with celebrating milestones, running various distance races and helping agents become successful.

In early May, Roberts hit another major milestone in his professional career when through his company, Roberts Alliance (aka Roberts Rockstars), helped Roberts become a managing partner with Integrity Marketing Group.

Roberts and Tamara are the first members of The Alliance to partner with Integrity since Andy and Jane Albright joined forces with Dallas-based Integrity, the nation's largest independent distributor of life and health insurance products.

The Roberts Rockstars group has grown from a small office into a space that allows Roberts to host meetings and events. It's a special space because of the history he has with it. It was formerly South West Beer and Wine Mart, a place Roberts stopped at almost daily to buy more alcohol.

When Roberts stopped drinking the mart closed less than 90 days later. Roberts was surprised and joked that he had put them out of business when he stopped drinking. The space became New Hope Church for a little while. One day Roberts saw that the building was available because the church was moving. After several visits to see the space, Roberts felt comfortable making this the new home of Roberts Rockstars.

Since the move, Roberts is focused on helping agents grow through coaching and showing them what is possible with a little work.

"I want it bad for them," Roberts said. "I've got mine and now I have to help them get theirs too. Becoming a partner with Integrity has really opened things up for all of us to shoot for partner."

Roberts is a leader who has shown that with unbreakable determination, one can overcome even the toughest odds. Entering the insurance industry was a leap of faith for Roberts. However, he came equipped with over a decade of experience in professional recruiting. That experience taught him the power that building strong relationships and demonstrating compassion can have on a business.

Today, Roberts Alliance supports a national network of life and health insurance agents who help thousands

of American families find the coverage they need. The company placed more than \$25 million in annual paid premium during 2020.

"When we started Roberts Alliance, our mission was simply to serve families. But in life, I've learned you can't do anything alone and we were ready for the next step. Now that we've joined Integrity, we can reach thousands more Americans than we could on our own. Integrity will take many back-office responsibilities off my plate, so I can serve my team more than ever before. I can't wait to see where this journey takes us, and I am so excited that Roberts Alliance is joining forces with Integrity."

No one is prouder of Paul Roberts than The Alliance CEO Andy Albright. He's been right there with Roberts, who started working with The Alliance in 2005. Albright calls Roberts an example and inspiration for others who are facing their own struggles.

- Paul Roberts

"Paul's journey is nothing short of inspiring in terms of where he was in 2012 to where he is in 2021," Albright said. "Through it all, he's continued helping people grow. He's one of our greatest success stories, which is



why Integrity wanted to make him a partner. Jane and I couldn't be happier for Paul and Tamara. I predict the Roberts Rockstars are going to grow like crazy moving forward."



Bryan W. Adams, co-founder and CEO of Integrity, echoed Albright's comments.

"The story, intensity and passion that Paul brings is truly inspirational and we're honored to partner with him and his team," Adams said. "This partnership will allow Integrity to invest in Paul's business and give him more access to technology and tools, as well as provide crucial resources to help him support his agents. We believe you can never have too many all-star players on one team. Adding Paul to our Integrity family is going to add to our powerhouse squad."

Fueled by industry-leading technology, the Integrity platform offers a vast toolkit of resources to help Roberts Alliance achieve monumental growth. Partners have access to proprietary quoting and enrollment technology, product development and a world-class advertising and marketing firm. Roberts will continue to run his business while taking advantage of Integrity's centralized business functions, such as accounting, human resources, IT and legal. He will also collaborate with the country's leading partners that have already joined Integrity's network. Roberts Alliance will also have access to the leading skill sets of Integrity Partners.

"Our vision has always centered around family, community and team," Roberts said. "With the Employee Ownership Plan (for our staff), our incredibly loyal employees can now share in a piece of Integrity. They are being given a place of honor within our corporate family. I couldn't be more thrilled about our next chapter of growth with Integrity. This partnership opportunity provides us endless possibilities."



### AHP: GET GERTIFIED!

Hey, it's time to certify for AHIP! That means you!

### What is AHIP?

It's the annual, online certification that must be completed in order to sell Medicare Advantage & Prescription Drug Plans. To help your clients enroll in this important coverage, you must be AHIP certified.

Did you know there are over 10,000 people a day turning 65!

### Why is 65 an important age?

It's when most people enroll in Medicare. And when they enroll in Medicare, they have the opportunity to enroll in a Medicare Advantage or Prescription Drug Plan to help cover costs that Medicare doesn't cover. These plans can help your clients save hundreds to thousands of dollars. If you can't help them, then someone else likely will.

Also, the Annual Enrollment Period (AEP) for the 2022 plans starts October 15 through December 7, 2021. During this time, Medicare beneficiaries can switch, join or leave their Medicare plans. In order to help your clients during AEP, you must be certified for 2022.

### To get certified, go to

https://www.ahipmedicaretraining.com/clients/yourmedicare.

Some important things to know about the AHIP certification:

- It's online & you do it at home, there's no testing site to go to.
- The test is timed. You have 2 hours. The test is open-book so you can refer to notes during the test.
- You have 3 tries to pass with a score of 90% or better.
- You can earn CE credits through the AHIP certification.

Once you have your 2022 AHIP certification, you'll also need to certify for the 2022 plans with the individual carriers you plan on representing. Those certifications become available at different times so check with the carrier. The Medicare market is a HUGE opportunity that you DON'T want to miss out on so get certified RIGHT NOW!





### RESOURCES TRAINING





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### THE WEDNESDAY CALL:

LIVE WEDNESDAYS @ 12:30 PM EST WATCH LIVE ON YOUTUBE:

HTTPS://WWW.YOUTUBE.COM/USER/NAATUBE101

OR DIAL IN:

312-626-6799, 969 606 853#



### THE PRODUCT CALL:

LIVE THURSDAYS @ 1:00 PM EST LIVE ON ZOOM

HTTPS://US02WEB.Z00M.US/J/87552556016 DIAL IN: 253-215-8782 WEBINAR ID: 875 5255 6016



### THE ACTIVITY CALL:

LIVE FRIDAYS @ 10:00 AM EST WATCH LIVE ON YOUTUBE:

HTTPS://WWW.YOUTUBE.COM/USER/NAATUBE101

OR DIAL IN:

312-626-6799, 969 606 853#



### LOGIN TO THE ALLIANCE RESOURCE CENTER!

LOOK AT YOUR DEPOSITS, CONTACT CLIENTS IN YOUR CUSTOM CRM, TRACK YOUR ACTIVITY, SCHEDULE YOUR WEEK, CHECK LEADERBOARDS, AND SO MUCH MORE!

LEARN HOW TO USE ALL OF THE FEATURES ON THE ARC FROM OUR CHIEF OF ARC OPERATIONS, ROBBIE CRAFT.

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SCAN HERE



### **GET SOCIAL!**

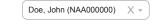
CONNECT WITH OUR NETWORK OF AGENTS AND STAFF ON OUR FACEBOOK GROUP!

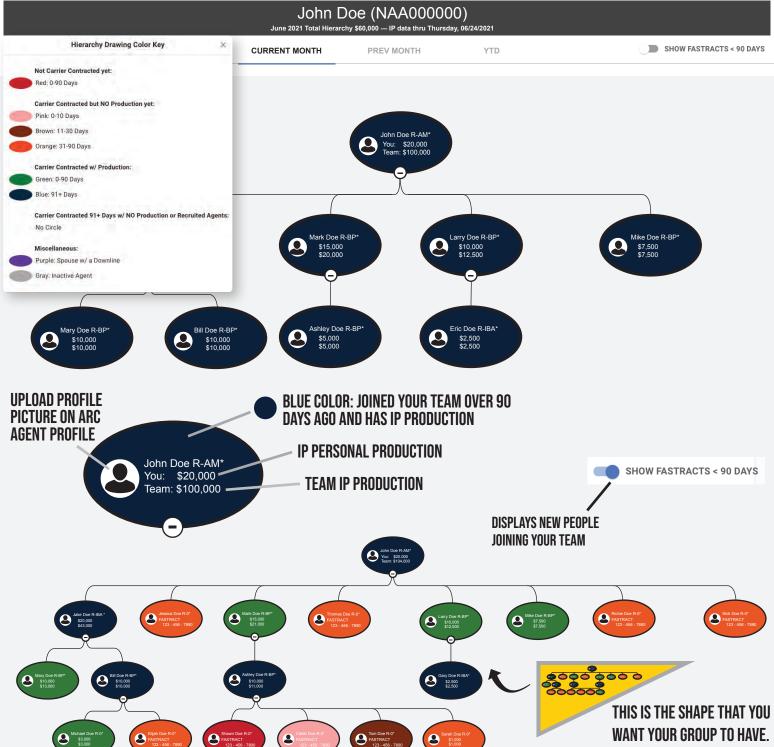


SCAN HERE FOR FACEBOOK

 $\Box$ 

### **Hierarchy Production Drawing**





### WHO TO CALL FIRST?

### RED, PINK, ORANGE, AND BROWN.

A new person has joined your TEAM! Call them... Introduce yourself ... ask them to save your cell #... let them borrow some of your belief in The Alliance system. Make sure they have the tools needed to WIN and win BIG!

### **Not Carrier Contracted yet:**



Red: 0-90 Days

### **Carrier Contracted but NO Production yet:**



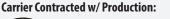
Pink: 0-10 Days



Brown: 11-30 Days



Orange: 31-90 days





Green: 0-90 Days



Blue: 91+ Days































































SUPER PRODUCER APPRECIATION CHART

Members of
The Alliance's 40
40 Fight Club
were rewarded for their
effort during a recent outing
at the Albright Leadership Cabin in
Yanceyville, N.C. This was the latest first-class
experience offered as a "thank you" to agents in
this elite group.

Agents spent the day fishing, spending time by the pool and associating with other winners in The Alliance. Agent who hit 40 40 Fight Club also receive cool swag and merchandise so that others know they are in the club. Oh yeah, hitting 40 40 also helps grow your business and the amount of premium you write!



### WHAT IT TAKES?

Consistently hitting 40 approaches and 40 appointments with clients! That's it. That happens when you intentionally track your work and activity daily and weekly. It happens when you take action and do the work. When you do it consistently, the results start happening.

There are more special events happening later this year for Fight Club members. Put the work in now so you don't miss the next fun adventure with this group.

### WHAT AGENTS ARE SAYING ABOUT THE 40 40 FIGHT CLUB:

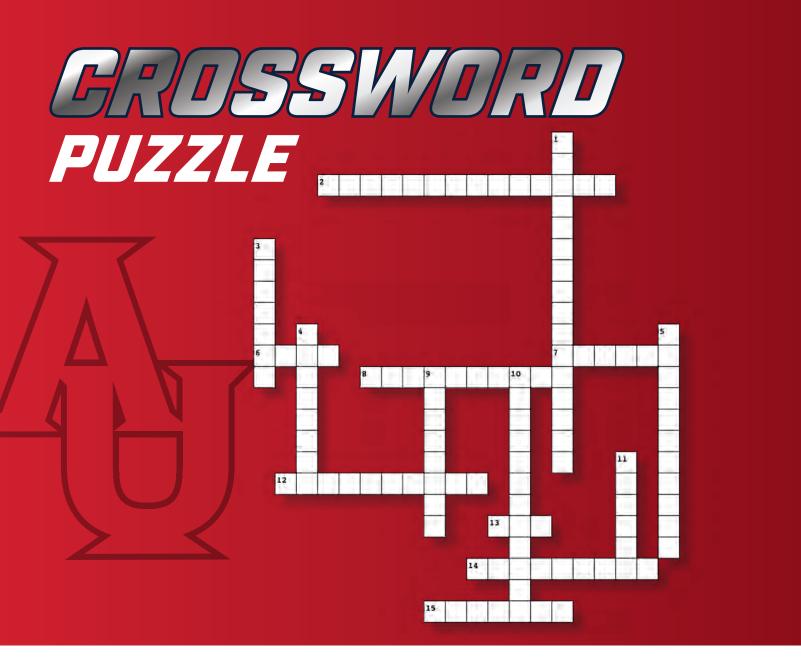


"We did it four weeks in a row and it wasn't that hard," Stephany Rodriguez said. "All we had to do was write it down. We were probably doing it before, we just didn't know it."

"The Alliance opportunity is amazing," Jerra Gonzales said. "It's truly a gift, and something that needs to be given to people."

Talk to your manager today about what you need to do to qualify for the 40 40 Fight Club today!





### ACROSS

- 2. This cruise line is taking The Alliance to Alaska
- 6. Agents need this certification
- 7. You can win a trip to \_\_\_\_\_ in 2021
- 8. This man was a keynote speaker at Family Reunion
- 12. Rob Van Winkle is better known by his stage name and performed at Family Reunion
- 13. This site helps you manage your business
- 14. Agents are pushing to join the 40 40 \_\_\_\_\_
- 15. If you win the extension trip, you are heading to

### DOWN

- 1. This call happens every week
- 3. This is another stop on the Alaska cruise
- 4. The Alliance will stop here in British Columbia
- 5. This agent is featured on the cover of this magazine
- 9. This book helps you track your work daily
- 10. this man is N247RU
- 11. This is a stop during the Alaska cruise

