



.....15 Years and still rolling.....

Open MIC is open for anyone.

9:00: AM Pacific Thursday 800 504-8071 Code is 5556463

IF YOU WOULD LIKE TO FIND OUT MORE ABOUT US

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tony@annuityagentsalliance.com

OR VISIT OUR WEBSITE



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Flood in North Dakota, and water still is rising

Groupon, which serves its subscribers with daily discount deals, lost **\$413.4** million last year. It is set to debut at a value of more than **\$20 billion**.

Facebook, the social networking site, could reach a **\$100 billion** valuation with an initial public offering (IPO).

*******Federal agents raid gun shop in Texas, find weapons**

Worthy Quotes....

“Failure lies not in falling down. Failure lies in not getting up.”

- Chinese Proverb

Housing prices didn't "bounce" in April. They fell 4% compared with April 2010. The April 2011 dip was the 10th straight month housing prices fell. That's how the *Financial Times* reported it.

Super Congrats...Super

American Equity announcement....

Cream always rises to the top and this is proof!

Currently Calvin Goetz is ranked #6 out of approximately 40,000 agents for the 12-month convention race ending in 4 days. NICE JOB!!!



Mr. Goetz brings nearly a decade of experience in the retirement and insurance planning industry to **Strategy Financial Group**. He has extensive knowledge of the pressing issues facing retirees today and has worked with hundreds of clients on developing plans that best suit their needs. He is well-versed in asset protection, income planning, risk management, and succession planning. Mr. Goetz is also considered one of the top fixed and indexed annuity planning specialists in Arizona.

Prior to Strategy Financial Group, Mr. Goetz was Executive Vice President and Managing Director of the Tucson division for one of the largest estate planning firms in Arizona. He holds a Bachelor's degree from Northern Arizona University and has completed post-graduate work in finance and accounting.

Take a minute and send Calvin an email and congratulate him on this wonderful achievement.

Calvin can be reached at cgoetz@strategyfg.com

His website is <http://www.strategyfinancialgroup.com/>



Before I begin I would like to say thanks to everyone in this crew, your support and your business commitment keeps us all going....BB



Editorial

I had several topics I was considering for an editorial this week...but as I reviewed last week's Open MIC I realized how important the message was. So I think I will try and make my point one more time....

Marketing Marketing Marketing

Below are Chad and Tony's rules for marketing and frankly....it is as good as it gets.

So please let me bore you a little further by speaking of the pints....Incidentally, I had a great phone call from and old friend

and crew member who bought into the system of complete and total marketing.

He told me of folks he had met 12 months ago who called and bought a \$100,000 annuity because of his keeping in contact with them and always offering information. Prospect (now client) called him. (more on this later in Open MIC)

The compensation on a **\$100,000 (out of nowhere sale) pays for a lot of leads....how many?**

- **3 months if “Safe Money Radio”**
- **50 “scrubbed” leads**
- **140 ACOM leads**
- **170 (1000 piece) direct mail mailers**

Anyway...you get the point...but in case you don't get it...this is how to efficiently manage and run your business and these extra sales (from marketing already spent) is the difference between vacationing in Hawaii with the family and staying home camping in the back yard....

This following philosophy should be your annuity selling “Bible” I have added a few comments to their list based on my view and my experiences....

Consistency: Never turn it off. Never turn off your marketing even if you are taking a month off...the most liberating thing about our business is having too many leads.

Incremental Increases: Too little is better than nothing. Too much and you will blow your budget. The key is always to be increasing your marketing. Even if you can

only afford a small marketing budget...**GET STARTED** and then add to your marketing as you move along.

- Reinvestment: Pay your business first.** Strip every luxury out of your life if needed and feed your business. If you fund your marketing budget, your overall life will be better because you will have provided your business with leads.

- Faith: This isn't for cowards.** All successful businessmen are made up of risk takers. You need to spend your money and trust in your abilities to cover the cost. If this business isn't for you then find something else that provides for your passion. Can you imagine anything worse than spending your time working at something you don't love? Be honest with yourself.

- Purpose:** There has got to be more to this than **just making money.** Education, family, church, community....making money is just a means to the end.

- Data:** If you don't **know the numbers** you don't know where you have been or where you are going. At the very least keep track of the number of your leads, how much it cost you, and how much revenue you produced. Only a complete idiot would not know how much they were spending and how to measure marketing efficiency....My personal percentage is **10.5%...10.5%** of my **GROSS** compensation is spent on marketing.

- Effort: Show me your calendar.** If your calendar beats our calendars, watch out, success is around the corner. There is no such thing as a 9-5 business when you are the owner.

Really true...look at your bookings and see more efficient your scheduling is.

- Time:** This **doesn't happen overnight** but if you follow these steps you will be amazed quicker than you can imagine. Also, if you are an annuity salesman then you are in college for life. Always be studying products, strategies, sales concepts, etc., etc.
- Relaxation: Smell the roses** along the way. Schedule mandatory vacations even if they are simple and low cost. You need to recharge if you are working as hard as we do.
- Small Things:** Don't make the mistake of stepping over a **dollar to pick up a dime**. I still have partners that don't have their **Retire Village** website set up or don't use the Safe Money Book or kit. Are you serious? **Retire Village** should be the foundation of your marketing because it provides the database management system to harvest and glean your leads.

I hope this helps you....BB





Crew Share

Email me... (bbroich@msn.com) your sales success and experiences and share with the Crew....will always be anonymous.

A Few Comments From Emails This Week About Leads and Selling Experiences....Both Good and Bad

(From 6 emails)

- Being on radio is hugely important to my success. I've learned that. The credibility factor is ENORMOUS.
- The timing of this automatic email was perfect! Credibility and another “touch.”
- Bill, had nice sale this week, from internet lead I saw last year, I just called to check in and they asked about an annuity.

Hot News and Other Helpful Info

- **Thrift Savings Plan Annuity Article:**
<http://www.govexec.com/dailyfed/0611/062411rp.htm>

 - **“The Street” article about annuities:**
<http://www.thestreet.com/story/11162257/1/in-your-50s-create-your-own-pension.html>
 - **Business Week Variable article:**
http://www.businessweek.com/magazine/content/11_27/b4235047436378.htm
 - **Motley Fool annuity article:**
<http://www.fool.com/investing/general/2011/06/22/the-secret-for-retirement-income.aspx>
 - **Forbes Negative article about annuity:**
http://www.forbes.com/feeds/ap/2011/06/20/general-ne-annuities-arbitration_8525773.html
 - **Advisor steals article:** <http://www.fa-mag.com/fa-news/7765-mich-advisor-allegedly-shops-with-client-money.html>
 - **Bank Robber Health Care article”**
<http://insurancenewsnet.com/article.aspx?id=266240&type=lifehealth&inl=1>
 -
-

Financial update....BB

Stocks advance, but Greece jitters linger

NEW YORK (CNMoney) –

U.S. stocks rose Monday as investors await the final decisions in the Greek debt crisis.

The Dow Jones industrial average (INDU) added 74 points, or 0.6%, with 26 of its 30 components in the black. Microsoft (MSFT, Fortune 500) led them all, gaining more than 3%.

Overall, the S&P 500 (SPX) added 7 points, or 0.5%.

The tech-heavy Nasdaq (COMP) rose 22 points, or 0.8%.

Greece's parliament begins a three-day debate Monday on an austerity plan mandated by the European Union and International Monetary Fund. Approval of the plan is required in exchange for a financial rescue package for the debt-stricken country.

As financial markets await developments from that meeting, don't expect to see any big moves until later in the week, said Rich Ilczyszyn, market strategist with futures broker Lind-Waldock.

"This is the last week of the month and we have a big holiday this weekend. I'm actually looking for the big boys -- the big traders -- to lighten their loads and reduce some risk probably by Wednesday," he said.

Currencies and commodities: The dollar slipped against the British pound and the euro, but rose versus the Japanese yen.

Oil for August delivery slipped 56 cents to **\$90.60 a barrel**.

Gold futures for August delivery were flat at around **\$1,500 an ounce**.



A glimpse into the future....BB

Iowa Draws “*Line in the Sand*” for Advisors

June 24, 2011

By Linda Koco

The Iowa Insurance Division has **drawn a line in the sand** regarding permitted activities for advisors who hold only an Iowa insurance license or only an Iowa securities license.

Insurance Bulletin 11 -4 and Securities Bulletin 11 1, issued today by Iowa Insurance Commissioner Susan E. Voss, outlines what these advisors can and cannot talk about with consumers, says Jim Mumford, first deputy insurance commissioner and securities administrator in Iowa.

The Bulletin focuses on two categories of advisors: insurance-only and securities-only.

It defines an insurance-only person as one who holds only a life and annuities license, with no additional Iowa license as an investment adviser, securities agent or investment adviser representative under Iowa securities law. It defines a securities-only person as one who holds an Iowa securities license, but not also an Iowa life and annuity license.

The eight-page document then lines out numerous “permissible” and **“forbidden”** activities for each type of advisor.

For instance, it says insurance-only persons “may discuss with the consumer the consumer’s risk tolerance, financial situation, and needs.” But they may not discuss “risks specific to the consumer’s individual securities portfolio.”

As for securities-only persons, it says they may discuss “risks specific to the consumer’s individual securities portfolio” but not “the benefits or negatives of insurance, its cost versus benefits, in specific terms relating to the consumer’s individual or group insurance policies.”

The Bulletin also offers guidance for “unlicensed persons and entities” who are permitted to give limited insurance-only advice, as well as for advisors who have both insurance and securities licenses.

The Bulletin will be posted on the Iowa Insurance Division website the week of June 27, Mumford says.

The website is

<http://www.iid.state.ia.us>. State Regulators Developing ‘Source of Funds’ Guidelines

www.bankrate.com is a huge platform, when they write about annuities it helps everyone...her point is...”don’t call it an annuity”my view of course is to always “call it an annuity” ...after all that is what it is (be proud)....BB

I left all the links in....BB

Call it anything but an annuity

By [Barbara Whelehan](#) · Bankrate.com

Friday, June 24, 2011

What would you prefer: A financial product providing a 4 percent return guaranteed not to lose value? Or would you rather invest in a product with an 8 percent return that is **subject to the whims of the market and may lose principal as a result?**

Three out of four Americans (**76 percent**) voted for the safe 4 percent option in a recent "refresh" of a 2010 study by Allianz Life. The insurer's president and CEO Gary C. Bhojwani said in a press release that the new study "confirms that a 'new normal' mindset has dug deep roots in the minds of boomers. With the vast majority still in favor of more security for

their savings, boomers tell us they are not interested in going back to return-chasing behaviors."

That may be wishful thinking on the part of insurance companies. Boomers may say one thing in a survey, but when given the option to purchase an annuity for retirement, they tend to back off. As Jennie Phipps points out in Bankrate's story on annuities in 401(k) plans, employees are "somewhere between stone cold and lukewarm to the idea" of investing in annuities.

What Americans want

Bhojwani, who authored a white paper based on the study, acknowledges that the word "annuity" conjures up negative perceptions by the general public -- even though Americans long for the five things that only annuities offer. According to his white paper, we want:

- 1. A stable, predictable retirement standard of living.**
- 2. Guaranteed income stream for life.**
- 3. Guaranteed not to lose value.**
- 4. Protection against market downside.**
- 5. Don't need to think about it, stable, and predictable.**

I can't help but notice that the fifth point is the same as the first; the word "guaranteed" is used redundantly, and the third and fourth points say the same thing in different ways.

The image problem of annuities stems from negative impressions formed 10 or 20 years ago, says Bhojwani in the [white paper](#).

"Many of the negative impressions of annuities were created by those who oversold the product or tried to portray it as something it was not." Also, he writes, the negative views "may be reinforced by commentators in the media who have reflexively attacked annuities, often without understanding them."

A tough sell

Let's face it, annuities are difficult to embrace. The [immediate annuity](#) requires you to relinquish a large sum of money in exchange for an income stream that lasts for life. To get a joint life annuity of \$2,000 per month, for

example, a 65-year-old couple would have to pay \$372,446, according to immediateannuities.com. That's a lot of cash.

And yes, it's still risky. What if you and your spouse buy an annuity today and then get hit by a truck tomorrow? The insurance industry has a solution -- for only a few thousand bucks more you can get a guarantee that if you should both die within 10 years, your beneficiaries will get the payments until the end of the 10th policy year. They come with other bells and whistles, like inflation protection, also at an increased cost (or a reduced payout).

I'd rather try to generate income from my own portfolio or perhaps buy a retirement income fund. Stories about both of these topics as well as annuities appear in Bankrate's special feature on [Retirement Income Products](#). But I have to admit that the term "guaranteed income" does hold strong appeal.

A recurring theme in that special feature: The experts say a small percentage of one's nest egg should be invested in annuities to guarantee an income floor.

Annuity is kind of a nerdy name, you have to agree. The financial industry has begun crafting euphemisms like "longevity insurance" and "retirement insurance" to make this product more palatable to the consumer. Maybe they should call it what it is -- a product that preys on consumer fears and increases shareholders' wealth.

Nah -- that's too long.

Read more: [Call it anything but an annuity | Bankrate.com](http://www.bankrate.com/financing/retirement/call-it-anything-but-an-annuity/#ixzz1QQ6BKMTI)
<http://www.bankrate.com/financing/retirement/call-it-anything-but-an-annuity/#ixzz1QQ6BKMTI>

This could be very timely information...here is a great source and one you should be familiar with....BB

The Mortgage Forgiveness Debt Relief Act and Debt Cancellation

If you owe a debt to someone else and they cancel or forgive that debt, the canceled amount may be taxable.

The Mortgage Debt Relief Act of 2007 generally allows taxpayers to exclude income from the discharge of debt on their principal residence. Debt reduced through mortgage restructuring, as well as mortgage debt forgiven in connection with a foreclosure, qualifies for the relief.

This provision applies to debt forgiven in calendar years 2007 through 2012. Up to \$2 million of forgiven debt is eligible for this exclusion (\$1 million if married filing separately). The exclusion does not apply if the discharge is due to services performed for the lender or any other reason not directly related to a decline in the home's value or the taxpayer's financial condition.

More information, including detailed examples can be found in [Publication 4681](#), Canceled Debts, Foreclosures, Repossessions, and Abandonments. Also see IRS news release [IR-2008-17](#).

The following are the most commonly asked questions and answers about The Mortgage Forgiveness Debt Relief Act and debt cancellation:

What is Cancellation of Debt?

If you borrow money from a commercial lender and the lender later cancels or forgives the debt, you may have to **include the cancelled amount in income for tax purposes**, depending on the

circumstances. When you borrowed the money you were not required to include the loan proceeds in income because you had an obligation to repay the lender. When that obligation is subsequently forgiven, the amount you received as loan proceeds is normally reportable as income because you no longer have an obligation to repay the lender. The lender is usually required to report the amount of the canceled debt to you and the IRS on a Form 1099-C, Cancellation of Debt.

Here's a very simplified example. You borrow \$10,000 and default on the loan after paying back \$2,000. If the lender is unable to collect the remaining debt from you, there is a cancellation of debt of \$8,000, which generally is taxable income to you.

Is Cancellation of Debt income always taxable?

Not always. There are some exceptions. The most common situations when cancellation of debt income is not taxable involve:

- **Qualified principal residence indebtedness:** This is the exception created by the Mortgage Debt Relief Act of 2007 and applies to most homeowners.
- **Bankruptcy:** Debts discharged through bankruptcy are not considered taxable income.
- **Insolvency:** If you are insolvent when the debt is cancelled, some or all of the cancelled debt may not be taxable to you. You are insolvent when your total debts are more than the fair market value of your total assets.
- **Certain farm debts:** If you incurred the debt directly in operation of a farm, more than half your income from the prior three years was from farming, and the loan was owed to a person or agency regularly engaged in lending, your cancelled debt is generally not considered taxable income.
- **Non-recourse loans:** A non-recourse loan is a loan for which the lender's only remedy in case of default is to repossess the property being financed or used as collateral. That is, the lender cannot pursue you personally in case of default. Forgiveness of a non-recourse loan resulting from a foreclosure does not result in cancellation of debt income. However, it may result in other tax consequences.

If I sold my home at a loss and the remaining loan is forgiven, does this constitute a cancellation of debt?

(this is very important information)

Yes. To the extent that a loan from a lender is not fully satisfied and a lender cancels the unsatisfied debt, you have cancellation of indebtedness income. If the amount forgiven or canceled is \$600 or more, the lender must generally issue Form 1099-C, Cancellation of Debt, showing the amount of debt canceled. However, you may be able to exclude part or all of this income if the debt was qualified principal residence indebtedness, you were insolvent immediately before the discharge, or if the debt was canceled in a title 11 bankruptcy case. An exclusion is also available for the cancellation of certain nonbusiness debts of a qualified individual as a result of a disaster in a Midwestern disaster area. See Form 982 for details.

Here is the link for more information:

<http://www.irs.gov/individuals/article/0,,id=179414,00.html>

Barron's is a highly respected publication and even though there are a few errors, I consider this very good for us.....BB

Barron's Article

Best Annuities

By KAREN HUBE | [MORE ARTICLES BY AUTHOR](#)

Special Report -- Retirement: With their steady income payments, annuities are suddenly hot.

Shortly after George Altmeyer of Bucks County, Pa., retired from his senior-management job at a large industrial company, half his stock portfolio vanished. It was wiped out by the stock-market crash of 2008. But Altmeyer, 67, never lost a night's sleep, and he doesn't worry about whether he will run out of retirement income. His secret? He bought two kinds of annuities in 2007. "They give this blanket of security—it doesn't matter what the stock market does, really," he says.

Annuities, maligned for years as expensive gimmicks, are now shining in a big way. The basic features that critics used to blast as too costly—downside protection and guaranteed payouts—have paid off spectacularly for folks like Altmeyer through the stock-market collapse and the subsequent volatility.

Now, as baby boomers approach retirement with fresh memories of big market losses, many sharp financial advisors are recommending an annuity as an important part of an income plan. "We've come from thinking that stocks and bonds were the answer to everything, to worrying about how to arrange for monthly income to age 80 and beyond," says Fred Reish, a lawyer who specializes in retirement issues at Drinker Biddle & Reath in Los Angeles. "Annuities can take away that worry."

Little wonder that annuities are getting a fresh look. Though the effective returns are hardly eye-popping—often just a shade above those of certificates of deposit—annuities offer some real comfort to retirees.

With that in mind, Barron's has identified what we think are the 25 best annuities. As you can see in the table nearby, we've picked five annuities from each of five categories. We sized up the field mostly by returns, costs and strength of the insurance companies behind the products. As of last week, each of the annuities on our list was doing well by all three measures.

Here is the link for the whole article:

http://online.barrons.com/article/SB50001424053111904472004576392401608661120.html?mod=BOL_twm_ls#articleTabs_panel_article%3D1

How many times do I have to say.....How do they sell these things (variable annuities), but I have to hand it to them....they sell a lot....BB

Variable Annuities: Lifelong Income, High Cost

**Bloomberg
Businessweek**

Margaret Collins, On Friday June 24, 2011, 8:08 am EDT

People worried about losing their retirement savings in the stock market are seeking safety in variable annuities that promise lifelong income. U.S. insurers' **sales of variable annuities jumped 24 percent in the first quarter**, led by policies that offer guaranteed minimum payments. Moshe Milevsky, finance professor at the Schulich School of Business at York University in Toronto says the products appeal to investors who "fear that the S&P at 1,300 is a mirage and it's going to go back to 700 for the rest of our lives."

Sales of variable annuities in the U.S. climbed to \$39.8 billion in the first quarter, from \$32.2 billion the year before, according to trade group Limra. Investors withdrew \$50 billion from U.S. stock mutual funds in the 12 months through April, according to Morningstar

With variable annuities, customers can save for retirement with investments such as stock and bond funds, and their money grows tax-deferred until they withdraw it. For MetLife and Prudential Financial, the top two U.S. life insurers, the hottest product this year also offers a guarantee of income for life, even if a customer's account balance falls because of market declines. About 96 percent of Prudential's record \$6.8 billion in sales of variable annuities in the first quarter included riders guaranteeing lifetime income. At MetLife, 80 percent of the \$5.7 billion of products sold in the quarter carried a guaranteed benefit.

The protection comes at a cost. The annual fee for the guaranteed income rider averages about 1.03 percent of the assets in the

account, according to Morningstar. That's on top of the regular annuity fees, which average about 2.51 percent.

The high fees mean that "the upside potential" in these contracts is "fairly limited,"

says Kenneth Masters, director of life insurance design and development for Pinnacle Financial Group.

The contracts also come with so many conditions and limitations that it's difficult for consumers to understand them, and terms vary by insurer. "Say you wanted to compare five products side by side," says Tom Idzorek, global chief investment officer for Morningstar Investment Management. "Good luck."

Here's how a Prudential offering works: A customer buys a variable annuity and picks investments such as stock and bond funds offered in the contract. When the owner decides to start taking out money, his or her annual income is based on the highest value the account ever reaches, increasing at a 5 percent annual rate until withdrawals begin. That amount "is not available to cash in," says Jac Herschler, head of business strategy for Prudential's annuity division. "It's only the basis for determining what they can withdraw from their accounts every year." The limit on withdrawals for someone 59 to 84 years old who wants to get the same amount of income annually is 5 percent.

New York Life is launching a competitive product in July that it claims is simpler, called a deferred income annuity. You pay now and select a date in the future when you want to start receiving payouts. For example, a male who buys a deferred income annuity for \$100,000 at age 65 can get \$17,805 a year for life starting at age 75.

An even less complicated approach is an immediate annuity. Buying one through Vanguard, a man can pay \$100,000 at age 65 and get as much as \$7,514 a year for as long as he lives. A drawback with immediate annuities is that buyers are turning their money over to the insurer -- and generally no longer have access to it, as they would with a variable annuity. Even so, "an immediate annuity is the simplest way to get an income that you cannot outlive," says Glenn Daily, an insurance consultant in New York. "Easy to understand and easy to compare policies. No need to manage anything or make any other decisions after you buy it."

The bottom line: While lifetime income guarantees on variable annuities offer protection against investment losses, they are **complicated and expensive**.



Did you think Elder Abuse was this big? Understanding this issue might mean a little more success for you.....BB

Elder financial fraud claiming nearly \$3B

Study shows uptick in abuse; women especially susceptible

By Liz Skinner

June 20, 2011 2:15 pm ET

Older Americans are being financially abused by family members, strangers and businesses to the tune of \$2.9 billion a year, according to the latest MetLife Inc. study.

That total is 12% greater than the study's 2008 findings, which estimated that elders were being swindled out of \$2.6 billion a year. Both numbers may be underestimating the problem, however.

"I expect we'll continue to see this go up," said Sandra Timmermann, director of the MetLife Mature Market Institute, which released the study earlier this month. "It's still a conservative estimate because four out of five cases are not reported."

Senior citizens are especially vulnerable to financial fraud because they may be cognitively impaired or simply confused by complex financial opportunities or products. Research from behavioral economist David Laibson shows that people tend to make poorer financial decisions as they get older. They also are often lonely and more willing to talk to strangers.

In about half of elder financial fraud cases, the perpetrators were strangers. They often target victims when they are out shopping, driving or **managing their financial affairs**. The criminals often looked for particular "flags of vulnerability" such as handicap stickers on cars, canes, or looking and acting confused, according to the report, which analyzed news articles about crimes against older people from April through June 2010.

About 35% of the cases involved people who the victim knew, such as caretakers, handymen, friends, children and neighbors. The thieves took advantage of an opportunity to steal credit cards, forge checks, empty bank accounts, transfer assets and otherwise "decimate elders' financial safety nets," the report said.

Businesses, such as attorneys, banks, contractors and accountants were responsible for ripping off older Americans in about 12% of the cases. Though there were fewer instances, these cases on average involved greater financial losses, the study found.

"In almost all instances, financial exploitation is achieved through deceit, threats and emotional manipulation of an elder," Ms. Timmermann said.

Women were twice as likely as men to be victims of elder financial abuse.

“Aging is a woman's issue,” Ms. Timmermann said. “They live longer, they are often the ones living alone and they are probably perceived as more vulnerable.”

Last week, the Alliance for Investor Education highlighted 10 websites with resources to help older investors and their families detect scams and investment fraud. The sites are sponsored by the Securities and Exchange Commission, the Financial Industry Regulatory Authority Inc., the North American Securities Administrators Association Inc. and others.

Los Angeles Dodgers file for bankruptcy protection

NBC Sports
NBC Sports

BY ROBERT JABLON

AP Associated Press

updated 1:52 p.m. ET June 27, 2011

LOS ANGELES - The **Los Angeles Dodgers filed for bankruptcy protection in a Delaware** court Monday, blaming Major League Baseball for refusing to approve a multibillion-dollar TV deal that owner Frank McCourt was counting on to keep the troubled team afloat.

The Chapter 11 financing permits the Dodgers to use \$150 million for daily operations and buys time for the team to seek a media deal and ensure the team's long-term financial stability, the Dodgers said in a news release. A judge would need to approve use of the money and a hearing is set for Tuesday.

"There will be no disruption to the Dodgers day-to-day business, the baseball team, or to the Dodger fans," the statement said.

<http://nbcports.msnbc.com/id/43547280/ns/sports-baseball/>

Here is an example of the power of Retire Village...the constant “touch” is building value and relationships with your prospects....If you are nit an avowed RV supporter, you are making a mistake.

BB

The Daily Lead Report contains information which gives you a competitive advantage....Here is David Braun’s Daily Lead Report....I took out the prospect’s real name and email address...

Subject: FW: Retire Village Daily Lead Report for 2011-06-23

Joe, Bill, David,

Fred Jones (below) is a guy I’ve been competing for with Fidelity, and he seems to be slowly coming my way.

The timing of this automatic email was perfect! Credibility and another “touch.”

Look at how much time he spent on my site yesterday just because of the automatic email!

Thanks!

David Braun

From: RetireVillage.com [mailto:rvsend@retirevillage.com]
Sent: Friday, June 24, 2011 1:30 AM
To: David D. Braun
Subject: Retire Village Daily Lead Report for 2011-06-23

Dear David Braun:,

Your daily website visitors and leads for yesterday:

Name	email	Page Viewed	Minutes
Fred Jones	Prospects email	http://agent.retirevillage.com/	3
Fred Jones		http://agent.retirevillage.com/aboutus	1
		http://agent.retirevillage.com/contactus	2
Fred Jones		http://agent.retirevillage.com/content?pagename=17	1
Fred Jones		http://agent.retirevillage.com/content?pagename=21	4
Fred Jones		http://agent.retirevillage.com/content?pagename=3	2
Fred Jones		http://agent.retirevillage.com/content?pagename=34	1
Fred Jones		http://agent.retirevillage.com/content?pagename=38	1
Fred Jones		http://agent.retirevillage.com/content?pagename=39	6
Fred Jones		http://davidbraun.retirevillage.com/content?pagename=4	1
Fred Vogt		http://agent.retirevillage.com/content?pagename=40	2
Fred Jones		http://agent.retirevillage.com/content?pagename=42&sid=11235	1
Fred Jones		http://agent.retirevillage.com/content?pagename=42&sid=11680	4

29 minutes on the site by the prospect, this allows the agent to know his prospect is interested in the topics and gives a reason to contact him.

Powerful marketing advantage

Epilogue: 6-29-11

Bill

Well, I finally have my first appointment with this guy today at 3 p.m.

I spoke with him yesterday and he said, “Yes, Pam and I have been reading the information you’ve been sending us – it’s very helpful – and it’s time we meet.”

Yay!

David



It never fails to amuse me...all this work to make sure the bond funds are covered both long and short to protect and to provide security.....I would call that an annuity....BB

Bonds: How to Play Interest Rate Peril

With uncertainty high, some bond investors are looking to "unconstrained" managers who take a more active approach to selecting fixed-income securities

By David Bogoslaw

**Bloomberg
Businessweek®**

updated 6/26/2011 8:00:00 PM ET

Interest rates can turn quickly, as the Greek government learned when its 10-year bond soared more than 9 percentage points in the past year on default worries.

Such danger has some fixed-income investors considering a new approach: mutual funds that hold a variety of bonds, including U.S. Treasuries, corporates, mortgage-backed securities, municipals, and senior bank loans. Especially attractive now are multisector funds touting a more active approach to portfolio management, with the flexibility to drift from benchmark allocations to respond to changing market conditions.

Fund tracker Morningstar (MORN) estimates that 22 so-called unconstrained bond funds currently manage a total of \$53 billion in assets. That's roughly a quarter of 87 multisector bond funds Morningstar has identified with assets under management totaling around \$169 billion. The new breed of fund accounts for just a meager fraction of the \$2 trillion held by 1,127 taxable bond funds. Fund flows for 12 of the 22 unconstrained funds have generally trended higher since January, with five funds showing big spikes in April or May as the debate around the U.S. debt ceiling heated up. The strategies of these "go-anywhere" funds aren't uniform. Some focus on reducing their portfolio's average duration [the percentage by which a bond's value is likely to drop for every 1 percent rise in interest rates], while others concentrate on getting the highest yield for the least amount of credit risk.

"Multisector funds have been most popular because people are thinking, 'Is there a bond bubble?'" says Philip Condon, head of municipal bonds at DWS Investments in New York. "Investors recognize that Treasuries probably aren't the best value when you see yields" below 3 percent. "Multisector bond funds are offering the ability to find that value in the [marketplace](#)."

The nimbleness of these actively managed funds comes at a price. In place of interest rate risk, they often expose investors to elevated credit risk or, in the case of certain emerging market debt, liquidity risk. And some of these funds charge fees roughly twice as high as funds focused on a specific part of the fixed-income market, although high-yield and short-duration funds also tend to have higher fees. "In general, it's a pretty untested group," says Miriam Sjoblom, a [bond fund](#) analyst at Morningstar. "We don't have a long track record of seeing how these funds hold up in different environments."

When interest rates rise, bond yields move higher, pushing prices of existing bonds lower and causing investors to lose principal on the bonds in their [portfolios](#). The best protection from this, many believe, is to **lower the duration** of the bonds they hold, which limits the loss of principal and allows fund managers to buy higher-yielding bonds sooner once interest rates begin to climb. A bond's duration measures how sensitive its price is to a change in interest rates and is calculated by taking the final maturity and yield into consideration.

Here is the link for the whole story: http://www.msnbc.msn.com/id/43524582/ns/business-us_business/#



Remember the 130/30? After the melt down it faded...now it looks like it is back....30% long with more risk exposure....30% short for safety...what does this sound like to you? To me it sounds like a whole bunch of other products already on the market...Why the constant need to create a new wrapper?...BB

What is that old saying....if it looks like a pig, smells like a pig, sounds like a pig...why not call it what it is...same ol' same ol'....BB

130/30 is making a comeback, managers contend

Buzz might not be as loud as before, but interest is there, they say

By Douglas Appell

June 26, 2011 6:01 am ET

Once-highflying 130/30 strategies might be down, but they aren't out, money managers contend.

But the hype of the years leading up to the financial crisis — when a flurry of products were launched on the promise of amplified alpha from an **additional 30% of long exposure offset by a 30% short position**.

Still, a number of managers predict that 130/30 strategies could begin **emerging this year from the wilderness** to which they were consigned after the global financial crisis left many sporting disappointing results for the first three to five years of their existence.

Here is the link to the whole article:

<http://www.investmentnews.com/article/20110626/REG/306269992/-1/INIssueAlert01>





“Big Truck” Sales Tips

Chad and Tony Owen

A weekly annuity sales tip



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The Other Side of the Table

.....it's all based on your view.....



Sometimes it is how you look at things that can make the difference. The other side of the table is all about that....how you look at things!



I read this incredible article from Edward Klink about our Nation's Independence and correlated it with our business that I found it stunning.....my notes are in **RED....BB**

His writing can be found at www.horseshmouth.com

By Edward E. Klink

The American Revolution was a gambit underpinned by iconoclastic ideas, **unwavering principles, and tenacious effort**. This July Fourth, let the example of the founding patriots inspire you to your own success. Kick off your holiday with this Horseshmouth Independence Day classic.

"Nothing important happened today." -Diary entry by King George III on July 4, 1776

Ah, George. Little did he know what was brewing across the Atlantic on that fateful day. For most of us, the Fourth of July promises the opportunity to relax, a few days on which to do precisely "nothing important." It's a time for sizzling burgers on the grill,

spiking volleyballs at the beach, and shouting our approval as fireworks blast colorful patterns in the night sky.

There's nothing wrong with taking advantage of a well-earned day off and relaxing with family and friends. But there are lessons to be learned from Independence Day, great lessons that underscore the courage and commitment upon which this country was founded-lessons about *success*.

When it comes to motivation and training, you'll often hear advice thrown about, such as "**Be a leader,**" "**Act decisively,**" and "**Never give up.**" We've heard these ideas so often, they've become cliché that have lost some of their meaning. So let's use this July 4 as the perfect time to look at such advice operating in a revolutionary context. Here are just seven of the lessons the founding citizens of this country can still teach us today:

1. A lesson in boldness

(We need to be bold in our business and marketing plan....BB)

"Gentlemen, I make the motion that these United Colonies are, and of right ought to be, free and independent States, that they be absolved from all allegiance to the British Crown, and that all political connection between them and the state of Great Britain is, and ought to be totally dissolved."

The delegates of the Second Continental Congress in Philadelphia were stunned by these words from **Richard Henry Lee**. The war had commenced with the battles of Lexington and Concord the previous year, but since then events had progressed far beyond addressing colonial grievances. The delegates were now considering the mind-boggling audacity of pursuing complete independence from King George III. In the 18th century, that was the type of talk that led right up the creaky steps to the gallows.

But nevertheless, in full consciousness of the risk they were taking, in the summer of 1776, **56 prominent men** from throughout the 13 colonies affixed their signatures to the Declaration of Independence, which was adopted by the Congress on July 4. "We must all hang together, or assuredly we shall all hang separately," Ben Franklin famously said. The actions of these men-all of whom had much to lose-is the very definition of boldness.

We might ask of ourselves, "Where is our resolve, our boldness to dream and demand change? What do we believe in?"

2. A lesson in honor

(be proud of what we do, “I am an annuity salesman!”BB)

Long before the image of Samuel Adams was pasted onto a bottle of beer, the man himself had failed as a brewer and dedicated himself instead to politics. A skilled writer and pamphleteer, he was responsible for stoking the fires of rebellion among the colonists. The crown was well aware of Adams's growing influence and attempted to neutralize the outspoken patriot with the methods that tend to break most men: intimidation and bribery.

Massachusetts Governor Gage dispatched Colonel Fenton to personally "persuade" Adams to cease his revolutionary activities. As you're sipping a Sam Adams Summer Ale over the holiday, consider this remarkable exchange, as set forth in *Think and Grow Rich*, by Napoleon Hill.

Colonel Fenton: "It is the governor's advice to you, Sir, not to incur the further displeasure of His Majesty. Your conduct has been such as makes you liable to penalties for which persons can be sent to England for trial for treason. But, by changing your political course, you will not only receive great personal advantages, but you will make your peace with the King."

Samuel Adams: "Then you may tell Governor Gage that I trust I have long since made my peace with the King of Kings. No personal consideration shall induce me to abandon the **righteous cause of my country**. And tell Governor Gage it is the advice of Samuel Adams to him, no longer to insult the feelings of an exasperated people."

OK, here we have Adams essentially telling the officer, the governor, and the King himself-the most powerful man on the planet-to take a royal hike.

How many of us have such unshakeable principles, and the inner strength to back them up?

3. A lesson in communicating

(communication is the key to understanding how a prospect feels Retire Village communicates...BB)

Many of us lament the daily interruptions to our work from e-mail, faxes, and phone calls. We sometimes see these means of connection as little more than roadblocks to productivity. In the 18th century there was no Internet, and no fax machines or cell phones, but the leaders of the rebellion placed a high priority on staying connected and spreading the word. ("The British are coming, the British are coming"-does that pithy jingle ring a bell?)

One of the keys to the revolutionaries' success against England's might was their "mastermind alliance." **Patriots such as Ben Franklin** tapped into the power and influence of collective creativity by networking with other progressive-minded thinkers. They didn't always agree on the details, but they did help one another toward their common goal: freedom from tyranny.

Adams organized the "committees of correspondence" along with John Hancock and Lee to pound the pavement and **circulate news and information** throughout the colonies via handwritten letters. The Boston Tea Party was such an effective publicity stunt-cum-political act that it inspired copycat events throughout the colonies. Paul Revere and two compatriots sped through the Massachusetts night to spread the alarm of British invasion. Thomas Paine's pamphlet *Common Sense* was widely circulated and turned the tide of public opinion toward independence: No more technology than a printing press to that, but talk about an effective communication strategy.

What do we do to generate buzz and excitement about our ideas and beliefs? How willing are we to spread the word about the causes that we support?

4. A lesson in perseverance

(be like Chad Owen, be like David Braun, be like Herb Hickmore, be like Andrew Rafal, be like Dan Barnard, be like Jeff Rodd....the list goes on and on....BB)

Though independence was declared in 1776, it would take six trying years before the dream of freedom from English rule would be realized. During that time Washington would lose more battles than he'd win. His own men would border on desertion. His most valuable general and trusted friend, Benedict Arnold, would betray him and the cause. And of course, thousands of lives would be lost and untold property destroyed. There were many opportunities to give up. Arnold gave up. But Washington and his compatriots did not. Arnold took the path of less resistance. Washington and the others refused to be defeated by power and tradition. And it was they who changed the course of history.

How resilient are we in the face of obstacles? How do we deal with setbacks and hardship?

5. A lesson in sacrifice

(pay the price...but work smart, what does it take to write \$10 million a year in annuity premium? Answer that question!....BB)

Beyond the soldiers facing death on the battlefield, many other Americans helped bring the dream of July 4th to fruition, people who toiled behind the scenes, such as Abigail Adams.

While her husband, John, traveled and labored to build the fledgling state (as a circuit judge, delegate to the Continental Congress, envoy abroad, and elected officer under the Constitution), Mrs. Adams, like women throughout the colonies, oversaw the daily workings of the family farm, managed the finances, and raised and educated five children (including the future president John Quincy Adams).

Like most women of her time, Mrs. Adams had no formal schooling, so she educated herself. She became a prolific reader and letter writer, leaving behind a correspondence of some 2,000 letters that give us an interesting window into how she viewed politics and society, her contributions to the war effort-and her station in life.

On the eve of independence, Mrs. Adams wrote to her husband: "I long to hear that you have declared an independency. And, by the way, in the new code of laws which I suppose it will be necessary for you to make, I desire you would remember the ladies and be more generous and favorable to them than your ancestors."

How do we balance work, civic responsibilities, and family life?
How do we redress the accepted infringements of liberty still present in our time?

6. A lesson in professionalism

(study, learn, join the life underwriter's, take classes, be better than the other agents...BB)

While **Thomas Jefferson** has received the lion's share of accolades for the Declaration, John Adams also served on the writing committee and was instrumental in bringing the Declaration about. Jefferson called Adams "**the Colossus of that Congress**-the great pillar of support to the Declaration of Independence, and its ablest advocate and

champion on the floor of the House. "After the war was won, political differences caused these patriots-in-arms to become adversaries for many years.

But finally Jefferson wrote a letter to Adams, and the two embarked on a friendship and correspondence that lasted for the rest of their lives. **Strangely enough, Jefferson and Adams both died on July 4.** On July 3, 1826, Jefferson lay on his deathbed. Perhaps realizing the significance of passing on the 50th anniversary of his magnum opus, he uttered his last words to the attendant "This is the Fourth?" To comfort him, the man replied that it was, whereupon Jefferson smiled and fell into a sleep from which he would never awaken.

Adams had resolved to live until the 50th anniversary of the Declaration; when his servant asked him that morning if he knew the date, the 90-year-old said, "Oh, yes, it is the glorious fourth of July. God bless it. God bless you all." Adams would die later that afternoon, with the final words "Jefferson still survives." He didn't know that Jefferson had died just a few hours earlier at Monticello.

How will each of us greet our last day? With the regret of unfinished business and unresolved conflict? Or with the pride of a life well led?

7. A lesson in legacy

(leave a legacy, charity, helping other agents, your church, your country....BB)

One amazing aspect of the Declaration of Independence is that Jefferson's words capture an idea and a spirit that predate them.

"But what do we mean by the American Revolution?" asked John Adams. "Do we mean the American war? The Revolution was effected before the war commenced. The Revolution was in the minds and hearts of the people."

True, the notion of freedom lived in the hearts and minds of the colonists for a long time before it was finally committed to paper. But once written down, once codified in words, the idea gained clarity-and strength. Once written down, this touchstone of the democratic ideal could harness the power of the will of the people to be free.

Building on Thomas Paine's *Common Sense*, the 33-year-old Jefferson drafted a document that became a powerful call to action, a blueprint that would not only inspire

but support the hard work to come. He penned the ultimate mission statement of the country:

"We hold these truths to be self-evident, that all men are created equal, that they are endowed by their Creator with certain unalienable Rights, that among these are Life, Liberty and the pursuit of Happiness."

Do we know what we are working toward in life? Do we know what legacy our work will leave for those generations that follow us? Do we have our own personal mission statement?

God Bless America....BB

Disclaimer:

I guess I should start adding a disclaimer, so here goes. I get information from many sources, print, internet, agent gossip and other media. I always try and provide the original source or the link but my note taking habitually is lacking.

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