



*Serving the National Agent
Community for 50 Years!*

NiDA News

June 2007

Fuel your Summer with PBL's Apptivity Contest

It's summer, and we know whether for business or fun you're probably hitting the road a lot more often. Like everyone else you're watching gas prices skyrocket, trying to find the quickest route around traffic, working as much out of the office as in and dreaming of a vacation getaway to recharge your batteries. Well, NIDA and People's Benefit Life are teaming up to reward your hard work with a little relief from your troubles that can earn you as little as a free tank of gas or as much as a vacation with a cool grand of spending cash.

With our Apptivity Contest, agents in good standing who pay for Term & Universal Life business in June or July with People's Benefit Life through NIDA Marketing for at least \$500 premium will accumulate "Apptivity Points" for our prize package. We think if you're going to be on the road anyway, then your life might as well be a little easier while you're out there. Whether you sign one huge policy or dozens of smaller ones you can gather Apptivity Points for our stellar prize packages. *See contest rules for details!*

With NIDA and PBL's Fuel Your Summer contest we want to show you our appreciation for your hard work whether you travel across the street or across the country. And, best of all, eligible policies can also be applied to NIDA's year-long Golden Eagle Contest!

Prizes:

Tier 1: 1-5 Apptivity Points - Beat the summer gas prices with up to \$100 of free gas. Each Apptivity Point earns the agent a \$20 gas card.

Tier 2: 6-10 Apptivity Points - You can go for miles and miles with up to \$250 of free gas. Each Apptivity Point earns the agent a \$25 gas card.

Tier 3: 11-15 Apptivity Points - The only backseat driver you'll ever need or want will be your co-pilot with a GPS Locator and One Year of Service.

Tier 4: 16-20 Apptivity Points - An office on the go and the software to run illustrations at your presentations will be yours with a new Dell Inspiron Laptop.

Tier 5: 21 - 25 Apptivity Points - Reap the benefits of hard work with a well earned vacation by way of Two Round Trip airline tickets to anywhere in the continental U.S. and \$500 spending cash!

Tier 6: 26+ Apptivity Points - Take a nice vacation on us with Two Round Trip airline tickets to anywhere in the continental U.S. and \$1000 spending cash!

Contest Rules:

Contest runs from June 1, 2007 through July 31, 2007 on Term & Universal Policies paid by September 30, 2007.

Prize tiers are based on total accumulated Apptivity Points per individual agent over the term of the contest.

All Term & Universal Life policies paid through NIDA Marketing with Peoples Benefit Life for more than \$500 premium earn one (1) Apptivity Point.

Each \$1000 of premium minus the initial qualifying \$500 premium earns one (1) additional Apptivity Point. For example, \$2500 premium would qualify for three (3) Apptivity Points.

Agents must be in good standing with both NIDA Marketing and People's Benefit Life to qualify for contest.

Agents may only choose to receive prizes from one (1) prize tier for which the agent qualifies.

Airline tickets must be requested at least thirty days in advance of flight date.

Business signed for the Apptivity Contest is also eligible for NIDA's year-long Golden Eagle contest.



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Hrd This...



Michael Hrdlicka, President

Our Own A-Team

In our April newsletter we introduced you to Jay Bach, Jeff Stanek and Julie Shook who represent our Agent Service Specialist team, or as they are lovingly referred to here at NIDA The A-Team. This A-Team was formed to expand our commitment to providing five-star service to the national agent community by creating a second layer of contact for agents. In place to provide lightning fast and comprehensive responses to the needs from answering questions and running illustrations to providing forms and everything in between, this team of professionals has already assisted more than a thousand agents!

The feedback from our agents has been fantastic as it's become clear that the A-Team isn't meant to replace your Marketing Director but supplement and enhance the already outstanding quality of service they provide. Recognizing the strength of the A-Team in backing up our Marketing Directors we've taken the next step and teamed Agent Service team members with our team of Marketing Directors giving you two and often three points of contact for specialized service.

Jeff Stanek is working with Robyn Anderson and Jeff Squibb. Julie Shook is teamed with Kate Chapman and Judd England and team leader Jay Bach is working with Judd England as well as providing an additional layer of support for the entire team. As always you can contact any Marketing Director or Agent Service Specialist to handle any need, and expect outstanding service and response.

At NIDA we are committed to providing the best agent service in the industry. Whether you put the service of our A-Team to work for you or not, our goal is simply to serve your needs, answer your questions and provide the best products and best service available.

Call your NIDA Agent Service Specialist or Marketing Director toll-free today at 1-800-328-6440 or contact us on the web at www.nidamarketing.com!

NIDA Introduces Our Annuities Division!

choose from a variety of highly rated annuity companies with

TOP COMMISSIONS!!!!

EQUITY INDEXED

FIXED

BONUS TRADITIONAL

**Ask about our
\$1,000,000 FREE E&O coverage**

For more information contact NIDA Marketing Group, Inc.

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Are You A Golden Eagle Yet?

We're obviously excited about our front page summer contest, but if you didn't catch it earlier it's worth noting now that not only is our Golden Eagle contest still in full swing, but the qualifying business you write over the next couple of months can apply to both contests! Honestly, you might have to find some extra vacation days with all the free travel and prizes you can win through NIDA Marketing during our 50th Anniversary Celebrations!

Golden Eagle agents receive national recognition for their sales achievements, a plaque commemorating their efforts, and best of all a tropical vacation to Ixtapa, Mexico.

To qualify as a Golden Eagle agents need 60,000 (300,000 for Managing General Agents) paid premium credits with 80% placement ratio during 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 every sale count double with qualifying policies and enjoy some well deserved downtime!

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.

NIDA
MARKETING GROUP

*Summer
Hours*

NIDA's professional and knowledgeable staff will be available during our Summer Hours through September 7th.

Monday - Thursday
8:00 a.m. - 5:00 p.m. CST

Friday
8:00 a.m. - 1:00 p.m. CST

We are still available by voicemail, or contact us by email through www.nidamarketing.com. We will contact you on the next business day.

*Have a
great summer!*

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.

Chesapeake Life Offers Big Product, Big Commissions

Chesapeake Life has been a subject of discussion for months with a constant stream of great products for your customers and great incentives for agents. From Quality Business Bonus programs to increased commissions and Mini-blue, Chesapeake has put the tools in your hands to make quality sales and then put the incentives in place to reward you!

- ★ **New Quality Business Bonus for each qualifying paid application through 2007 with a retroactive bonus available for new agents.****
- ★ **Blueprint for Life or Mini-Blue is a time-saving sales tool that streamlines the sales process while demystifying the products for your clients.**
- ★ **\$25,000 Minimum Face Amounts and Increased Commissions for agents**
- ★ **Death Benefit Income Settlement Option, and much more...**

** Business Bonus requires minimum of an 80% Taken Rate, an 83% or higher 13th month persistency rate, with 5 or more net paid cases of 13 months or older, and good mortality.

To put Chesapeake to work for your business, contact a NIDA Marketing Director today at: 1-800-328-6440 or email us at nidamarketing@nidamarketing.com

**Hit The Road with NIDA and
PBL's Fuel Your Summer
Appitivity Bonanza!**

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