

THE NEWSLETTER FOR GEM STATE FINANCIAL GROUP

HIDDEN GEM



Pages 4-5

Product Spotlight

Now is the time to be discussing Life Insurance. September is generally known as Life Insurance Awareness Month. We feel it's important to start preparing now for the campaign. The theme this year LIAM has chosen is:

"Reality Check: The Time for Life Insurance is Now!"

We have a highlighted story & you can click on it to watch their story as well as share the video.

Page 6

Michael's Corner

Mike Patrick, our V.P. of Wealth Management, has created a column for our producers. This information is for your purpose and is **NOT** for client use.

He will be sharing with us how the economy is fairing during these interesting times with the pandemic. Mike is willing to meet and discuss with you concerns you may have with your clients and their current wealth management needs.

Pages 8-17

GSFG Highlights

Please take note at the calendar changes.

On these pages we have the details for the:

- August CurbSide Lunch
- 3rd Quarter Sales Contest
- GSFG Monthly Lunch Group
- OneAmerica Sales Incentive
- 2021 Ameritas Leaders Conference
- The GSFG Bison Award.

Agency Trainings

August 3rd - NO TRAINING - enjoy your summer

August 17th - Market Update Training - Michael Patrick | GSFG VP of Wealth Management

To join the agency trainings:

<https://global.gotomeeting.com/join/952783349>

Phone: 1 (646) 749-3112

Access Code: 952-783-349

Dane Ross, Ameritas Internal Wholesaler

Phone: (402) 465-6128

Email: dane.ross@ameritas.com

Scott's Thought:

During this time, it might be difficult to stay focused, but I would encourage each of you to remember why it was that you got in this business. Was it to help protect people & their families, have the flexibility in your career, make a difference in peoples lives or many other reasons? As we all work our best to take care of our clients needs during this "New Normal" I encourage you to continue to reach out to your clients & prospects to help them meet their needs. I hope to see many of you at our Drive-By lunch on August 13th!

-Scott



Congratulations

Monthly Drawing Winner...

Robin Everitt

Summer of Apps Contest



Contest Standings:

- 1st – Randy Flem
- 2nd – Jashia Baber
- 3rd – Tracy Boster
- 3rd - Robin Everitt

WE'RE ON SOCIAL MEDIA!

Click on the logos bellow to follow us for content you can share with clients and for upcoming events.



NEED HELP?

CONTACT US:

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Mike Patrick, V.P. Wealth Management

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Email: michael.patrick@gemstatefg.com

Gem State Financial Group

Upcoming Events



Summer of Apps



July 1, 2020 - September 30, 2020 - Sales Contest (*refer to flyer in newsletter*)

August Trainings

Monday, August 3rd - **CANCELED**

Monday, August 17th

Drive-Thru Lunch

Thursday, August 13th

12:00 pm - 1:30 pm (*refer to flyer in newsletter*)



September:

Life Insurance Awareness Month



August Birthdays

Wishing each of you a wonderful day and successful year!

Larry Reitz 8/14

Steve Blankenship 8/15

Robin Everitt 8/31

Wes Brinkman 8/31

Life Insurance Awareness Month is ~~this September.~~ **NOW**

#LIAM20

LIAM Starts Now

Life Happens created and coordinates the Life Insurance Awareness Month (LIAM) campaign every September. But, the reality check we've gotten with the pandemic means **we need to talk to everyone about life insurance now**. We're committed to providing you with engaging life insurance content for the campaign through September.

This year's theme is "Reality Check: The time for life insurance is now."

Life changes quickly and priorities shift. Life insurance can help you protect your loved ones financially—now and for the future. Get it today.

Now is the time to start thinking of ways to promote Life Insurance Awareness Month with your clients through social media, email or even casual conversation. We can't be afraid to have the conversation with those we come in contact with. If you're not having the conversation someone else will. Will that "other" person be educated enough to know what their needs are?

REAL LIFE STORIES



Joe and Theresa Mollicone

A Burden Relieved

The first time that James Daoust, Jr. visited his clients, Joe and Theresa Mollicone, the couple rolled out a tray of cannolis. James became their financial advisor and over the next three decades sampled countless Italian specialties in the couple's home. "He got hooked on Italian desserts," Theresa says. Their close relationship is the reason the Mollicone's are living comfortably today instead of struggling after a health crisis.

In the early years, James had helped the Mollicones with retirement plans as well as life, disability and health insurance, all of which they had to address on their own because each was self employed. Joe owned an excavation business, and Theresa ran a clothing boutique.

As Joe approached his 65th birthday and his disability insurance was about to expire, James suggested long-

term care insurance. The Mollicones were initially hesitant, but neither wanted to be a burden to the other or to their two adult children, so they purchased policies.

Less than six months later, Joe suffered a massive stroke that left him paralyzed on the right side and unable to speak. Three months after the stroke, the long-term care insurance policy started paying the maximum daily benefit and has been just enough to cover Joe's home-care needs. Four years later Joe reached his payout limit, but continues to receive benefits because of his policy's shared-care rider, which allows him to tap into the benefits from Theresa's policy. To date, the insurance company has paid out more than \$400,000 in benefits.

"If we didn't have this insurance, caring for Joe would have depleted all the savings we had," Theresa says. "Now I'm not afraid of running out of money."

Long-term care insurance gives you the option to receive care in a variety of settings and, increasingly, people are choosing the comfort of home.

- Home Care: 50%*
- Nursing Home: 31%
- Assisted Living: 19%



Learn more at www.lifehappens.org/LTCI.

*Based on claims paid for people with individual LTCI policies
American Association for Long-Term Care Insurance, 2012 LTCI Sourcebook

Be sure to click the link to Watch
the Mollicone's Real Life Story.



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Watch Theresa's story at
www.lifehappens.org/mollicone

Michael's Corner



For economists, Thursday's GDP report should confirm the deepest recession since World War II. Their models suggest a decline in real GDP of more than 35% annualized in the second quarter, and the actual number came in Thursday morning at 32.9%, setting up a nearly 20% bounce-back in the third. Some of this will be due to an inventory cycle – they expect the swing in real final sales to be slightly less dramatic. However, most of it reflects the reality of the broad April shutdown and subsequent partial reopening, with consumer spending, in particular, contracting by roughly 35% annualized in the second quarter and surging by nearly 30% annualized in the third.

However, this will, unfortunately, leave the economy far short of a full v-shaped recovery. First, of course, it needs to be recognized that in economics, as in portfolios, recovery percentages need to be larger than decline percentages – it would take a 54% annualized bounce in real GDP to recover from a 35% annualized fall. However, more fundamentally, recession psychology will drag on with investment spending, budget realities will reduce state and local government spending, and the pandemic will slow reopening of businesses across the travel, entertainment, restaurant, and retail sectors. As cases have grown in recent weeks, the recovery in hotel occupancy, airline travel, and a wide swath of credit card spending appears to have stalled out.

This slowdown in economic momentum is adding urgency to stimulus talks in Washington and Senate Republicans are expected to unveil their bill this week. This bill, like the House version, passed back in May, represents more of an opening bid on further fiscal stimulus rather than a framework for a final deal. The sides are far apart both on the amount of additional support and the details. However, an agreement will likely be reached in early August as neither party can afford, in an election year, to receive accusation of abandoning negotiations in a time of such apparent economic stress.

The final bill will likely contain some continuation of enhanced unemployment benefits, although perhaps at half the current \$600 bonus, which ends this week. There will probably also be some further relief for state and local governments, although far less than they would need to avoid additional layoffs. Also, the bill will likely contain some reprise of the \$1,200 direct payments to taxpayers, albeit phasing out at lower income levels than before.

The final price tag for the bill will likely be closer to the \$1 trillion suggested by Senate Republicans than the \$3.4 trillion in the House bill. However, even if the law is "only" between \$1 trillion and \$1.5 trillion, it will add to an already dramatic deficit for this fiscal year. Their economic forecast suggests another, and hopefully, the final, coronavirus relief bill, which would be needed at the end of the year to tie the economy over until the widespread distribution of a vaccine enables a more substantial economic recovery in 2021. They believe that this could boost the federal debt from 79% of GDP at the end of the last fiscal year to roughly 118% of GDP by the end of the next fiscal year, in September 2021

FOR PRODUCER USE ONLY, NOT FOR USE WITH CLIENTS

Year to Date - Agent Standings



LTC Leader

Lisa Wolfe



Life Leader

Kimberley Severns



DI Leader

Randy Flem



Policy Leader

Kimberley Severns

GSFG Highlights



Congratulations



We would like to **congratulate**

Kimberley Severns

Jackson Longwill

Lisa Wolfe

For their hard work in our
2nd Quarter "Writing from a Distance" Sales Contest!



Kimberley with her new
Facebook Portal+

Jackson being
presented with his
Echo Show 5

August GSFG Lunch Group

Below is the list of individuals that qualified for the
Monthly GSFG Lunch Group:

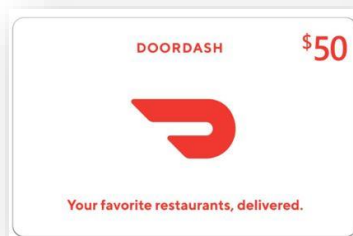
Randy Flem

Jashia Baber

Tracy Boster

Robin Everitt

Kimberley Severns



Lisa was the recipient
of the \$50 Doordash
Gift Card.

let's do lunch

GEM STATE FINANCIAL GROUP

PRESENTS

Monthly Lunch Group

GSFG will be implementing a new Monthly Lunch Group.

The criteria will be as follows:

Submit a total of 4 or more policies in a month to participate in the GSFG
Monthly Lunch Group with Scott.

Your 4+ policies could include any combination of the following:

Life ✕ Disability Insurance ✕ Annuity ✕ LTC

*** Those not in the Treasure Valley Area will receive a gift card of equivalent value. ***



GSFG Highlights



The office is open again! We would like to remind everyone before coming to the office if you are experiencing or experienced any of the following:

Feeling ill or think you might have a fever

Have you come in contact with anyone known to have COVID-19 in the past 14 days

Have you traveled outside Idaho in the last 14 days

We ask that you please contact us via phone or email to answer any of your questions.

WAIT!

In light of the coronavirus outbreak, we are taking extra measures to protect our clients and employees.

Before entering this space, ask yourself:

- Are you currently feeling ill or think you might have a fever?
- Have you come in contact with anyone known to have COVID-19?
- Have you traveled outside the United States in the last 14 days?

If your answer to any question is YES:

- **PLEASE DO NOT ENTER THIS SPACE.**
- Call, text or email the person you wanted to see.

If your answer to all questions is NO, please come in.

Thank you for helping protect the health and safety of everyone in our community.

HR 1001 Agency 2-20

We are taking the necessary precautions to keeping the office clean and sanitized.

We would like to ask you to respect the 6ft. social distancing that has been suggested.

Masks are not required, however, if it does make your clients feel safer when meeting with you, we will encourage you to do so.

The property management company has needed to make some adjustments to the restrooms here at the office. GSFG and John L Scott are currently using the men's restrooms as a gender-neutral restroom.

Adjusted Office Hours

**9:30am – 4:30pm
Monday - Friday**

GSFG Upcoming Events

Curbside Lunch

Thursday, August 13th



12:00 – 1:30 pm



Curbside Lunch

Nacho Average
Taco Bar

Thursday

August 13th

12:00 pm – 1:30 pm

GSFG Office
6223 N Discovery Way Ste 200

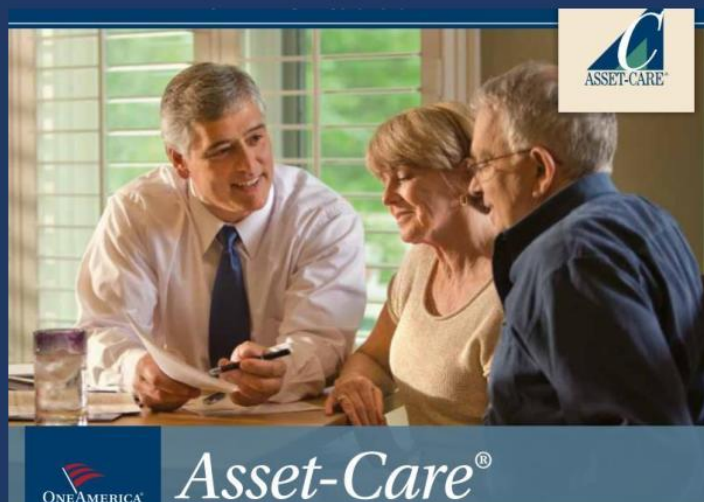
Please join us for
lunch and visit.

RSVP to Amy by
Monday, August 10th
amy.leavitt@gemstatefg.com
208.850.7017



SALES INCENTIVE REWARDS

AUGUST 2020




OneAmerica will send a \$50 Amazon gift card for **EVERY** application* submitted in the next 60 days (8/1/20 - 9/29/20):

Qualifications:

- Application subsequently needs to be issued and paid within 90 days of submission.
- Products eligible are any Asset Care or Annuity Care products placed during the time period.

*A joint contract is ONE application



JULY 2020						
GREEN - AMERITAS PAY DAY		RED - AMERITAS COMMISSION CLOSE				
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			1	2	3 Independence Day Observed CLOSED	4 
5	6 Training Case Studies Scott Leavitt	7	8	9	10	11
12	13	14	15	16	17	18
19	20 Training Ameritas Accelerated Underwriting Dane Ross	21	22	23	24	25
26	27	28	29	30	31	

AUGUST 2020						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1
2	3 CANCELLED	4	5	6	7	8
9	10	11	12	13 GSFG Curtis Side Lunch 12-1:30	14	15
16	17 Training Life Products Market Update	18	19	20	21	22
23 30	24 31	25	26	27	28	29

LIFE INSURANCE AWARENESS

SEPTEMBER 2020						
GREEN - AMERITAS PAY DAY		RED - AMERITAS COMMISSION CLOSE				
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1	2	3	4	5
6	7 Labor Day CLOSED	8	9	10	11	12
13	14	15	16	17	18	19
20	21 Training Disability Insurance	22	23	24	25	26
27	28	29* Virtual Staff Only - Operations Academy	30			



Summer of Apps

Contest will run from July 1, 2020– September 30, 2020



Grand Prize: \$250.00 Amazon Gift Card

2nd Prize: \$100.00 Amazon Gift Card

3rd Prize: \$ 50.00 Amazon Gift Card

How to earn points:

- 1 point for each Ameritas submitted non-bound Life or DI app
- 1½ points for each bound Ameritas Life or DI app
- 1 point for every paid Ameritas Life or DI app
- ½ point for each submitted/paid Ameritas Annuity, Brokerage - Life, DI, LTCI or Annuity app.

Start your first year with
Ameritas on the right
track and strive for the...

Fast Start



Bison Award

Contact your GA, Scott Leavitt, for more details



**Gem State
Financial Group**



Ameritas **LC** 2021
Leaders Conference
Terranea Resort

MARCH 22-26, 2021 **TERRANEA RESORT**

Located in Southern California is considered the Top Resort to visit in Southern California according to Conde Nast Traveler Magazine. The resort resides on the Palos Verdes Peninsula, overlooking the Pacific Ocean. Wake up to the sound of crashing waves and unforgettable views. Visit the ocean and leave your footprints in the sand or relax in the hammock with a beverage in your hand. This resort offers incredible amenities, beautiful views and top-rated customer service. We hope you will join us at the Terranea Resort...it will be an unforgettable experience.



LEADERS CONFERENCE

**MARCH 22-26
2021**

**TERRANEA RESORT
SO. CALIF**

**PALOS VERDES
PENINSULA**

**WAKE UP TO THE
SOUND OF
CRASHING WAVES**

**REFER TO 2021
PRODUCTIONS
REQUIREMENTS
FLYER FOR FURTHER
INFORMATION**



Ameritas

LC 2021
 Leaders conference
 Terranea Resort, CA

2021 Conference Production Requirements

(Based on 2020 Production)

2021 Scotland Summit ¹ May 24-28, 2021	Production Required	Life and DI Only
Summit of the Inner Circle ¹	212,000 with 115,000 Life & DI Minimum	195,000
2021 Terranea Resort March 22-26, 2021	Production Required	Life and DI Only
Leaders Conference	70,000	50,000
Veterans ²	39,000	35,000
Associate Leaders Conference ³		
Contracted in 2018	51,000	41,000
Contracted in 2019	39,000	35,000
Contracted in 2020	31,000	27,000

¹ Summit of the Inner Circle requires an eight life and DI minimum policy count.

² Veteran status is defined as the sum of the age plus years of conference qualification to equal 75 or more. The minimum age must be at least 60 and the cumulative years of club qualification must be a minimum of 10 for a combined total of 75.

³ Associate status is defined as individuals new to the industry and eligible for new agent financing programs. Field associates must also have satisfied his/her Agent Contract production requirement.

Reduction in required production allowed in 2020

- Agent Conference qualification level will be reduced by five percent if the field associate is a registered representative with Ameritas Investment Company, LLC (AIC).
- Agent Conference qualification level will be reduced by 10 percent if the field associate is registered with AIC's RIA, Ameritas Advisory Services. (Maximum reduction is 10 percent.)
- Conference qualification level can be reduced by five percent if the field associate has qualified for Conference 10+ years. This does not apply to Veteran field associates.

Maximum discount possible for affiliation with AIC and/or AAS is limited to 10 percent. Maximum combined discounts limited to a total of 15 Percent.

AAS Affiliation	AIC Affiliation	Tenure (10+ Years Conference Qualification)	Total Cumulative Reduction Possible
10%	5%	5%	15%

Paid life policy credit

Paid Life Policies	Conference Credit
10	1,000
20	2,500
30	4,000
40	6,000
50	10,000

Note: Focus 10 policies receive one credit for each five policies. Split cases will be credited based on the percentage of the policy.

Conference production crediting

- Individual life and DI will receive 100 percent of FYC.
- Group dental and vision insurance will be credited at 100 percent paid first year commissions.
- Fixed and indexed annuities will be credited at three percent of commissionable deposits.
- Representatives affiliated with outside Broker/Dealers must qualify for non-cash benefits based exclusively on the fixed life and annuity business offered through affiliates of Ameritas. Necessary adjustments will be made at year end to exclude variable products.

Please Note: The production credit formula differs from Agent Contract and Recognition validation.



Gem State Financial Group is offering an opportunity for **ALL CONTRACTED AGENTS/BROKERS** to help us grow the agency. Your recommendation of a new Career or Independent Agent to Gem State Financial Group can grow YOUR income. *When that referral becomes part of the Gem State Financial Group Team you will receive 10% of their **Ameritas Life** {Life and DI only} FYC production for as long as they write business. Refer a producer, work with him/her, split business with him/her and earn dollars while we all benefit to make this the biggest and **best** firm in the Company.

Please complete the following and return to Scott Leavitt; General Agent

*Referring Agent must maintain a contract (specified by Ameritas) to continue qualifying for bonus.

Name: _____

Address: _____

Phone Number: _____

Best Time to Call: _____

Agent/Broker Name: _____ Date: _____