



*Serving the National Agent
Community for 49 Years!*

NiDA News

September 2006

\$200,000 Non-Med and Higher Commissions

NIDA Marketing, in partnership with The Chesapeake Life Insurance Company, is bringing you big news that's going to offer you outstanding high-end products for your customers and commissions higher than ever before. Along with five-star service, convenient easy-to-use sales tools, and fast response times, NIDA Marketing and Chesapeake Life are teaming up to bring you a new level of service.

The big news this month is the \$200,000 Non-Med (no blood, no HOS, no paramed) Term and Universal Life policies are now available. These are phenomenal policies that recognize the needs of your clients in protecting their loved ones. We have heard your requests for 200k non-med policies, and we're ecstatic to be able to finally provide this quality product. Available with the Return of Premium rider, this is a great way to attract new business and better support existing clients.

Although the new policies would be news enough themselves, we have a little something extra for our agents as well. Ten percent extra to be exact.

We are excited to announce a 10% commission increase on policies written through NIDA with Chesapeake Life. We don't need to tell you why higher commissions are a good thing. We know you can find something to do with 10% more money in your pockets, and with the amazing new policies available we're equally certain you can find a way to make these higher commissions work for you and your business.

But, we know these changes mean nothing without the sales tools you need to offer the right policy to your customers, which is why we here at NIDA think so highly of Chesapeake's Blueprint For Life, aka Mini-Blue.

If you haven't explored the comprehensive and easy-to-use Blueprint For Life in helping establish the best policies for your customers then not only have you been making your job harder,

you are also missing out on an excellent sales tool. The Blueprint For Life is designed to make finding the perfect policy for your client simple and more importantly easy to understand.

Too often customers make purchasing life insurance a guessing game, without fully understanding how different policies fit into a long-term goal or how to properly plan for their final expenses. The Blueprint For Life is designed to eliminate those dangerous guesses by walking your customers through the decisions they should be making now to secure a strong legacy for their dependents.

The Blueprint simplifies the process of purchasing Life Insurance, and allows the client to feel like he understands how his policies relate to his long-term goals. By involving and educating your clients, you create a sense of security for the customer, so he can purchase from you with confidence that you've met his needs. You are providing more than a policy. You are providing the security of knowing your customers have products that are tailored to their specific needs.

NIDA Marketing and Chesapeake Life share a common goal of providing the best products and service that our agents can get, and we are constantly improving to meet those expectations. Great policies, great commissions, and great tools; put it all together, and there's no reason to take your business anywhere else.

Contact NIDA Marketing and speak with one of our marketing directors today and start getting the best products, commissions, and service in the industry.

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Hrd This...



Michael Hrdlicka, President

We here at NIDA believe in good guys, and we believe there are far more of them operating in this nation than is widely reported. We believe in honor, and loyalty, and that it flourishes. We believe in the compassion, strength, and patriotism of our staff, our friends, and our partners, because we have seen it at work. We believe in saying thank you to those who deserve the credit. We believe in standing up to say "How can I help?".

We'd like to tell you about Major Jack Scharrett and the men and women of the Army's 451st Civil Affairs Battalion. Jack and the 451st are the good guys, and they have served with that distinction in Iraq. They establish health and dental clinics. They build local governments. They help build and supply schools. They save people's lives, by protecting them from the bad guys, and by securing a promising future. They build and rebuild lives, and in the process try to make those lives better than they were before. This is the mission of Major Scharrett and the men and women of the 451st, service to the people of both our nation and those of a new Iraq. Like the best and strongest before them, they too came of this mission by asking how they could help.

We here at NIDA have known Jack for years. Major Scharrett graduated West Point with both honors and the notoriety of a man who never had to go looking for trouble in his life. He wears both badges with pride. When duty drove him from our safe shores to an honorable mission of service in Iraq, we knew the fledgling country would prove stronger for his dedicated work. We sent him to freedom's frontier with our prayers and one simple mandate;

let us know how NIDA could help.

Jack is like most of the soldiers in his battalion, well-educated, world-smart, honorable, a little mischievous when time and opportunity permit, but fundamentally interested in serving a greater good. They are the people who might live next door with families, and mortgages, and summer afternoon barbecues, and a lawn to cut. They are the close friend you share a beer with on a Friday afternoon, the guys playing pickup football in the park, or the friend you rely upon when you need a certain and steady shoulder. They are you, and they are us, and they signed up for duty in Iraq because they were compelled by a mission and honor. When the 451st finally came to us with the opportunity to assist in their mission, they asked for a few needed supplies and reminders of home too far away. We went to our own friends, family, and partners and asked if they would like to help.

This is where the story about the strength of good guys and patriotism and honor grows. Everywhere we went the people with whom we populate our lives bent over backward to send provisions, supplies, tools, entertainment, and even seventy pounds of homemade brownies to the 451st Civil Affairs Battalion, and by extension to the Iraqi people themselves. From Xbox games, to movies, to letters of support, to flashlights so the men of the 451st could set the dark alight, the gifts and support were overwhelming.

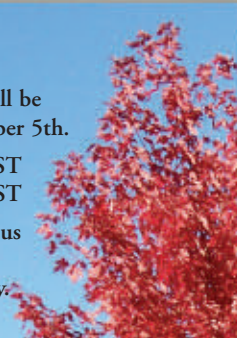


NIDA's Fall Hours:

NIDA's professional and knowledgeable staff will be available during our Fall Hours beginning September 5th.

Monday - Thursday: 8:00 a.m. - 5:00 p.m. CST
Friday: 8:00 a.m. - 4:00 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.



Helping the Good Guys - NIDA's History with the 451st



In April, despite injuries and attack, gunshots and explosions, Jack Scharrett and the 451st came home. NIDA President Mike Hrdlicka enjoyed the honor of traveling across the country to present them with a few more gifts of gratitude for their patriotic service and to welcome them back. On a bright spring morning, under a rising sun, Mike briefly took command of the company, a moment that will live with him the remainder of his days, and presented the company with specially designed Patriot Pens. We at NIDA consider it our honor, and our privilege to have been given the opportunity to do our part to help.

We tell this story not to serve ourselves, we were not the heroes. We tell this story because there are many people who stopped their lives, whether briefly or over the course of years, and asked how they could help. These are the good guys, and on the days they were needed, they were plentiful and generous. We tell this story to say thank you. Thank you to everyone who ever asked the question, "How can I help?". You make our nation strong and worth defending.



If you have a Loved One, relative or someone that you care about serving in harm's way, give us their address and we will send them a Patriot pen as a token of our appreciation for their serving in this time of war. Check out the pen at Paradise Pen's website, www.paradisepen.com, and click on "Paradise Pen" in the "Brands" pulldown menu.

NIDA Is Growing

We Have Two New Customer Relations Agents to Help You



Julie Shook

A relative newbie at NIDA, Julie brings a strong work ethic and eclectic background in Sales and Service with a trademark personal touch to her new position.

Born in Mason City, the niece of dairy farmers, her wholesome background is built on a foundation of hard work. Landing in Minneapolis, Minnesota, at age 13 and graduating fifth in her class

with two years of college she established a notable career as a team-leader at Medtronic for over a decade. Julie's last twenty years have been dedicated to Sales and Customer Service, twelve of those in real estate.

Passions for gardening, fishing and bowling give you an idea of what she's all about.

Beverly Swenson brings a diverse background to NIDA Marketing. Bev started her career in the restaurant business, with a passion for serving people. As a single mom, she sought the stability of regular work hours and switched to the Banking industry with Wells Fargo while seeking her college degree on nights and weekends. A champion of Women's Rights, she earned a B.A. in Women's Studies and Law from Metropolitan State University. Degree in hand, Bev worked for the MN National Organization for Women and spearheaded Women's Vote 96, a successful campaign to register women to vote. Seeking a change, Bev returned to the restaurant business and has sought her latest challenge with NIDA Marketing.



Bev Swenson

Beverly has one grown daughter and has three dogs and two cats. She enjoys hiking, canoeing, fishing, and biking and has spent the summer renovating her old house (still a long way to go).


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!

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Put NIDA Annuities To Work For Your Customers

- ★ We partner with 45 of the Top Rated Annuity Companies
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- ★ We always provide our 5-Star Service Guarantee
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- ★ We want to be your One-Stop Shop!

Contact Robyn today at 1-800-328-6440 or robyn@nidamarketing.com

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