



Serving the National Agent Community for 50 Years!

NiDA News

April 2007

NIDA Launches Agent Service Specialist Team

At NIDA Marketing, we constantly reinforce how important our agents are to our mutual success. We've said it before and we'll say it again: NIDA is successful only when our agents are. So, it only makes sense to provide the national agent community every resource, every ounce of effort we can put together, to make you successful at growing your business.

Now we're backing up that mandate with an entirely new division of NIDA Marketing tasked only with providing five-star service and support to our agents.

We are excited to announce the creation of our team of Agent Service Specialists, three of our best and brightest who we have put to the task of providing our national agent community with unparalleled service. Led by Jay Bach, who has served NIDA with distinction as a Marketing Director, this new team of specialists will be a source of support, knowledge and service for agents nationwide. With Jay on the Specialist team are Julie Shook, who has already been serving as an Agent Service Representative, and the latest member of the NIDA team, Jeff Stanek.

Meet the complete Agent Service Specialist team on page 3.

Agent Service Specialists are not a replacement to the Marketing Directors you've relied upon for years, but are additional resources you can rely on. Agent Service Specialists are in place to follow-up with agents, provide up to date information on products, run illustrations and provide immediate in-the-field service.

Maintaining our dedication to providing 5-star service, our new Agent Service Specialists are excited at the opportunity of launching a division dedicated to service and support. Team leader Jay Bach, describes his division as a team truly united to the task of meeting the priority of serving agents, providing rapid responses and up-to-the-second information to reach our goals of mutual success.

NIDA Marketing is in the business of providing the best service in the industry, and that's the expectations laid at the feet of our newest division. Jay Bach sees it not as an intimidating challenge, but the natural way of doing business. Leading by example, having provided uncommon service to his own agents as a Marketing Director, Bach plans to put his team to the task of making the division an indispensable tool for agents.

Already up and running, the Agent Service Specialists have taken the first steps in building their division. Feel free to call our new Agent Service Specialist team today and find out how they can provide you with the best support available.



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Hrd This...



Michael Hrdlicka, President

Critical Illness Rider

People buy insurance to provide themselves and their family protection, but that protection isn't always flexible in providing security for those facing a medical crisis. The Critical Illness Rider was created to provide your clients with the security of a product designed to help survivors of critical illnesses. As modern medicine and technology allow more people to survive severe illness, providing your clients the protection they need to overcome recoveries with little income is a crucial element of offering complete protection and security.

The Critical Illness Rider allows policy holders to take a payout of their death benefit on up to a \$500,000 face amount with a \$250,000 payout amount if they are diagnosed with one of the covered conditions. Upon receipt of proof of the first occurrence of a qualifying event, the policy owner can choose either a 25% or 50% benefit amount. The remaining base Policy benefit will be adjusted according to the amount paid. This payout amount provides the policy holder with the resources they need in such severe circumstances.

Covered Conditions include:

- Alzheimer's Disease
- Benign Brain Tumor
- Blindness
- Heart Attack
- HIV (Medical Personnel Only)
- Life-Threatening Internal Cancer
- Major Organ Transplant
- Multiple Sclerosis
- Paralysis
- Renal Failure
- Severe Burns
- Stroke

Call your Marketing Director for State Approvals.



Meet Keith Vogt, your PBL Underwriter

Keith Vogt is NIDA's Underwriter Analyst at Peoples Benefit Life Insurance Company, an AEGON Company, and provides the kind of flawless service for our agents that we strive for and appreciate. In an industry where it's uncommon enough for underwriting departments to make themselves readily available to the agent community, Keith is affable, friendly and a complete professional, the kind of person you simply look forward to doing business with. A graduate of the University of Iowa, Keith brings a strong sales background and intimate understanding of the industry to his job, and takes sincere pride in the close contact his company keeps directly with agents. He describes that interaction as the significant part of what motivates him to excel. We are happy to put the spotlight on Keith, a person we know you'll enjoy working with as much as we have.

Blueprint for Life: Income Replacement for your Client's Family

With Chesapeake Life Insurance's premier tool, the Blueprint For Life, you can improve the service your office provides while increasing your sales.

Providing Income Replacement coverage is tricky business for customers to understand, and many people don't have a clear enough picture of their own financial situation leaving them with not enough coverage when tragedy strikes. The Blueprint for Life is an exceptional selling tool that allows agents to clearly demonstrate your customer's insurance needs while making them feel confident in the choices they make. Best of all, it only takes ten minutes to offer your customers an accurate picture of their insurance needs, allowing you to make a better sale in a shorter time.

The Blueprint For Life uses easy to understand language and covers all the bases to demystify the process for your clients and open them up to the levels of insurance they need. With the Blueprint for Life, you can show your customers how life insurance is the perfect method for protecting their family from loss of income at a reasonable price. When your customer trusts the process, they will trust you and your recommendations.

So, put The Blueprint For Life to work for you today! To increase your sales in under 10 minutes contact your NIDA Marketing Director today at 1-800-328-6440 today!

Agent Referral Bonus! Spring Bling!



Spring has put us in the giving mood. With NIDA Marketing's Spring Bling Agent Referral Program, you can put a crisp new one-hundred dollar bill in your pocket just for referring another agent to NIDA's growing national agent community, and look good doing it with our mardi-gras style necklaces. Put money in your pocket and have fun doing it.

To participate in the program simply refer an agent to NIDA Marketing, and once that agent places three paid apps we will send you a \$100.00 bill and a NIDA necklace. Best of all, you can refer as many agents as you like and collect money and bling at the same time.

Meet Our Agent Service Specialists



Jay Bach

Jay might have you believe that he is to NIDA as Comedy Central is to basic cable, but his immediately friendly nature hides an intense dedication to serving NIDA's agent community agents. That combination of personality and commitment has allowed Jay to shine as a provider of unparalleled five-star service, and launched him into the position of leading the Agent Service Specialist team. He brings an intense passion for people from his background as a bartender, and is driven to make NIDA's latest division an essential resource for our agents.

Julie Shook

Julie is already distinguishing herself in her first year with NIDA marketing, having come from a strong sales and customer service background featuring over a decade spent in real estate and another decade as a team leader at Medtronic. Moving into her new position on the Agent Service Specialist team, her background is a perfect fit for the position. A passion for taking extraordinary steps in providing extraordinary service motivates Julie, and she looks forward to assisting agents nationwide.



Jeff Stanek

Jeff is the newest member of NIDA's team, and has already established himself in his first few weeks as highly motivated and passionate for his new work. He sees assisting the national agent community as a way to improve the business of NIDA by improving the individual businesses of each agent. He believes in the mission and mandate of the Agent Service Specialist team, and sees the new position as an incredible opportunity with a company that lives up to its reputation for outstanding service.





Golden Eagle - Ixtapa

Remember! As part of our bicentennial anniversary, the Golden Eagle incentive program is still going strong, and just by improving your own business you can earn national recognition and a luxury vacation to Ixtapa, Mexico!

To qualify as a Golden Eagle member agents need 60,000 (300,000 for Managing General Agents) paid premium credits with 80% placement ratio in calendar year 2007.

Qualifying sales translate into paid premium credits at the following rate:

\$100 Target Premium = 100 premium credits

\$100 Excess Premium = 10 premium credits

\$100 Annuity Premium = 10 premium credits

Make the sale today, and pack your bags tomorrow!

For information about the Golden Eagle program, or any of our outstanding products, contact NIDA Marketing at:

1-800-328-6440 or email us at nidamarketing@nidamarketing.com



E&O Insurance

***At NIDA, We Think
You're Worth a Million!***

**\$1,000,000 FREE Errors
and Omissions Policy****

*When you are contracted with NIDA Marketing Group,
you have \$1,000,000 of E&O Protection ... for Free!*

**Contact us for a certificate of coverage*

***With regard to NIDA products. If you are writing elsewhere, you will need
to obtain appropriate E&O coverage from that organization or carrier.*

