INSIDE THE CIRCLE
A SNEAK PEEK AT ANDY’S NEWEST BOOK
SEAL TEAM 20
HAWAII OUR NEXT GREAT EVENTURE

Great American Dream Machine
PAGE 6
ON THE COVER
Andy Albright as “The Architect”
What is the Great American Dream Machine? Find out what this year’s theme means to Andy, to the team, and to you.
SEE PAGE 6.

Andy Albright, President; Jay Daugherty, Editor-In-Chief; Mac Heffner, Managing Editor; Chris Reavis, Executive Editor; Darius Cobb, Art Director/Designer

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Hello members of The Alliance!
As we get rolling in 2017, I wanted to let you all know that The Alliance has never been in a stronger position to have a successful year. We have never had better relationships with our carriers, our agents continue to “Do the Do” and because of that we are poised to win big!
We were on a “MISSION” in 2016 and this year is when we build the “Great American Dream Machine!” The Alliance has spent the last 15 years developing a system that operates much like a machine that you can use to achieve all your dreams.
I’m excited about where The Alliance is at now, but I can’t wait to see what this year holds for YOU and our team!
In November and December, many of you started putting in groundwork to get a head start on 2017. We rolled out our Seal Team 20 plan, and the response has been incredible. As agents started shooting to become ST20 members, it was clear that The Alliance was going to enter this year with a head full of steam. The first 90 days of the year set the tone for where you are headed and I am confident that The Alliance is already on track to have a huge year.
At NatCon17, we are lucky to have John C. Maxwell as our keynote speaker. You can learn more about my friend John on page 9. He’s a dynamic speaker and one of the great leadership coaches in the world.
Many of you won a Mediterranean Cruise in 2016 and that trip will be crazy good later this year. In 2017, The Alliance has another contest and the destination is Hawaii!!! I promise you that it will be the best trip we’ve ever put together. You can learn more about this trip on page 11 of this issue.
In this issue, you will also learn about National Western, a new carrier we are partnering with, the Tampa HotSpot meeting and many other things going on with The Alliance.
I encourage you to take some time to read this issue and share it with your friends and family. Whether you are a new member or a veteran with The Alliance, I wish you all the best in 2017 and I look forward to seeing you soon.
We are building the machine, the machine that kicks out dream after dream. It’s the Great American Dream-producing Machine!

Andy S. Albright
THESE AGENTS REACHED THEIR HIGHEST LEVELS IN OCTOBER & NOVEMBER 2017

Paul & Valerie Epstein
Grace McGill
Alma Alcantra
Dustin Craig
Megan Alleman

Jason & Olga Mathis
Mickey & Joanna Crews
Daniel & Robin McKee
Jazmin Lightbourn
Michael & Tynekia Taplin
David & Regina Thompson

Maricel Abadilla
Devin Thompson
Megan Alleman

Linda Gobel
Dustin Craig
Miles Gaydos
Michico Miller
The Alliance set to celebrate 15-year anniversary

In 2017, The Alliance will celebrate its 15th anniversary of helping protect families across the United States. Part of that celebration will be a series of videos highlighting some of the people, places and successes The Alliance has enjoyed during our journey so far.

We are proud of where we started, but we are more excited about what the future holds in the next 15 years. AMP Studios is working diligently to properly chronicle some of our history this year, and you will see videos being released as we move through 2017.

We know that the best has yet to come, but we want to take a walk down memory lane this year to relive and reflect on some of the fond memories The Alliance has enjoyed during the last 15 years.

Scan the code to the right to watch the videos, or simply visit www.bit.ly/15stories
For a number of years, many people viewed The Alliance as just a money-making machine. What they were missing was the fact that The Alliance is more about growing people’s dreams and goals than it ever was about getting rich. It’s true that The Alliance is a lot like a machine, but what is its output? What does The Alliance machine produce? Cars? Houses? Vacations? No, that’s not it.

It is important for the world to know that The Alliance is a vehicle that provides people a community, environment and a culture where they can experience more things that the world has to offer via the “Great American Dream Machine.” The output of the “machine” is the dreams it creates. Once you begin to find success in The Alliance, you’ll discover that you are thinking bigger than ever before.

In 2017, The Alliance plans to show the world the limitless potential the “Great American Dream Machine” offers for people who want to dream bigger and experience more success than they ever imagined previously.

The “Great American Dream Machine” is a system of moving parts and people with specific functions that when all are working together yield crazy results and output that help people make money, travel the world and make a difference in the lives of other people around the world.

This vehicle has been under construction since 2002 and has evolved constantly over the years into what you see today at The Alliance. HotSpots meetings, leads, training, NAA University, the 8 core values, P.I.E., principles and family are just some of the ingredients that keep things moving toward destinations and levels The Alliance has never seen before.

This fine-tuned “Great American Dream Machine” is really powered by people, people like you, who are the very agents who continue to “Do the Do” on a daily basis.

Many people who find The Alliance are in a position where they are saying, “this thing needs to work, because I can’t go home empty handed again. I just want a shot and I hope that this is it.”
The Alliance and its “Great American Dream Machine” were constructed especially with those people in mind. It is for people who worry about how they are going to pay their bills. It is for people who want a better life for their spouse and family. The Alliance wants to help you provide for the people you care about most. The Alliance is about more than just a paycheck; it’s about making a difference on a much larger scale than just your income level. We want people to fully understand what it means to get a piece of the P.I.E.

Sound too good to be true? Well, the results show otherwise over and over again. We have numerous success stories and examples of how the “Great American Dream Machine” changed people’s lives for the better on so many different levels.

It’s about teaching people that you don’t have to fight, scratch and operate living only to survive. We want people to live beyond paycheck to paycheck. If you desire a life of purpose, then we want you to make the most of the “Great American Dream Machine.” It is not just about paying bills. You can travel the world. You can give money to charities. You can give your family a better life. The “Great American Dream Machine” was built especially for people who want to change the world.

When you focus on how the “Great American Dream Machine” truly operates, you start to believe in a bigger and better future for you, your family and your friends. You can be happier than ever before because you are focused on the impact you are making and not the money.

If you want to move past spending all your time worried about bills that keep rolling in and think more about your purpose and your why, then The Alliance welcomes you. We want you to dream bigger and see the possibilities ahead of you. You are capable of achieving things you never even dreamed of before.

That’s what the “Great American Dream Machine” and the team are here for. The Alliance wants to do it with you and for you. What is your bigger dream in 2017? Unleash the power of the “Great American Dream Machine” and let’s see where it can take you this year!
Roy Cooper, a long-time friend of The Alliance and Andy Albright, was sworn in as North Carolina's 75th governor shortly after midnight on Jan. 1 in Raleigh, N.C.

Cooper, 59, takes the state's top post as much of N.C. is divided with an openly hostile legislature as he tries to accomplish an agenda calling for improved schools and a stronger economy for middle-class families.

Cooper, who previously served as the state's attorney general for four terms, won the governor's race by the narrowest margin in modern state history, topping Republican Gov. Pat McCrory by slightly more than 10,000 votes out of more than 4.7 million votes cast.

At several national events, Cooper has spoken to members of The Alliance and believes strongly in the products The Alliance provides to its clients all over the country.

"I've had the pleasure of getting to know Governor Cooper during his time as attorney general and he's been supportive of The Alliance," Albright said.

"It's a pretty cool deal to have been able to watch his political career reach the point to where he is now the governor of the great state of North Carolina. We are proud of Roy, and I believe he will do a great job as the state's top leader. We hope to have Roy visit with us at one of our events in the near future."

Cooper, who has never been beaten in 12 elections, met with constituents at The Alliance headquarters in 2015 and also visited personally with Albright early on during his campaign in Burlington, N.C.

In 2000, Cooper was elected attorney general, where he has continued to protect families across the state. As North Carolina's top law enforcement official, Roy has cracked down on child predators, worked to increase penalties for drug dealers, and overseen a sharp (30 percent) decrease in crime.

Cooper was born and raised in Nash County. He attended public schools and worked summers on the family farm before attending the University of North Carolina at Chapel Hill on a Morehead Scholarship, one of the university's most prestigious academic scholarships.

After graduating from UNC-Chapel Hill, Cooper entered public service because he loves North Carolina and understands the challenges facing our families and communities.

At home, he served as a Sunday school teacher and volunteered in several public schools.

Cooper was elected to the N.C. House in 1986 at the age of 27. He became the N.C. Senate majority leader in 1998. In the N.C. House and Senate, Cooper fought to increase teacher pay and reduce class sizes. He wrote N.C.'s first children's health insurance initiative. Cooper believes every child in N.C. deserves the same opportunities that he had – and that he wanted for his own daughters.

Cooper and his wife, Kristin are the proud parents of three daughters – Natalie, Hilary and Claire.
Bestselling author and internationally renowned leadership expert John C. Maxwell is the keynote speaker at National Agents Alliance’s National Convention in Raleigh, N.C. on Jan. 21. The Alliance President and CEO Andy Albright said it is exciting to have his friend speaking as 2017 gets underway.

“John’s message will be what our team needs to kick off 2017 in a big way, and it will help our team become better leaders,” Albright said. “We will pack the Raleigh Convention Center, learn and grow together and it will help us get off to a great start in 2017.”

Maxwell, who has spoken at previous NAA national events, continues an impressive roster of past keynote speakers. They include: Jon Gordon, best-selling speaker and author; Brian Tracy, trainer, speaker and author; Eric Thomas, motivational speaker and author; Lou Holtz, NCAA championship at Notre Dame coach and ESPN analyst; Andy Andrews, best-selling author and speaker; and Chris Gardner, best-selling author and inspiration for the movie “Pursuit of Happyness” starring Will Smith.

Maxwell is the founder of The John Maxwell Company and EQUIP, organizations that have trained more than 5 million leaders in 185 countries. Annually, Maxwell speaks to Fortune 500 and 100 companies, international government leaders and organizations such as the United Nations, the United States Military Academy at West Point and the NFL.

A New York Times, Wall Street Journal, and Business Week bestselling author, Maxwell has sold more than 22 million books including “The 21 Irrefutable Laws of Leadership” which sold more than 2 million copies.

“Developing the Leader within You” and “The 21 Indispensable Qualities of a Leader” each sold more than 1 million copies. He has authored more than 70 books.
The following is an excerpt from a track off of Andy Albright's THRIVE CD set, which is available for purchase in The Alliance store.

People feel lost, rejected and weak because they have been slighted, beat up, and stuff has happened to them in their past. They put their faith in a person and it didn't go so well. Maybe something bad happened to them when they were a child and it has shaped how they think?

Fear, doubt and worry can be what limits or controls the level of action a person will take. If, however, you act with great faith, then you are more likely to do something bold and not worry about it.

A good farmer keeps plowing and planting. He doesn't stop because of the weather. He knows he only has so much time to harvest a crop, so he keeps pushing while he still has time. A good farmer doesn't sit around the house when there is work to be done.

The power of association will also mold and shape the person you are now and the person you will be down the road. Fear, worry and doubt will prevent you from developing yourself to reach your full potential.

When a weightlifter works out, he isn't looking to stop at a certain weight. He wants to keep pushing the amount he can lift higher. When you take action in business, you have a higher chance of being successful.

Keep planting seeds, keep cultivating your crop and get ready to reap what you sow. Make it a habit to live your life intentionally. Don't go through your day with no plan of attack. Be aware that time is limited, and you don't need to waste time. Spend your time wisely and get things done.

Don't get stuck feeling lost and rejected. Be a person who plows, plants and grows. Successful people are those who take action sooner and keep working consistently.

Your dream is not as far away as you think it is. You have to keep moving toward the goal and don't give up. If you keep hope and keep working, then you will eventually reach your goal.

Life is not supposed to be easy. There will be challenges and struggles is by working. When you wind up with dirt on you, then you have to stand up, shake it off and get back to work.

When people around you are whining and being negative, then you don't engage in that thinking. Find a way to take their situation and make it positive. Be sympathetic to their situation, but don't get down in the mud with them. Help them get a dream or increase their dream until they start thinking about what to do next.

The key is how you react to obstacles when they are placed in front of you. The Alliance believes in “doing” and that's what we are going to do. There is great power in our team and in associating with each other. Keep plowing, planting and growing. That's how you will be more successful.
There’s no place on earth like Hawaii. The fresh, floral air energizes you. The warm, tranquil waters refresh you. The breathtaking, natural beauty renews you. Whether it’s your first Alliance trip or your tenth, the 2018 excursion to the Big Island and Maui offers distinct experiences that are sure to entice. Open your mind to the diverse culture in art, dance, music and local shopping. Experience the local ethnic culinary wonders and witness the freshness of the farm to table process that will have you saying “Ono!”

Get ready for the most anticipated trip in Alliance history! You won’t believe how beautiful this place is! I can’t wait to enjoy it with you and our OHANA, our chosen Alliance family. Get after it this year so that we can hang loose together in one of the most beautiful spots in the world!

The excursions will be second to none. The views will take your breath away. The culture and atmosphere will leave you pinching yourself to make sure what you are experiencing is real. This is one of those places in the world where a postcard could never do it justice. You have to see it for yourself!

The Alliance is ready to embark on the trip of a lifetime in 2018 and we want YOU to join us there! Start earning points now to reserve your spot in a Hawaiian paradise!!!

HOW TO QUALIFY FOR HAWAII
Scan here to watch, or visit: www.bit.ly/qualifyforhawaii2018
150,000 points wins you 8 nights & 9 days in Hawaii and Maui.

Three ways to earn points:

1. Method 1
2. Method 2
3. Method 3
**LIFE SALES**

- **90K pts.**
  - Hawaii for Two

- **150K pts.**
  - Hawaii for Two, Maui for Two

- **300K pts.**
  - Hawaii for Four, Maui for Two

- **400K pts.**
  - Hawaii for Four, Maui for Four

**ANNUITY SALES**

- **$1.5 million issued paid annuity premium from at least five annuites**
  - Hawaii for Two

- **$2.5 million issued paid annuity premium from at least seven annuites**
  - Hawaii for Two, Maui for Two

- **$5 million issued paid annuity premium from at least ten annuites**
  - Hawaii for Four, Maui for Two

- **$7.5 million issued paid annuity premium from at least twelve annuites**
  - Hawaii for Four, Maui for Two

**BONUS POINTS**

- Earn ⚖️ get 10K pts.
- Earn ⚐ get 10K pts.
- Earn ⚒ get 10K pts.
- Earn ⚐ get 10K pts.
- Earn ⚒ get 10K pts.
- Earn ⚐ get 10K pts.
- Earn ⚒ get 10K pts.

*Submit 1st Policy with Foresters or CFG


**PROGRESS METER**

- **10K**
- **20K**
- **30K**
- **40K**
- **50K**
- **60K**
- **70K**
- **80K**
- **90K**
- **100K**
- **110K**
- **120K**
- **130K**
- **140K**

Hawaii for Four, Maui for Two
In November, The Alliance announced the formation of an elite group of agents, who will lead from the front in 2017. When Andy Albright was thinking about what he could name this group, he immediately thought about special forces in the U.S. military. With that in mind, he decided to call this group of agents SEAL Team 20.

This group started picking up momentum in November and carried it right into the New Year.

What does it take to be a member of this elite group?

Members of SEAL Team 20 are agents who book 20 appointments a week, write $20,000 in personal production each month and hire at least two direct personal recruits each month. Albright said the momentum created by SEAL Team 20 has been impressive.

“I wanted to roll out something that would help people get rolling now and stay passionate about what they were doing before January rolled around,” Albright said. “I came up with SEAL Team 20 and we brought it out in November.”

The Inaugural SEAL Team members in November were: Michele Alleman, Kyle Keator, Joe Walker, Jeremy Patton, Adam Johnson, Katrina Gustin, Jay Turner, Mark Biscoe Sr., Angela Clark, Junior Corria, Karyn Mousel and Brant Swindle.

This group earned a special invite to the G5 Ranch in Florida to meet with Andy Albright and Tim Goad at his family’s ranch. They were recognized on The Wednesday Call and earned the chance to...
participate in a guided airboat alligator tour in the Everglades. The SEAL Team roster got even bigger in December as more than 20 agents qualified, with some being repeat qualifiers. The December members were: Minerve Prophil, Adam Johnson, Elizabeth Viola, Shannon Barnhart, Jan Miller, Jim Ruppel, Michele and Mike Alleman, Marty Doggett, Diana Johnson, Trina Noel, Terry Edwards, Marcus Richardson, Angela Manzo, Michael Hartlieb, Kerry and Mike Williams, Matt Thornton, Steven Moore, Pam Moore, Hal and Ellen Rosen, Jeremy Patton, Bob Blevins and Jonathan Yeakey.

All SEAL Team 20 winners will earn rewards in 2017. There will be ribbons, stickers, patches, pins and more. This group will be recognized and celebrated for doing the one thing The Alliance does: Sell, Recruit and Build. SEAL Team members “Do the Do!”

“We are going to give ridiculous recognition to our SEAL Team 20 people because they will be leading from the front in 2017,” Albright said. “We will have special outings with them and those that are not on SEAL Team are going to wish they were when they see some of the things we are going to do for SEAL Team members.”

WHAT SEAL TEAM 20 MEMBERS ARE SAYING:

“I used to be a fire fighter and with SEAL Team 20, now I’m going to be a fire starter,” Jay Turner said. “If you run 20 appointments, you are going to make money and you are going to crush this thing. We
are turning it up in 2017 and we are going after it.”

“We’ve got a lot of work to do and we are excited about it,” Joe Walker said. “We want to run with the big dogs and that means being on SEAL Team 20. It’s about striving to be the absolute best that you can be.”

“It is an absolute honor to be a part of the SEAL Team 20 because of the time we get to spend with the people that we love and respect,” Brant Swindle said. “Being a SEAL Team member is an achievement that we will always hold with honor and respect, and we are grateful to be a part of it.”

“SEAL Team is massive for me and our team in 2017,” Jeremy Patton said. “Why? Andy Albright has given the directive he is looking for the elite, and I am committed to being a ‘do it first’ leader. I hope to inspire other to follow. I see SEAL Team 20 as an opportunity to live, love and lead others to freedom! I am honored and grateful to be a part of this elite group of leaders.”

“SEAL Team 20 is a big deal to me because of a couple of things,” Debbie Benn said. “It makes me focus on helping others. Protecting families with the variety of products and helping people earn money. It allows me to show my gratitude to Andy and Jane by showing them.”
In 2013 when Andy Albright created the concept of the Good Samaritan Bonus, his goal was to inspire people to donate to charities and non-profit organizations who are making a difference in the world.

Through the GSB, agents can earn from $100 to $350 each month for the organization of their choice. Have you ever had the opportunity to write a check and hand it to your favorite charity? This is YOUR chance. What charity do you plan to help this year? Have you written it down somewhere to keep you on track and motivated?

You know your charity needs it! YOU KNOW they will do GREAT things with that money! You can make a difference!

You can hit GSB marks based on personal production of $5,000 to $30,000 and by recruiting at least two agents monthly. Albright, who supports numerous charities and non-profit organizations, wanted people to get the feeling he has experienced from donating money to charities over the years.

“My deal is being able to help people who are doing great work that need financial support,” Albright said. “In the last four years we have been able to help so many great causes, and people are starting to realize that they can make a huge impact on the lives of others through the GSB program. I get excited thinking about how big of an impact The Alliance is going to make this year with so many different organizations.”

The Alliance has donated more than $150,000 to more than 75 different charities since the GSB started in 2013. The charities cover a large range of interests like churches, food pantries, and service-based programs.

The Alliance donated more than $8,000 in November, and doubled that amount in December with just below $17,000. The Alliance has set a goal of $20,000 for January.

Since November, Good Samaritan Bonus winners have been recognized with green ribbons to be worn at Alliance functions. Winners are sure to be seen wearing ribbons at their local HotSpots and conventions.

To learn more about the GSB program, please visit GoodSamaritanBonus.com.
The following is taken from Andy Albright’s newest book, scheduled to come out this spring:

All my life I have wanted to be around people. I have always loved people and I have always loved to see people experience success. As I began to build businesses, I realized that as the people grow so grows the company.

There’s no real secret to success. While technology has greatly evolved and will continue to do so at an even faster pace, the principles to being successful are still pretty much the same. You have to work hard. You have to be willing to do things that most people aren’t willing to do. If you can focus on that fact alone, your odds of being successful goes up almost infinitely. You also need to find people that are willing to work hard, want to be successful and know what they want in life. You never want to be the smartest person in the room. If you are, then you need to find a different room … a much bigger room. I’m constantly working to spend time around people that are far more successful than me. I realize I’m not done growing and learning. I have to keep striving to get around the best people I can find. The better quality of people you spend your time with, the better quality of your experiences you will learn from.

“I have to keep striving to get around the best people I can find.”

The 8 Core Values of The Alliance

Excellence & Service

NOTE: These first two values fall into the category of ways The Alliance can PROVIDE.
In November, The Alliance announced our new annuity carrier, National Western Life. Initially, we had one product available for sale – Ultra Classic. The Alliance is pleased to announce that FOUR additional products are now available, giving us a great annuity portfolio with National Western.

National Western is also offering a 1 percent annuity commission bonus on business issued-paid by January 31, 2017.

The four additional products are:

Ultra Future: Indexed annuity with the biggest bonus – 9 percent in most states, 15 year surrender charges, minimum premium is $5,000 non-qualified and $2,000 qualified.

Impact 10: Indexed annuity with the best combination of surrender period and bonus. 7 percent bonus, 10 years surrender charges, minimum premium is $5,000 Nonqualified and $2,000 qualified.

Impact 7s: Indexed annuity – the JV version of Impact 10 with a 5 percent Bonus, 7 years surrender charges, minimum premium is $5,000 non-qualified and $2,000 qualified, for the following states: AK, DE, IN, MA, MN, NE, NJ, OH, OK, OR, PA, SC, TX, UT, WA (Everywhere else sell the Ultra Future, Ultra Classic or Impact 10).

As a reminder, here is some information on the Ultra Classic annuity: Ultra Classic: Indexed annuity with the best indexing terms and most liquid product with a 50 percent cumulative withdrawal feature, 13 years surrender charges.

National Western Life Insurance Company is chartered by the State of Colorado and a wholly owned subsidiary of National Western Life Group, Inc. National Western’s domestic operations extend to 49 states, the District of Columbia and four U.S. territories. The company is also licensed in Haiti and accepts applications at its home office in Austin, Texas from – and issues policies to – non-U.S. residents. National Western's mission is to provide high quality insurance products on a global basis to meet the financial security needs of well-defined market segments.

“We are happy about our partnership with National Western and the products our agents are able to offer to clients,” Andy Albright, President and CEO of The Alliance, said. “We continue working to provide the best products to fit our clients’ needs and this is another example of that.”
In November, Andy and Jane Albright donated $5 million to N.C. State University entrepreneurship and leadership programs. The donation will go to both the N.C. State Entrepreneurship Initiative and the General H. Hugh Shelton Leadership Center. The university has renamed a building on the Centennial Campus in the couple’s honor, calling it the Andy and Jane Albright Innovation Hall.

The gift includes an endowment for the Albright Entrepreneurs Village, a living and learning community for students with similar interests. The Albrights are also creating the Shelton-Albright Entrepreneurial Leadership Youth Program, aimed at high school students in North Carolina’s rural counties who have an interest in entrepreneurship.

Andy Albright, President and CEO of The Alliance, is a 1986 graduate of NCSU’s College of Textiles, and serves on the advisory board of the Entrepreneurship Initiative. “The Albright Entrepreneurs Village and the Shelton Leadership Center provide so many opportunities for our students to gain real-world experience building businesses and learning to be bold, values-based leaders,” Chancellor Randy Woodson says on NCSU’s website. “These are the innovators who will lead our state and nation in the decades to come.”

“The Albright Entrepreneurs Village will ensure that culture continues to build and go on forever, and we’re quite excited about that,” Tom Miller, vice provost for academic outreach and entrepreneurship and executive director of N.C. State Entrepreneurship Initiative, said.

“Jane and I believe strongly in helping young people with big dreams,” Albright said. “This gift will help young people by providing them avenues to put their ideas into motion. I’m also a huge General Shelton fan, and it is an honor to be associated with his leadership center. We were happy to make this contribution, and I hope we can make more contributions like this in the future.”

Students at N.C. State who have interest in entrepreneurship can live in the village, and work in the Entrepreneurship Initiative Garage to develop their ideas and start businesses.

“The endowment of the Entrepreneurs Village will ensure that culture continues to build and go on forever, and we’re quite excited about that,” Tom Miller, vice provost for academic outreach and entrepreneurship and executive director of N.C. State Entrepreneurship Initiative, said.

Albrights invest $5 million in young entrepreneurship

“Jane and I believe strongly in helping young people with big dreams.”
When Robyn Harkins first started attending the Tampa HotSpot meeting, she remembers being lucky to have 10 people in attendance. The excitement level was not high, and she knew there was work to be done to bring the meeting up to the standards of The Alliance.

Two years later, Harkins and the other members of the Tampa meeting have cultivated one of the top weekly meetings in the United States. On most Wednesdays, you will find 60-plus people attending the Tampa meeting.

"The biggest thing we get pride from is at one point we almost lost our meeting," Harkins said. "We kept working at it and now the energy is amazing."

Harkins said bringing energy, enthusiasm and a family atmosphere each week has made people want to return to the meeting each week. Now, other agents are taking notice and visiting Tampa to host the Tampa meeting.

"There's just a great vibe in the meeting where you can go to plug in and get re-charged up," Ortiz said. "It's a weekly reminder of what The Alliance truly is."

"It's great association, really just awesome people there. It's a brotherhood and sisterhood that defines what The Alliance means when we talk about association. It's huge, and it's one of the great things that Tampa offers our guests. It's not me or I; it's about us."
CONTEST WINNERS TO BE ANNOUNCED DURING THE AWARDS CEREMONY!

SATURDAY, JANUARY 21
EIGHT O’CLOCK
RALEIGH CONVENTION CENTER
MAIN BALLROOM

ACROSS
3. TO SPEAK WELL OF. LITERALLY, “TO BUILD”
5. DOOR ______ DATA (DKD)
7. ____ MARKET RECRUITING.
10. RETURN OF PREMIUM, ABBR.
13. MEASUREMENT OF TIME YOUR BUSINESS STAYS “ON THE BOOKS”
16. LEADS YOU GET FROM YOUR CLIENT
17. ARGUMENTS AGAINST PURCHASING INSURANCE

DOWN
1. BOOK A MEETING FROM A MEETING
2. LISTEN TO THIS WHILE YOU DRIVE TO APPOINTMENTS
4. INCOME YOU EARN FROM THE SALES OF YOUR RECRUTS.
6. INCOME YOU EARN FROM PERSONAL PRODUCTION
8. A SAFE PLACE TO KEEP RETIREMENT SAVINGS
9. GEOGRAPHICAL MARKETING _____ (GMRU)
11. LEADS THAT ARE TRANSFERRED TO YOU THE INSTANT THEY ARE CREATED
12. WEEKLY LOCAL ALLIANCE GATHERING
14. AKA: INSURANCE COMPANY
15. THE PERSON WHO RECRUITED YOU
18. INSTANT PURCHASE, ABBR.

Are you on your game? Let’s find out. See if you can complete this simple crossword puzzle I put together to test your skills. If you can do it, I’ll give you a free course at NAAUniversity.com. Just send a pic of your completed puzzle to me coach@naauniversity.com.
Q&A

WHAT ADVICE WOULD YOU SHARE WITH A PERSON ATTENDING THEIR FIRST NATIONAL CONVENTION?

ADAM & BETH KATZ  
WILMINGTON, NC

"Have a list of questions written out ahead of time and know who you want to ask each question to...it’s the times where you might have time to ask Andy Albright or Stephen Davies a quick question and you should be prepared with one at the ready."

JAMES & JANE HILL  
GIBSONVILLE, NC

"Every conference I see people hanging out with the same crowd they came with! That’s a big mistake! Seek out the people on stage and ask them questions! If you have the meal ticket grab a table with a Key Leader or above! Meet the insurance carrier reps! Net-WORK your butt off while you are there! Make it WORTH it!"

JEREMY & AMY PATTON  
PROVIDENCE VILLAGE, TX

"Go with an open heart. Don’t critique; instead study, learn and copy the best of The Alliance."

KYLE & CHAR KEATOR  
GREENSBORO, NC

"First, you need to have a list of people that you need to meet before you go. Second, you need a list of questions written down that you need to ask them when you get to Raleigh."

JASON & TAWNY CAREY  
RANCHO CUCAMONGA, CA

"Come with an agenda! Know what you want to get out of the convention, and then go get it!"

TERRY & TIA EDWARDS  
GREENSBORO, NC

"Be very intentional about bringing your own breakthrough. Be intentional about what specific information and relationships you need to learn/grow to reach your goals. Write those things down and pursue them!!!"

PATRICK & SUZANNE CONNORS  
MASON, OH

"Shhh... secret advice of the Agency Managers and SEAL Team members: they arrive to each session EARLY, stay LATE, and every moment they find themselves with ‘free time,’ they seek out Andy Albright and stand as close to him as they can. They have audio recorders capturing him. They type notes into their phone. And they watch his mannerisms, how he interacts with people, his posture – and they strive to duplicate ALL of it! The better they are at copying Andy, the more their business copies Andy’s business!"

BRANT & GEL SWINDLE  
JACKSONVILLE, FL

"Charlie Tremendous Jones once said, ‘We will be the same person in 5 years that we are today except for 2 things: the people we associate with and the books we read.’ My advice to anyone attending their first conference is to get around the people you would like to be like, sit down for meals with them, ask quality questions, jot down notes, and don’t be afraid to approach them with a smile and introduce yourself. In The Alliance, we have an incredible team that is willing to help you out and the value of that is truly priceless."
MARCH 15-17, 2017
THE ALLIANCE HEADQUARTERS
BURLINGTON, NC

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