



## Sales Conference 2011 Qualification Requirements

### Reward Yourself

As often as you might have seen it on TV or in a movie, nothing can prepare you for your first sight of Las Vegas. The skyline is unmistakable, a collage of the Statue of Liberty, a giant lion, a pyramid, a sphinx, and bright glittering buildings. The casinos themselves offer themes that evoke romance, mystery, and far-away destinations as well as nonstop action and sound. Las Vegas is a true original; there is no other place quite like it. Las Vegas is about fun. It's one of the Seven Wonders of the Artificial World. And everyone should experience it at least once.

Achieve the following production goals so that you and a guest may join us for the 2010 Sales Conference and Champions Club. This is an opportunity that shouldn't be missed; this is the perfect place in which to build your NWL® business partnerships.

### Qualifying Period

Qualifying Period is from January 1, 2010 to December 31, 2010. Credit will be earned for applications issued-and-paid on or before December 31, 2010.

### Agents, General Agents and Special Producers

#### Conference Honors Incentive Points (CHIPs)

*Conference Honors Incentive Points (CHIPs) is a new qualification program* that combines all life and annuity premium into a single requirement.

An Agent, General Agent and Special Producer will earn **CHIPs** as follows:

- Whole Life and Term – **1 CHIP** for every \$1.00 of annualized issued-and-paid premium.
- Universal Life – **1 CHIP** for every \$1.00 of annualized issued-and-paid target premium. Excess Premium – **1 CHIP** for every \$20.00 of premium in excess of the target premium, if the policy is issued-and-paid during the qualifying period.
- Annuities – **1 CHIP** for every \$20.00 of issued-and-paid premium. (Internal Exchanges are excluded.)

### Sales Conference Qualification Requirements

*Agents, General Agents and Special Producers will qualify with 100,000 CHIPs* and must have a minimum of 8 issued-and-paid cases during the qualification period.

Minimum persistency requirements (measured by Duration Scores) must be met for Sales Conference qualifications as of January 31, 2011, and must meet a minimum Duration

Score of 100 at 12-months, 95.00 at 24-months, and 90.00 at 36-months.

### \*Champions Club Qualification

#### Requirements

*Agents, General Agents and Special Producers will qualify with 150,000 CHIPs* and must have a minimum of 16 issued-and-paid cases during the qualification period.

Minimum persistency requirements (measured by Duration Scores) must be met for Champions Club qualifications as of January 31, 2011, and must meet a minimum Duration Score of 100 at 12-months, 97.50 at 24-months, and 92.50 at 36-months.

*\*The number of Champions Club qualifiers is limited to the top 100 qualifying agents (Domestic and International combined) based on CHIPs points.*

### Managers

#### Sales Conference Qualification

##### Requirements

*Managers, defined as Executive General Agents (EGA) and Managing General Agents (MGA) with at least five agents contracted with National Western Life will qualify with \$450,000 of annualized issued-and-paid life premium (5% of paid annuity premium will be credited towards life qualification up to a maximum of 25% of the total life requirement) or \$7,125,000 of issued-and-paid annuity premium.* Managers must have a minimum of 16 cases written by agents they have recruited with NWL®. Contracts and the policies must be issued-and-paid during the qualification period.

Minimum persistency requirements (measured by Duration Scores) must be met for Sales Conference qualifications as of January 31, 2011, and must meet a minimum Duration Score of 100 at 12-months, 95.00 at 24-months, and 90.00 at 36-months.

### Champions Club Qualification Requirements

*Managers, defined as Executive General Agents (EGA) and Managing General Agents (MGA) with at least five agents contracted with National Western Life will qualify with \$900,000 of annualized issued-and-paid life premium (5% of paid annuity premium will be credited towards life qualification up to a maximum of 25% of the total life requirement) or \$9,500,000 of issued-and-paid annuity premium.* Managers must have a minimum of 32 cases written by agents they have recruited with NWL® contracts and the

policies must be issued-and-paid during the qualification period.

Minimum persistency requirements (measured by Duration Scores) must be met for Champions Club qualifications as of January 31, 2011, and must meet a minimum Duration Score of 100 at 12-months, 97.50 at 24-months, and 92.50 at 36-months.

### Qualifying Products

**LIFE:** Whole and term life products allow 100% of the annualized issued-and-paid premium. Universal Life allows 100% credit of the annualized issued-and-paid target premium and 5% credit for excess premium. Single premium Universal Life (NWL® MAXWealth) allows 14% credit of issued-and-paid target premium. NWL Lifetime Returns Select® allows the following credit of the issued-and-paid target premium: 14% of Single Premium, 55% of 5 Pay Premium and 85% of 10 Pay Premium.

**ANNUITY:** Annuity products allow 100% credit of 1st year issued-and-paid premium.

### Additional Information

Life and Annuity policies issued on the agent or the agent's immediate family do not qualify. Immediate family members are defined as spouse, child, parent, brother, sister, grandparent, grandchild, and in-laws in the same categories.

Qualifiers must be under active contract through the 2011 Sales Conference trip dates. No substitutions will be allowed, nor cash paid in lieu of attendance. National Western Life reserves the right to change the site or dates. The qualifier may bring one guest. This guest may not be another agent licensed by the company.

Premium will determine sales conference qualification only. Other agent incentive programs will be based on individual specific qualification criteria. Attendance at the sales conference will be by invitation only. Only those agents who receive a formal invitation and are in good standing with the company at the time of the sales conference will be allowed to attend. An invitation to a couple includes air travel and accommodations for two. Married agents will be invited as a couple, regardless of individual contracting or qualification status.

Duration Score Qualification will be determined as of January 31, 2011. Because the Internal Revenue Service of the United States considers the costs incurred at sales conferences to be additional income to the producer, the Company must report these expenses as taxable income. Qualifiers may wish to consult their tax advisor in advance.