

# Honoring Our Best

A guide to Old American's  
clubs, awards and  
recognition programs.

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# Agency of the Year

**Purpose:**

Each year, Old American recognizes an agency with our most prestigious agency award – the Agency of the Year.

The purpose of this award is to honor an Old American Insurance Company agency that demonstrated their commitment to growth, profitability and productivity, while meeting exemplary standards throughout the year.

**Qualification Period:**

January through December

**Qualifications:**

Points are accumulated based on total Issued and Paid APB (Annual Premium Basis), an increase of APB from the previous year, average APB per agent, New Business Retention (NBR) and penetration of assigned territories.

An objective formula is used to determine the Agency of the Year winner each year. The measures taken into consideration are:

1. Total Issued and Paid APB – minimum of \$250,000
2. Percentage Increase in APB over prior year
3. Average Issued and Paid APB per agent
4. New Business Retention – minimum 82 percent
5. Penetration vs. potential of assigned territory

All five categories are ranked and assigned a point value among eligible candidates.

In the event of a tie, the Agency with the most qualified agents to attend the next Educational Seminar or President's Cabinet will be the winner.

**Awards:**

This award is coveted by all agencies and is symbolized by a custom-designed Eagle trophy. The Eagle provides the lasting symbol of a truly outstanding performance by an agency as a whole.

# President's Quality Service Award

**Purpose:**

Old American's enduring goal is to provide quality service to our policyholders and beneficiaries. This award recognizes the close relationship between ethical practices and quality service. It is presented annually to an agency that has sold business in a highly ethical fashion and operates with solid compliance and market conduct standards.

**Qualification Period:**

January through December

**Qualifications:**

The President's Quality Service Award recipients are selected by a committee composed of representatives from Marketing, New Business, Customer Services, Agency Administration and the Chief Compliance Officer.

**Categories Considered:**

- The Company's Customer Assurance Program  
Old American representatives have agreed to comply with the Company's Code of Ethics. Among these principles are to serve the client's best interest, conduct professional activities in a reputable manner and refrain from unauthorized business practices.
- Premium Persistency & New Business Retention  
Part of serving the client's best interest is providing a policy that directly addresses the policyholder's protection and financial needs. When the client's coverage needs are met, they will be satisfied with their purchase and persistency will grow.
- Replacement Activity  
Replacing one company's policy with that of another is often not in the best interest of the customer. Agents should attempt to sell new products to serve needs that may have changed since the existing policy was purchased, not duplicate coverage the customer already has.

- Responsiveness to Customers  
Earning the trust of customers by responding promptly to questions and requests aids persistency and gains referrals.
- Cooperation with the Home Office
- Reliability
- Positive attitude
- Commitment to ethical practices
- In addition, the General Agent Manager
  - Must have been under contract two or more years;
  - Must qualify for the President's Cabinet/Educational Seminar for the year in which the award is presented.

**Awards:**

- The award will be determined each year at the discretion of the Company.

# Diamond Level Distinguished Sales Award (DDSA)

## **Purpose:**

To recognize Field Force Representatives who achieve the highest standards of personal sales excellence.

## **Qualification Period:**

January through December

## **Qualifications:**

- A minimum of \$125,000 personally produced Issued and Paid APB during the qualification period, based on official Home Office net Issued and Paid Report; and
- A minimum New Business Retention of 82% at the end of the qualification period.

## **Awards:**

- Recipients receive an "Oscar" at the Kansas City Awards Night.
- The Diamond DSA Jewelry.\*

NOTE: The first qualification year the award will be the statue and bonus. The second qualification year the agent will also receive the Diamond DSA jewelry.

### **Group 1**

- \$125,000 to \$149,999 APB receives a bonus in the amount of 1.25% of the Issued and Paid APB.
- \$150,000 to \$174,999 APB receives a bonus in the amount of 1.5% of the Issued and Paid APB.

### **Group 2**

- \$175,000 to \$199,999 APB receives a bonus in the amount of 1.75% of the Issued and Paid APB.
- \$200,000 to \$224,999 APB receives a bonus in the amount of 2% of the Issued and Paid APB.
- \$225,000 to \$249,999 APB receives a bonus in the amount of 2.25% of the Issued and Paid APB.

### **Group 3**

- \$250,000 + in APB receives a bonus in the amount of 2.5% of the Issued and Paid APB.

A press release detailing the recipient's accomplishments will be furnished to hometown newspapers upon request.

## **\*Diamond DSA Jewelry:**

**Year 2:** A 10-carat DSA ring or pendant with one .08 oz diamond

**Years 3 – 7:** An additional diamond in ring or pendant

**Year 8 :** A 2/3 carat Genuine Blue Sapphire in DSA Star

**Year 9:** A 2/3 carat diamond in the DSA Star

**Year 10:** A Bulova DSA imprinted watch with one diamond

**Years 11 – 21:** An additional diamond in watch

# Distinguished Sales Award (DSA)

**Purpose:**

To recognize those Field Force Representatives who achieve high standards of personal sales excellence.

**Qualification Period:**

January through December

**Qualifications:**

- A minimum of \$90,000 to \$124,999 per year while in the first two agent contract years of personally produced Issued and Paid APB during the qualification period, based on official Home Office net Issued and Paid Report, or
- A minimum of \$96,000 to \$124,999 per year in third agent contract year and beyond of personally produced Issued and Paid APB during the qualification period, based on official Home Office net Issued and Paid Report; and
- A minimum New Business Retention of 82% at the end of the qualification period.

**Awards:**

- Recipients receive an "Oscar" at the Kansas City Awards Night.
- A bonus in the amount of:
  - \$500.00 will be presented for production of \$90,000 to \$109,999 if in the first two agent contract years,
  - \$500.00 will be presented for production of \$96,000 to \$109,999 if in the third agent contract year and beyond; or
  - \$750.00 will be presented for production of \$110,000 to \$124,999 for all contract years.
- A press release detailing the recipient's accomplishments will be furnished to hometown newspapers upon request.

# President's Cabinet

**Purpose:**

To provide elite Field Force Representatives an opportunity to counsel and confer with the President of the Company.

**Qualification Period:**

Two calendar years.

**Qualifications:****PERSONAL PRODUCTION**

- Agents, General Agents and General Agent Managers qualifying on personal production must meet the minimum production for the appropriate President's Cabinet seminar. The production requirement varies depending on the seminar destination. Please refer to the appropriate President's Cabinet rules brochure for details.
- No other non-qualifying Old American agent or general agent manager may attend as a qualifier's guest unless that person is the spouse of the qualifier. If two qualifiers are married, no other guest(s) will be eligible to attend. All guests must be at least 21 years of age.

**SALES UNIT PRODUCTION**

- General Agent Managers and General Agents can qualify based on their agency/sales unit Issued and Paid APB during the qualification period. Please refer to the appropriate President's Cabinet rules brochure for the exact production requirements.

**Awards:**

Qualifiers and spouse/guest will join the President of Old American at the President's Cabinet Seminar. Additional awards may be given at the discretion of the Company.

*Note: Qualifications may be made at the President's discretion*





# Educational Seminar

## **Purpose:**

To provide an incentive trip for Old American's top producing agents that allows them an opportunity to learn more about the life insurance business as well as Old American products and procedures, and also interact socially with other agents and Home Office associates.

## **Qualification Period:**

Two Calendar Years

## **Qualifications:**

An Agent may qualify as follows:

- NBR must be at least 83%.
- Points will be accumulated at one point per dollar of Issued and Paid APB.
- An additional 500 points will be added for every month that an Agent qualifies for App-A-Day.
- Depending on the contract date, a new Agent may have a decreased APB objective to qualify. Please refer to the Educational Seminar rules brochure for further details.

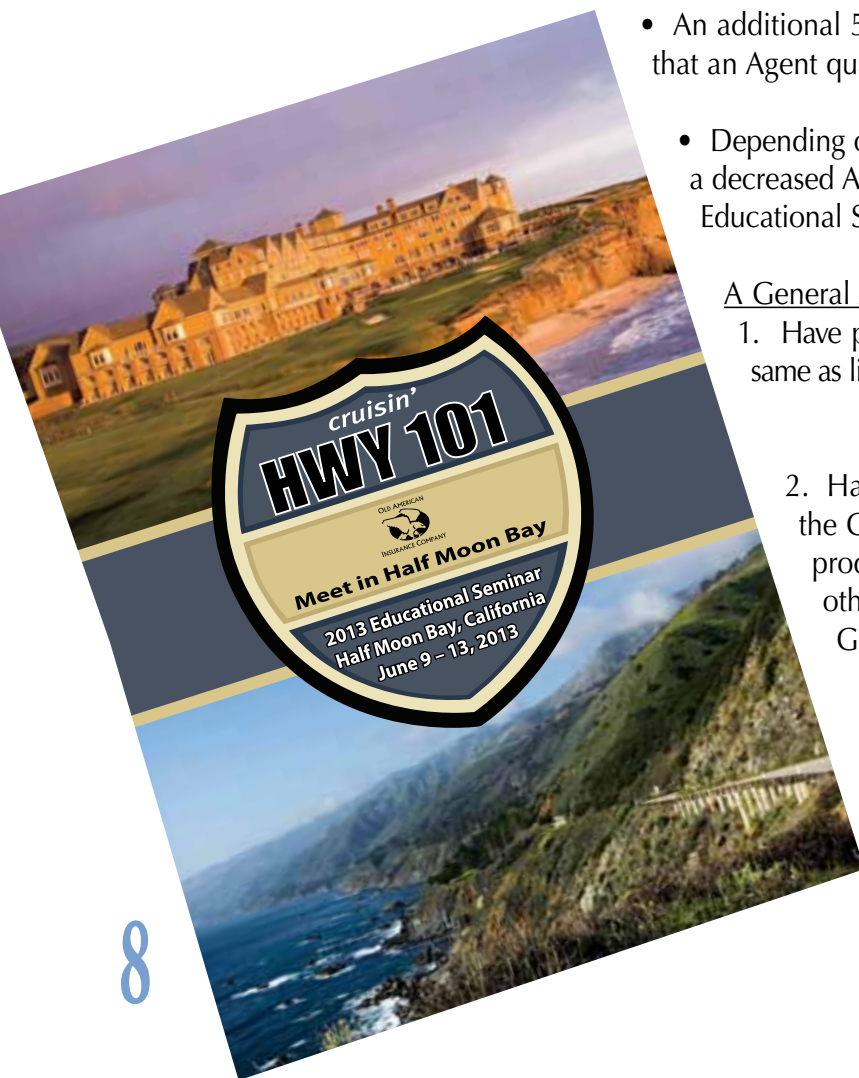
A General Agent Manager may qualify as follows:


1. Have personal production, with qualification rules the same as listed for Agent qualification;

*Or*

2. Have two or more Agents assigned directly to the General Agent Manager qualify on personal production who are not assigned under any other General Agent Contract that reports to a General Agent Manager.

*Or*



- 
3. Have total required Agency Production of Net Issued and Paid APB during the qualification period.\*

Plus, overall General Agent Manager's agency NBR must be 83% or greater. A General Agent Manager with an 82% NBR can qualify with additional points and a General Agent Manager with an 81% NBR can also qualify with additional points.

General Agent Managers who accumulate the additional required points at the agency level and have an NBR of 83% or greater may nominate one additional Educational Seminar qualifier. The nominee should be a principal of the agency and a significant contributor to sales and marketing operations of the agency. However, it may not be an existing agent within the agency. All potential nominees must be approved by the Vice President, Sales.

A General Agent may qualify as follows:

1. Have personal production, with qualification rules the same as listed for Agent qualification;

*Or*

2. Have a General Agent unit that produces the required Net Issued and Paid APB during the qualification period. Plus, the General Agent unit NBR should be 83% or greater.\*

A General Agent unit with an 82% NBR may qualify with the required points; a General Agent unit with an 81% NBR may also qualify with the required additional points.\*

*\*See the rules brochure for specific production requirements.*

# President's Club

**Purpose:**

To provide Field Force Representatives recognition for commendable personal sales and persistency performance.

**Qualification Period:**

January through December

**Qualifications:**

- A minimum of \$70,000 net Issued and Paid APB during the calendar year; and
- A minimum New Business Retention percentage of 82% at the December 31st qualification date.

**Awards:**

- First-time qualifiers receive an engraved award.
- All qualifiers receive business cards with President's Club logo included (quantity 500).
- One year membership in the National Association of Professional Agents (NAPA).

# General Agent Unit Builder Award

## **Purpose:**

To provide General Agents recognition for building and maintaining a unit of agents who have commendable sales and persistency performance.

## **Qualification Period:**

January through December

## **Qualifications:**

A minimum of \$250,000 net Issued and Paid APB during the calendar year for the unit, not including the General Agents' personal production.

A minimum New Business Retention percentage of 82% for the unit at the end of the calendar year.

## **Levels:**

- **Bronze Level** - \$250,000 to \$499,000 unit APB and must have at least one (1) qualifier to the New Agent Seminar or DSA or Diamond DSA award winner.
- **Silver Level** - \$500,000 to \$749,999 unit APB and must have at least one (1) qualifier to the New Agent Seminar or DSA or Diamond DSA award winner.
- **Gold Level** - \$750,000 to \$999,999 unit APB must have at least two (2) qualifiers to the New Agent Seminar or DSA or Diamond DSA award winner.
- **Platinum Level** - \$1,000,000 and above unit APB must have at least three (3) qualifiers to the New Agent Seminar, DSA or Diamond DSA award winner.

## **Awards:**

- Invitation to attend the Kansas City Awards Night in Kansas City, Missouri;
- \$250,000 to \$999,999 unit APB receives a bonus in the amount of 0.50%\* of the Issued and Paid APB,
- \$1,000,000 and above unit APB receives a bonus for \$5,000\*, and
- First time General Agent Unit Builders receive an engraved award.

\* Bonuses will be paid 2 ways:

1. Receive a bonus for Diamond DSA or DSA level on your personal production, and
2. Receive your Unit Builder bonus, if unit production, excluding your personal production from the unit total qualifies in one of the above APB categories.

# Agent Quality Award

**Purpose:**

To recognize Field Force Representatives who have demonstrated outstanding performance in the areas of customer service and policyholder retention.

**Qualification Period:**

January through December

**Qualifications:**

- A minimum of \$125,000 Issued and Paid APB during the qualification period, based on official Home Office net Issued and Paid Report; and
- A minimum New Business Retention of 85% at the end of the qualification period; and
- A minimum First-Year Persistency of 80% at the end of the qualification period.

**Awards:**

- A bonus in the amount of .50% of Issued and Paid APB, based on official Home Office net Issued and Paid Report; and
- First-time qualifiers receive an engraved award; and
- All qualifiers receive business cards with Agent Quality Award logo included (quantity 500).

NOTE: Agents who achieve President's Club and receive the Agent Quality Award are eligible for 1,000 business cards with both President's Club and the Agent Quality Award logos included.

# New Agent of Merit Seminar

**Purpose:**

To recognize agents who were recently appointed with Old American Insurance Company and have already demonstrated extraordinary success, and to provide them an opportunity to learn more about Old American's products, procedures and to meet and interact with Home Office associates.

**Qualifications:**

- A minimum of \$36,000 Issued and Paid APB during the qualification period.
- A minimum New Business Retention of 82%.
- No more than 24 months of service time by the end of the qualification period.

(Exceptions on qualification requirements may be determined by the Home Office.)

**Awards:**

- New Agent of Merit attendees will be invited to the annual New Agent of Merit Seminar at the Home Office in Kansas City, Mo.
- Each New Agent of Merit attendee will receive a plaque and a bonus for \$200.00. (Agents with less than \$36,000 in APB do not receive a bonus.)

# Agency of the Month

Each month, Old American recognizes the top agency based on the latest monthly Issued and Paid report.

For an agency to qualify for the Agency of the Month award, it must meet the following criteria:

- over plan for the month
- highest percentage increase over the prior year
- minimum New Business Retention percentage of 80%
- must be a \$250,000 agency or above
- highest percentage of APB from agents in first two contract years

In the event of a tie, the highest NBR will determine the Agency of the month.

Agency's that earn the award are given a gift from Old American Marketing and are recognized in *Eagle Monitor*.

# Agent of the Month

Each month, Old American recognizes the top Company producer for the month, based on the latest monthly Issued and Paid report.

An Agent can earn Agent of the Month only once per calendar year. If the top producer for the month has already received Agent of the Month during the same calendar year, then the next highest producer who is eligible will receive the award.

To earn the Agent of the Month designation, an Agent must have a minimum New Business Retention percentage of 82%.

All Agents earning Agent of the Month will be featured in our *Eagle Monitor* publication and will receive a plaque to commemorate their achievement and a gift from Old American Marketing.

## New Agent of the Month

A new agent can win this award once per calendar year. If no new agent qualifies in a given month, there will be no winner for the month.

### **Qualifications:**

- Have no more than 24 months of service
- Minimum \$4,000 in APB for the month.
- Issued and paid for at least 8 policies during the month.
- Have an NBR of at least 82% (if contracted longer than 4 months).

Agents that earn the award are given a gift from Old American Marketing and are recognized in *Eagle Monitor*.



# App-A-Day

**Purpose:**

To honor and financially recognize sales representatives who consistently build their career and successfully close at least one life insurance sale daily for a month.

**Qualification Period:**

The qualification period for App-A-Day begins with business that is issued in the Home Office on the first working day of the month and ends with business issued and paid for on the last working day of the month.

**Qualifications:**

- A minimum of 25 paid applications with a minimum APB of \$5,000 must be issued and paid during the calendar month; and
- A minimum life insurance New Business Retention percentage of 82%.

**Awards:**

Qualification for one month	\$25.00
Qualification for second consecutive month	\$25.00
Qualification for third consecutive month	\$25.00
Qualification for fourth consecutive month	\$50.00
Qualification for fifth consecutive month	\$50.00
Qualification for sixth consecutive month	\$50.00
Qualification for each consecutive month thereafter	\$75.00

On completion of each 12-consecutive-month qualification (i.e., 12, 24, 36 month), we will pay, in addition to the above designated award, a bonus of \$100.00.

To qualify for App-A-Day, an Agent must have a measurable NBR. It takes four months of service before an agent has a measurable NBR.

# Helpful Mates

**Purpose:**

To reward the Field Force representative's spouse for behind-the-scenes assistance in the success of the representative's career.

NOTE: Single Field Force representatives can also receive this award. If no spouse name has been designated, the award will be made payable to the agent.

**Qualification Period:**

Monthly, based on current Company Issued and Paid APB and New Business Retention records.

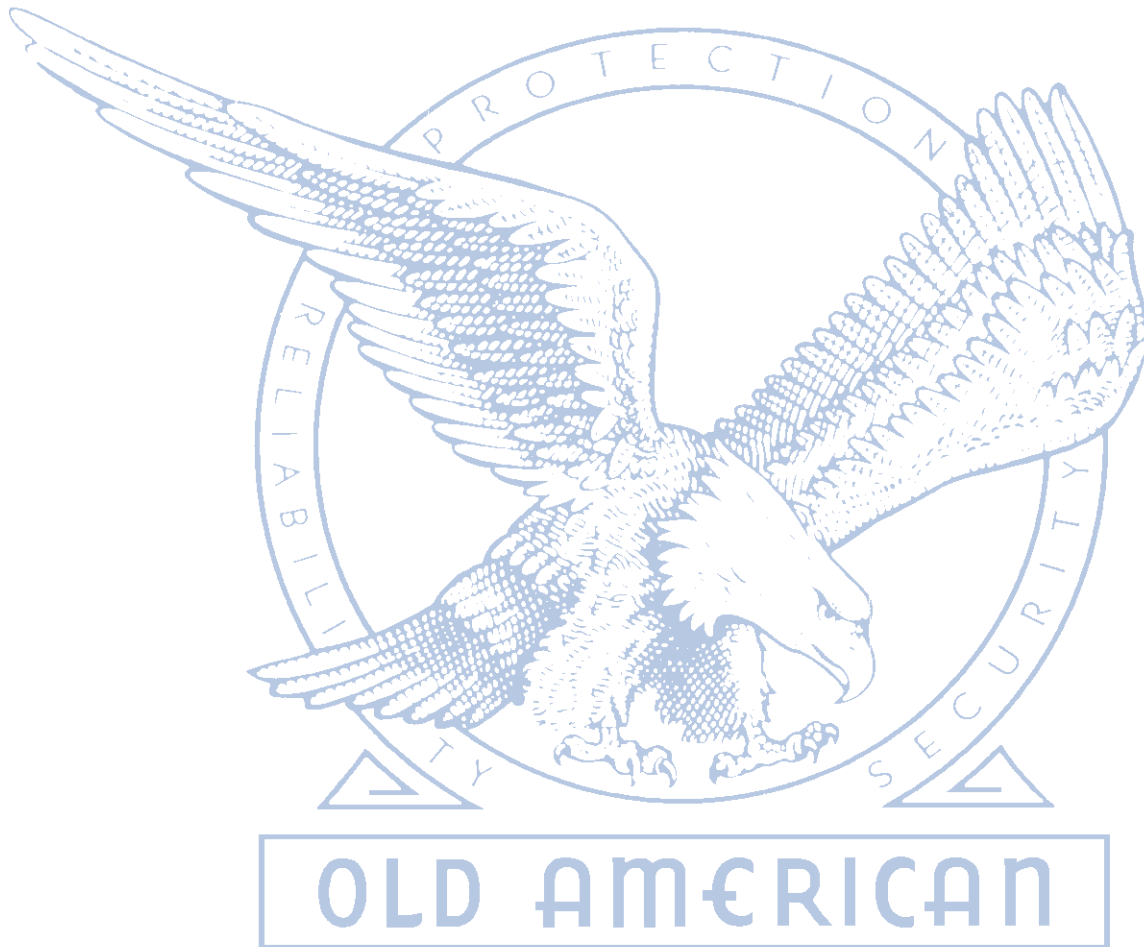
**Qualifications:**

- A minimum of \$5,000 net Issued and Paid APB in a calendar month, based on Home Office records.
- A minimum New Business Retention of 82%.

**Awards:**

<u>Monthly APB Production</u>	<u>Spouse's Award</u>
\$5,000 - \$7,499 Total APB	\$50.00
\$7,500 - \$9,999 Total APB	\$75.00
\$10,000 and above Total APB	\$100.00

To qualify for Helpful Mates an Agent must have a measurable NBR. It takes four months of service before an Agent has a measurable NBR.



Note: The programs in this booklet are not intended to be contractual in nature and Old American Insurance Company may, at its complete discretion, change or delete any of the programs at any time. Qualifier must be in good standing at the time of the award.









