



DOMINICAN REPUBLIC

2014 LEADERS CONFERENCE • PARADISUS PALMA REAL



Punta Cana, Dominican Republic
March 5 – 9, 2014

The Dominican Republic occupies the eastern half of the Caribbean island Hispaniola. Christopher Columbus happened upon the island in 1492, and promptly wrecked the *Santa Maria* off its shores. His brother, Bartholomeo, founded the city of Santo Domingo in 1496, and it remains the oldest continuously inhabited city in the western hemisphere.

The gorgeous resort destination of Punta Cana sits on the easternmost tip of the Dominican Republic. This Caribbean paradise boasts a year-round temperate climate, warm hospitality and an array of activities and attractions. One-third of the coastline is beaches, and the warm sunshine and blue waters of the Caribbean draw sun-worshippers and water-lovers alike. Here you'll find 20 miles of pristine white-sand beaches blessed by nearly perfect daytime weather. Punta Cana's upscale hotels and resorts actively work to preserve the natural beauty of the area. Buildings do not rise higher than the trees, so your view from the beach is nothing short of an unspoiled tropical paradise.

Earn your spot in paradise and experience Paradisus Palma Real Golf & Spa Resort.

Will we see you at the 2014 Homesteaders Leaders Conference?



2014 QUALIFICATION REQUIREMENTS

Business issued during the 2013 calendar year counts toward production qualification, except for policies written on the Dollar for Dollar product and policies on insureds age 91 and above.

Agent Qualification

- The Leaders Conference minimum qualification amount will be \$720,000 gross production.
- Qualifiers must have persistency of 80% or greater as of 12/31/13.

2013 New Hire Qualification Amounts:

January	\$720,000.00
February	\$669,600.00
March	\$617,760.00
April	\$555,840.00
May	\$493,200.00
June	\$434,880.00
July	\$372,240.00

“Great Business Bonus Qualification” (additional opportunity to qualify)

The Leaders Conference is appropriately named and designed to honor the hard work of those who lead the way in production for Homesteaders Life Company. This opportunity allows us to recognize additional factors which contribute to the overall quality of the business top producers write.

We are pleased to offer the Leaders Conference experience to a few select individuals who demonstrate the ability to not only produce at high levels, but also write the quality business which helps better ensure Homesteaders’ long-term security.

- Gross production between \$600,000 and \$719,999
- Modal mix greater than or equal to 27%
- Modal average persistency greater than or equal to 87%
- Single pay average persistency greater than or equal to 91%
- Average age of 74 or younger

“Great Business Bonus Qualification” 2013 New Hire Qualification Amounts:

January	\$600,000.00
February	\$550,000.00
March	\$500,000.00
April	\$450,000.00
May	\$400,000.00
June	\$350,000.00
July	\$300,000.00

VIP Qualification

Homesteaders will invite, as VIPs, the major award winners and the top 10 personal producers, in addition to the James O. Wilson Total Volume award winner. This means we will have 11 personal producing VIPs.

Major award winners must achieve an average age of 75 or younger at the close of business on 12/31/13.

VIPs will receive:

- Garden View Royal Service Room**
- \$100 room credit (major award winners will receive a \$200 credit)
- Six days and five nights
- Recognition at a VIP event

**Royal Service Room includes:

- Personalized VIP arrival and private escort to the new Royal Service lounge
- Butler service
- Complimentary cell phone to call your butler with unlimited local minutes
- Luxury amenities including espresso machine, Thierry Mugler amenities, international power adaptors, in-suite dining menus, premium welcome amenity
- Personalized turndown service
- Pillow menu
- Exclusive Royal Service room service menu
- Personalized, fully stocked mini-bar
- Newspaper delivery
- Personalized whirlpool setup (by butler)
- Exclusive access to Gabi Beach with beach concierge and fresh natural juice bar
- Pool concierge service at the exclusive Royal Service pool including complimentary sunscreen, healthy snacks, poolside spa rituals and more
- VIP lounge with hors d’oeuvres throughout the day and complimentary Internet access
- Dramatic new two-story Royal Service lounge featuring: library, magazines, international newspapers, DVD movie library, CD music library, cultural corner (information about the history of the Dominican Republic, area maps, resort's sustainable initiatives and more), WiFi and complimentary use of iPads
- Exclusive YHI Spa and wellness area (additional charges apply)
- Palazzo—Exclusive new waterside Italian restaurant reserved for Royal Service guests only

Continued...

2014 QUALIFICATION REQUIREMENTS ... continued

Discretionary/Manager Attendees

Marketing organizations/general agents with a minimum persistency of 80% will be eligible to invite "discretionary attendees" for qualifying gross production based on the chart below:

\$4 million	1 discretionary/manager attendee
\$9 million	2 discretionary/manager attendees
\$15 million	3 discretionary/manager attendees
\$22 million	4 discretionary/manager attendees
\$30 million	5 discretionary/manager attendees
\$40 million	6 discretionary/manager attendees
\$52 million	7 discretionary/manager attendees
\$65 million +	8 discretionary/manager attendees

- Marketing organizations must provide Homesteaders a preliminary list of discretionary/manager attendees by December 15, 2013.
- Discretionary attendees who are not managers will be considered "special guests" and will not be recognized among qualifiers, VIPs or major award winners.
- Marketing organizations may invite anyone they choose as a discretionary attendee; however, Homesteaders reserves the right to review and approve submitted discretionary attendees.

Marketing Organization VIP

- For marketing organizations producing more than \$28,350,000 in gross production, the agent of record and two organization members will be designated as VIPs.

REMEMBER: If a manager/general agent should happen to meet more than one qualification requirement, he or she may attend as either a "manager" or "qualifier," not both.

Program Information

- Conference Dates: March 5-9, 2014
- Contacts:
 - Questions regarding the trip (e.g. travel/accommodations): Tricia Drake, meeting and event planner, (800) 477-3633 ext. 7748
 - Questions regarding qualifications (e.g. specific production information): Pam Vacco, senior marketing information specialist, (800) 477-3633 ext. 7726
- Mailing Address: Homesteaders Life Company
P.O. Box 1756 Des Moines, Iowa 50306-1756

- Information Updates on the Web—login to myhomesteaders.com at homesteaderslife.com. Look for 2014 Leaders Conference, under the Marketing Services tab. Check the website for updates and information throughout the year.

Other Requirements

- Clean, ready-to-issue business must be received at the home office by 11:00 a.m. Central time on 12/30/13.
- Qualifiers must be under contract, in good standing and active with Homesteaders at the time of the trip.
- Qualifiers' guests must be at least 18 years of age to attend Leaders Conference functions.
- Compensation in lieu of the trip is not allowed.
- Rollover volume is excluded from consideration.



2014 HOMESTEADERS LEADERS CONFERENCE

JANUARY 2013						
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FEBRUARY 2013						
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MARCH 2013						
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31						

APRIL 2013						
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MAY 2013						
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JUNE 2013						
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JULY 2013						
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AUGUST 2013						
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SEPTEMBER 2013						
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OCTOBER 2013						
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NOVEMBER 2013						
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DECEMBER 2013						
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22	23	24	25	26	27	28
29	30	31				

Circled dates are Homesteaders' Holidays and the office will be closed. Boxed dates are the closing dates for month-end.

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