



# INFINITE HORIZONS

KICKOFF 2025

AMERILIFE®

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# Health General Session

Friday, January 17, 2025

Tampa Bay 6-9

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# WELCOME

**Scotty Elliott**

**Chief Distribution Officer – Health**

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# A Word from John C. Maxwell

# The Health Distribution Vision & Maxims

“To love, support, and serve our affiliate partners, fostering quantitative and qualitative growth through value creation and shared synergies.”



POWER OF  
POSITIVITY



COMPETITIVE  
EXCELLENCE



CHAMPIONSHIP  
COMMUNICATION



WINNING  
RELATIONSHIPS



SERVANT  
LEADERSHIP

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# Health Distribution Leadership Team



Scotty Elliott  
Chief Distribution Officer, Health



Christina Ragone  
SVP, Health Dist. Ops, CoS



Bryan Keeven  
President, Affiliate Partnerships  
Wholesale



Jim Palmer  
President, Affiliate Partnerships  
Retail



Matt Graham  
SVP, Government Programs



Steve Patton  
SVP, Simplified Issue Solutions



Joey Vigue  
VP, Health Finance

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# Health Distribution Team

## Operations



Pace Ricciardelli  
Sr. Director,  
Health Distribution



Kara Vopalensky  
Sr. Director,  
Health Distribution



Mark Marquez  
Associate,  
Health Distribution

## Product



Kelsey Villagrana  
VP, MA & PDP



Jamie Sarno  
VP, Medicare Supplement &  
Specialty Health



JC Moreno  
National Director  
Affordable Care Act



David Paul  
VP,  
Sil Life & Annuity

## Affiliate Partnerships



Robert Bache  
SVP, Affiliate Partnerships,  
Wholesale



Eric Brennan  
VP, Affiliate Partnerships,  
Retail



Darren Houck  
VP, Affiliate Partnerships  
Wholesale

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# Partnership Growth



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# Health MDP Graduates

## 2021

Brian Martin  
AMG

Kevin Van Grouw  
PIP

Denise Ybarra  
SMA

Federico Guardia  
PSM

Francesca Pullara  
NISHD

Jason Bucklew  
AMG

Walter Val Majewski  
ABE

## 2022

Andrew Makoid  
IT

Andrew Wakins  
SMA

Ashley LeClaire  
AmeriLife, HQ

Cynthia Palo  
PFS

Jeff McCright  
PSM

Kelsey Villagrana  
Gov. Programs

Kyle England  
AMG

Mike Boule  
NISHD

Scott Morris  
ORCA

Troy Fox  
PIP

## 2023

Brian Patrick  
Gov. Programs

Bryce Laidler  
MSB

Cordon Cassidy  
ORCA

David Minaya  
SHD

Gerald Rhoades  
AMG

Giordani Rivera  
Grupo

Greg Segovia  
PSM

Jenn Hamann  
Senior Services, Illinois

Robin Smith  
Gordon Marketing

Vinny Cardi  
SMA

## 2024

Brad Lacey  
ISG

Brady Doppler  
Gordon Marketing

Hallie Mitchell  
Buffalo Health

Daniel Martin  
PIP

Elizabeth Cash  
BGA

Javon Smiley  
Open Access

Kimberly Barton  
MCC

Serena Bugryn  
PFS

Tiffany Porter  
SMA

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# A look forward: 2025 Initiatives



1 Technology Building Blocks

2 Mid-Office Technology (*Agent Sync*)

3 Data, Data and more Data

4 Forecasting

5 Product Education

6 Government Relations

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# 2025 AEP Success!

416,022



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# 2025 AEP DIVISION CHAMPIONS



**SPACE RACE**

AEP 2025

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# SELECT DIVISION CHAMPION

## SECURE BENEFITS



**SPACE RACE**

AEP 2025

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**PREMIER DIVISION**  
**CHAMPION**  
**BUFFALO HEALTH**  
**ADVISORS**



**SPACE RACE**

AEP 2025

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**ELITE DIVISION**  
**CHAMPION**  
**PRECISION SENIOR**  
**MARKETING**



**SPACE RACE**

AEP 2025

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# 2025 AEP Division Champions

## CONGRATULATIONS!



**SPACE RACE**

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# ANNUITY ADVANTAGE SPACE CAMP 2024

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# PREMIER TIER CHAMPION

## AMERICAN BENEFITS EXCHANGE

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**ANNUITY  
ADVANTAGE**  
SPACE CAMP 2024



# ELITE TIER CHAMPION

## MAXIMUM SENIOR BENEFITS

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**ANNUITY  
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# 2024 ANNUITY ADVANTAGE DIVISION CHAMPIONS CONGRATULATIONS!

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HEALTH DISTRIBUTION

**GRAND HYATT, ARUBA**  
**TRIP DATES: JUNE 4 – 8, 2025**

.....  
**TRIP QUALIFICATIONS:**

- Any Principal to achieve YoY EBITDA growth of 15% with 15% Net Commission (FY/RV) Growth
- Senior & Executive Marketing Directors (LOS 5+): Minimum \$75,000 commissions plus 15% YOY growth

**CONTEST PERIOD:**  
**JANUARY 1 – NOVEMBER 30, 2024**

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Network Insurance Senior  
Health Division

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Senior Healthcare Direct

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AAA Marketing Services

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## Senior Healthcare Direct

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Grupo Latinoamericano  
de Seguros

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Senior Health Division

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Precision Senior Marketing

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Premier Insurance Partners

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Premier Insurance Partners

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AmeriLife Marketing Group

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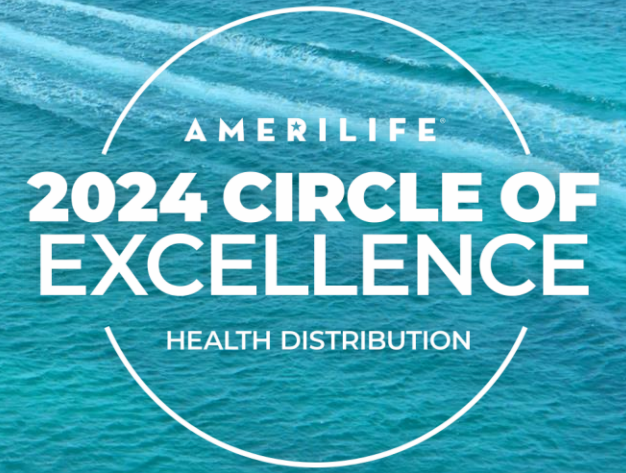
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# Congratulations!

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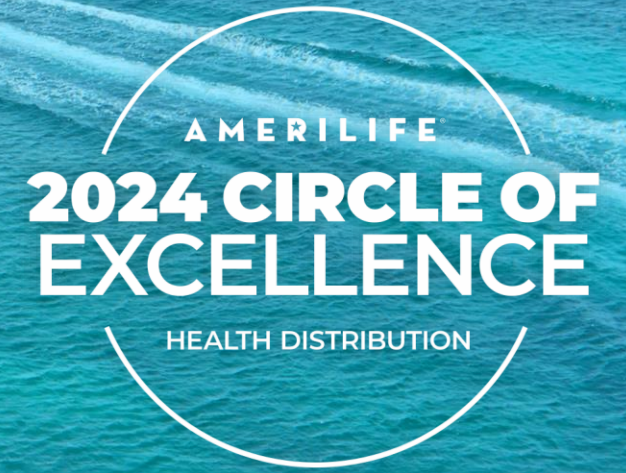


American Benefits  
Exchange

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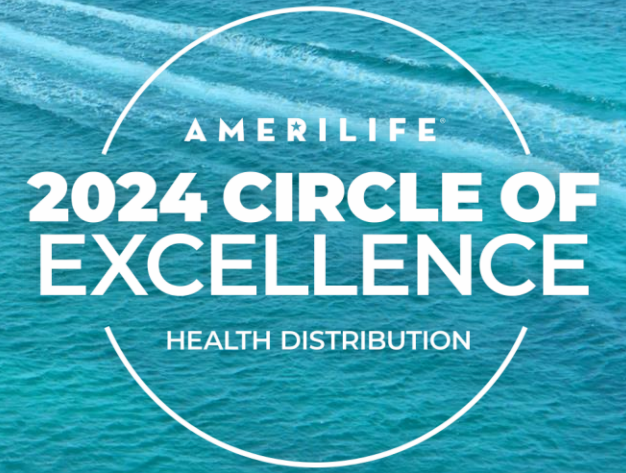


Bachmeier, Gudis &  
Associates

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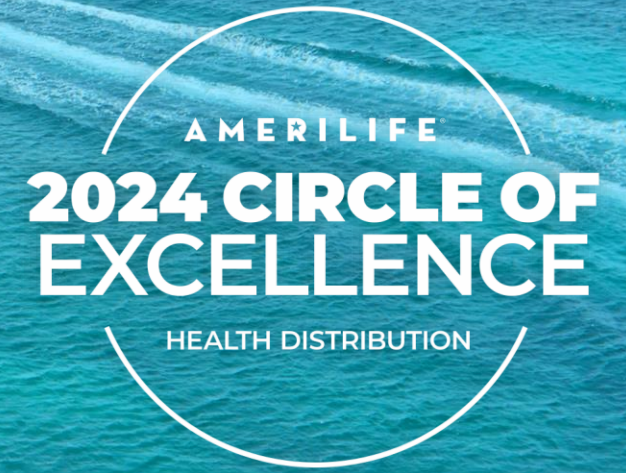


Buffalo Health Advisors

AFFILIATE WINNERS

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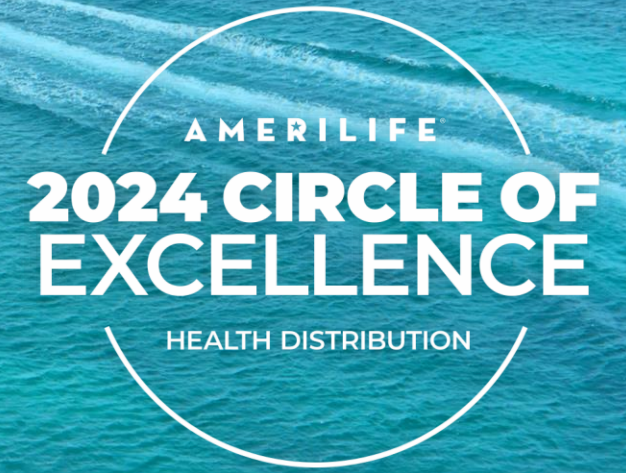
Gordon Marketing

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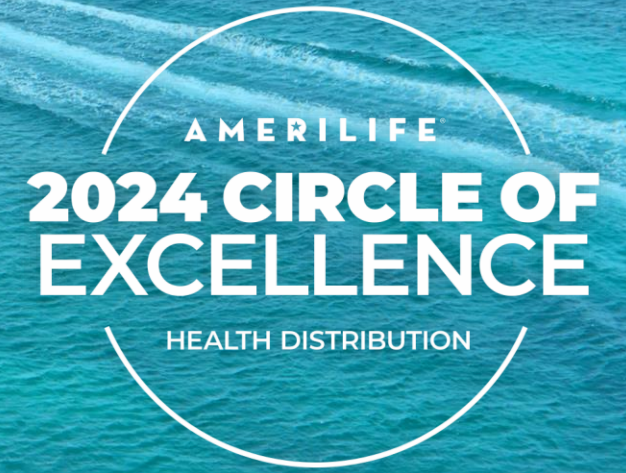


Grupo Latinoamericano de  
Seguros

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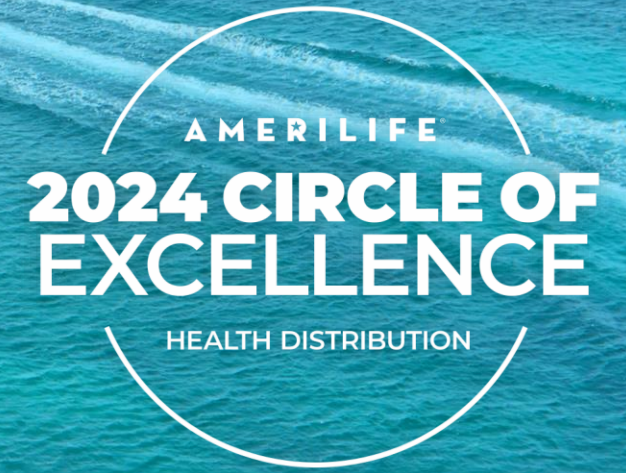


Health Resource Advisors

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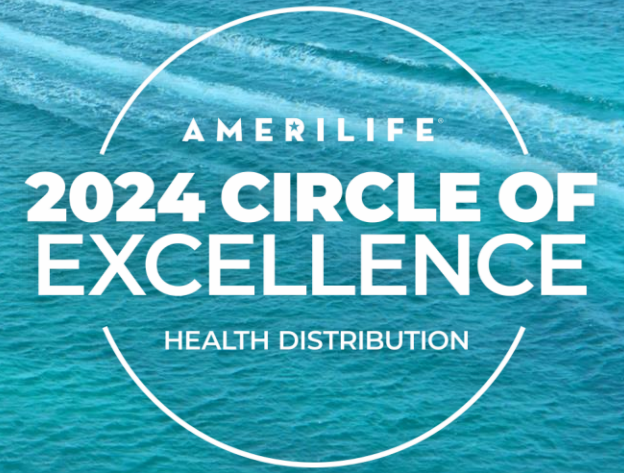


Informed Choice

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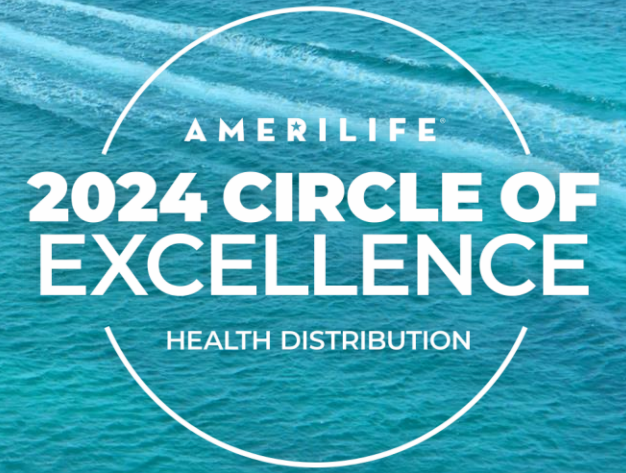


## Insurance 360

AFFILIATE WINNERS

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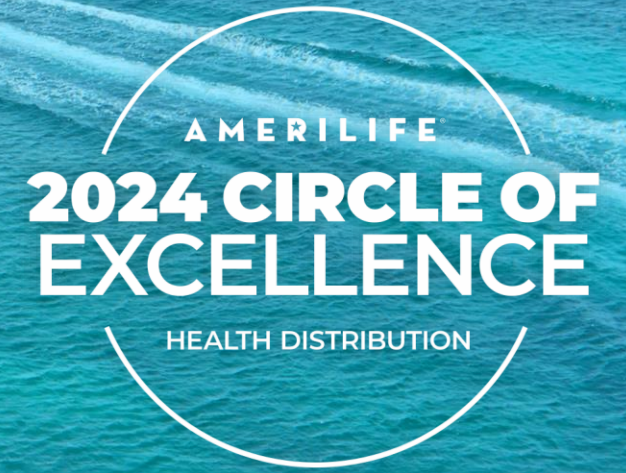


JSA

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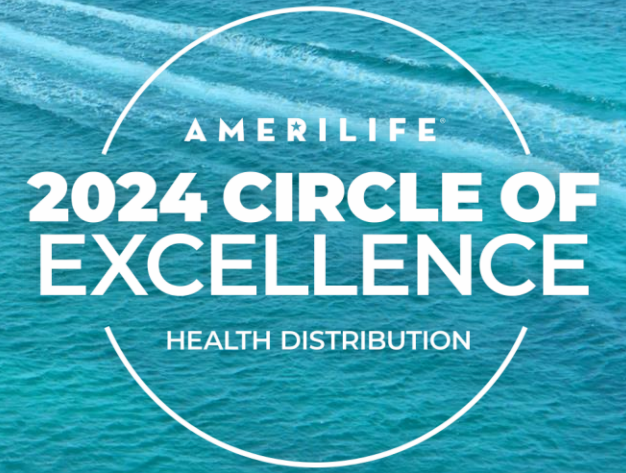


Maximum Senior Benefits

AFFILIATE WINNERS

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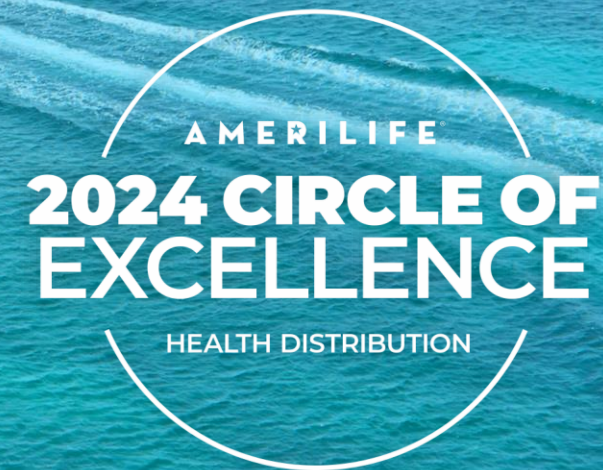


MCC Brokerage

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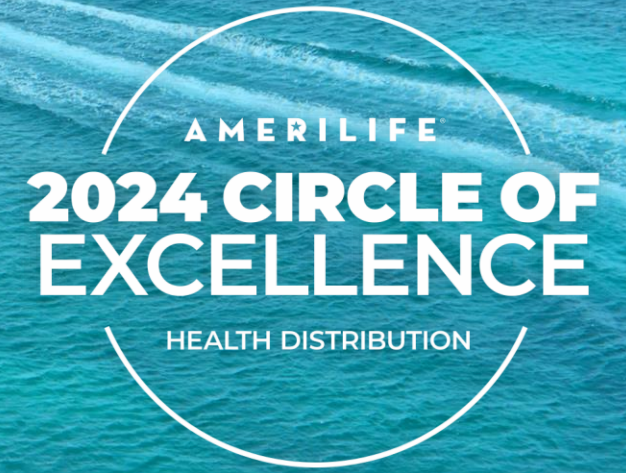
Mullen Insurance Services

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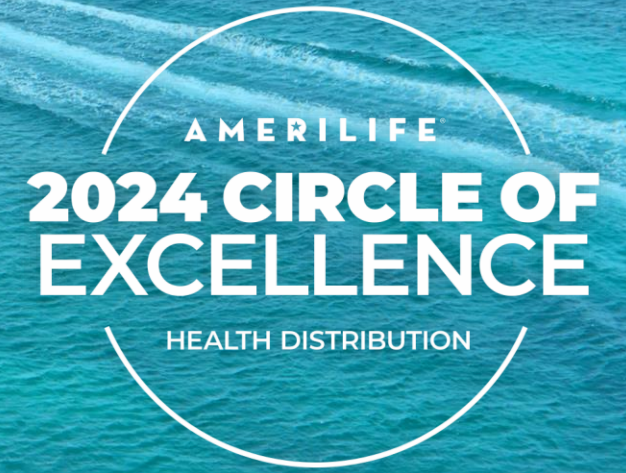


Platinum Choice  
Healthcare

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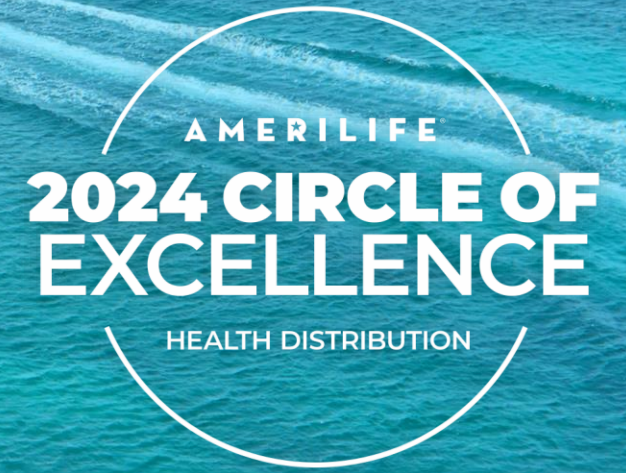


Pinnacle Financial Services

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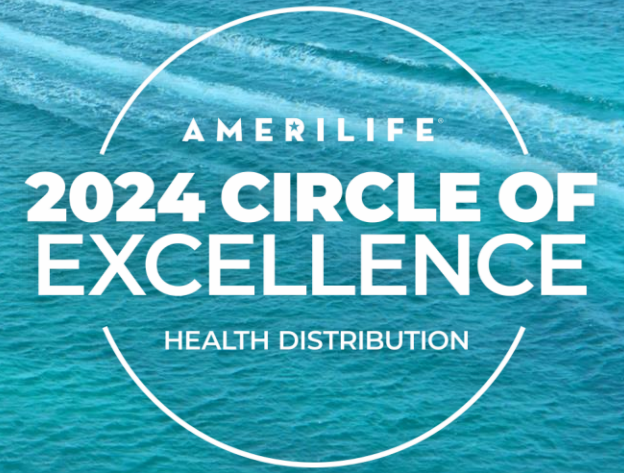


Premier Insurance Partners

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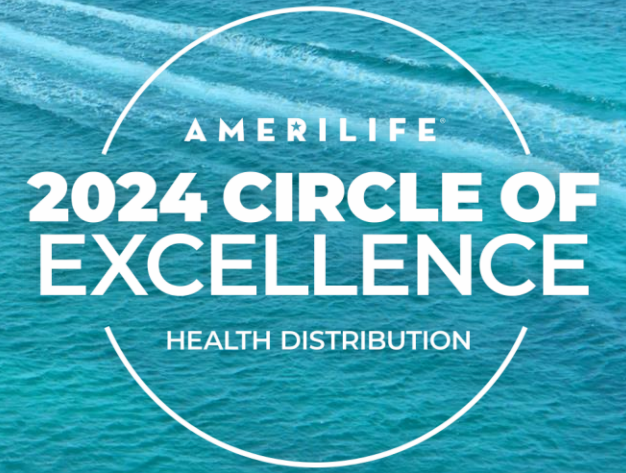


## Secure Benefits

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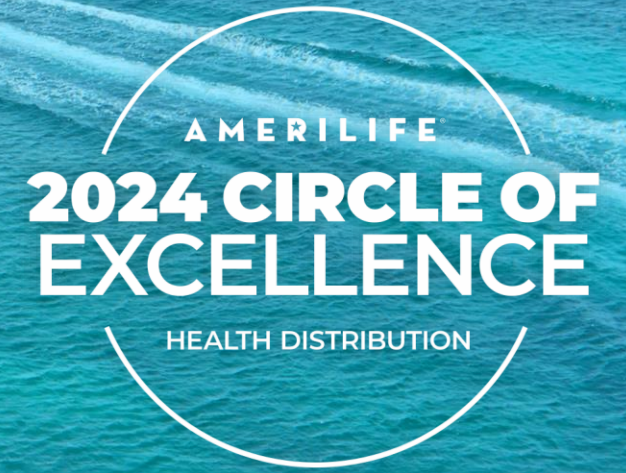


Senior Healthcare Direct

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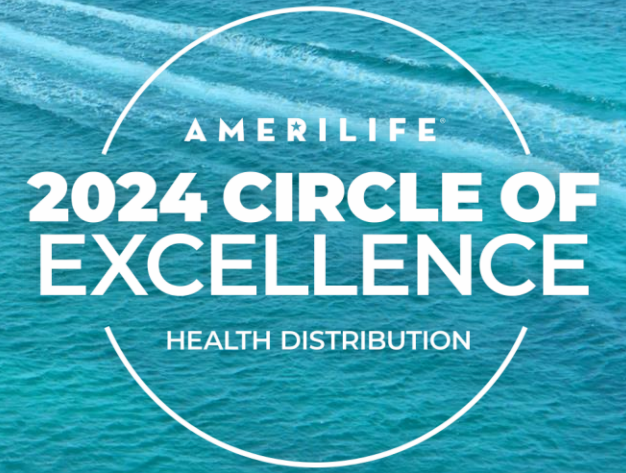


Senior Market Advisors

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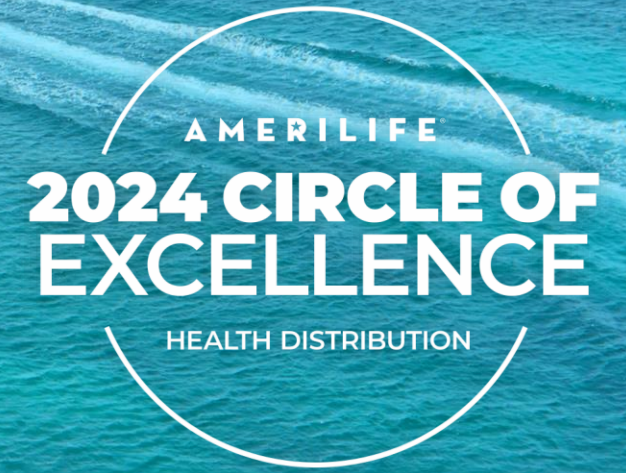


Senior Services of Illinois

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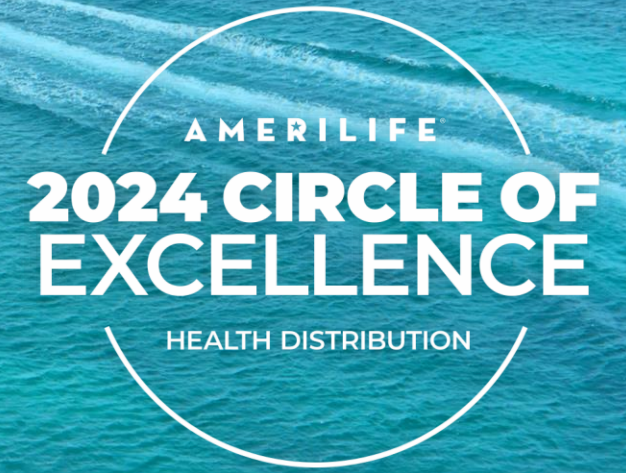
Southern Life  
Insurance Group

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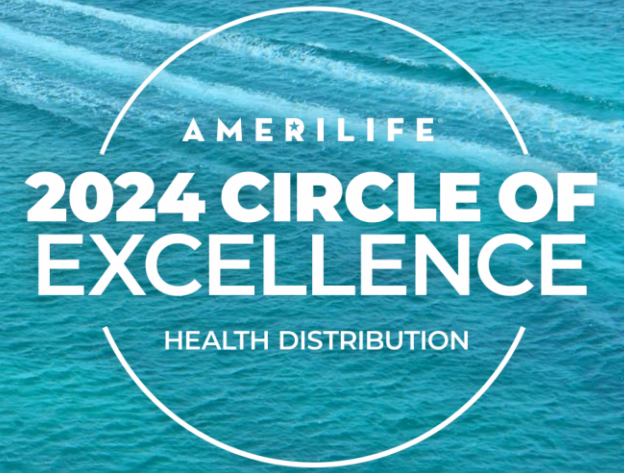


Stephens-Matthews  
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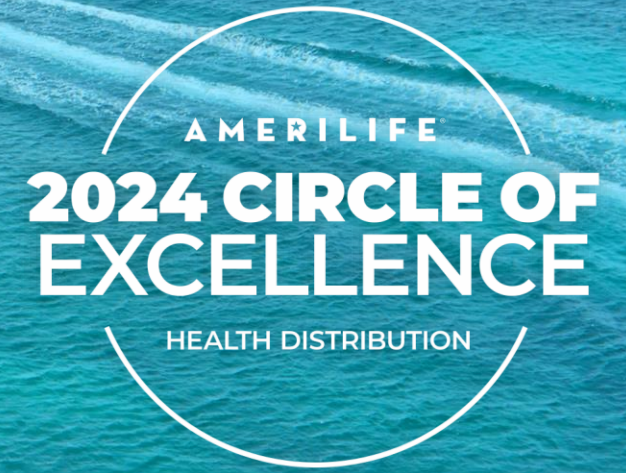


The Equita Group

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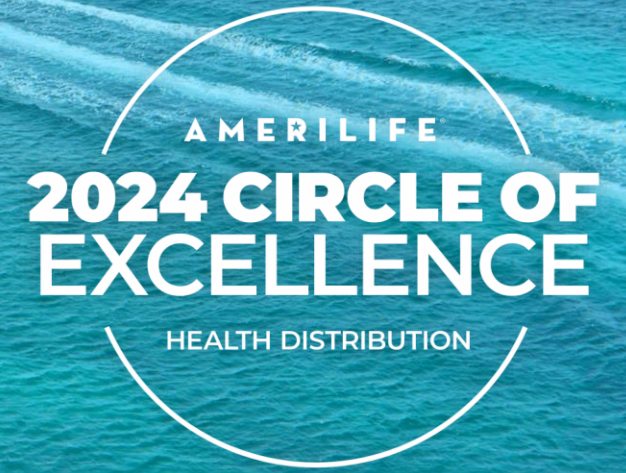


The Health Insurance Store

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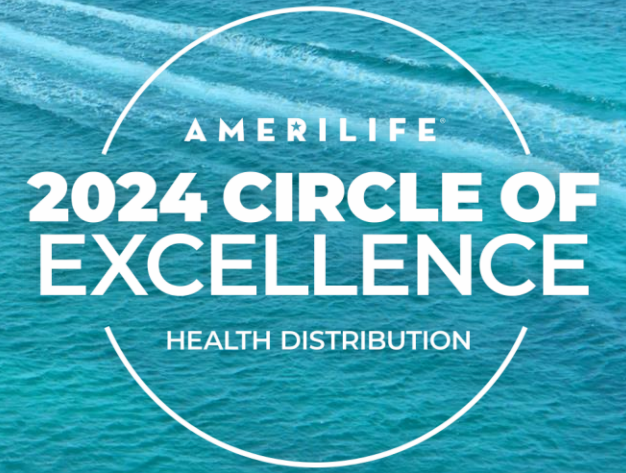


The Legacy Group

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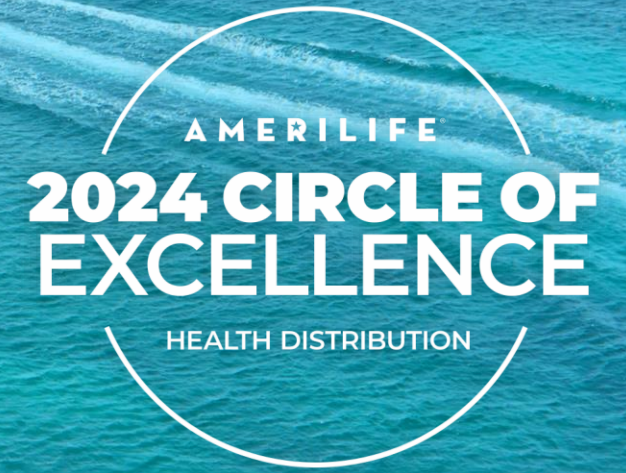


The Senior Resource Group

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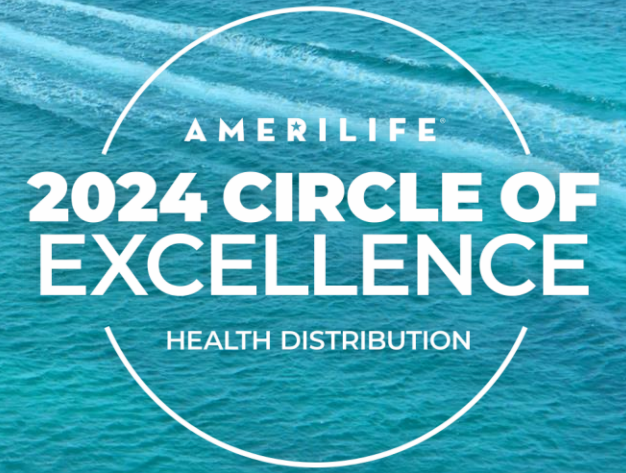


USA Benefits Group

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**CONGRATULATIONS!**

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W ASPEN, COLORADO | JUNE 3-7, 2026



# ASCEND TO NEW HEIGHTS IN ASPEN

## QUALIFICATIONS

ANY PRINCIPAL TO ACHIEVE 15% YOY EBITDA GROWTH  
(WITH MINIMUM \$500K ANNUAL EBITDA) WITH 15%+  
NET REVENUE GROWTH

SENIOR & EXECUTIVE MARKETING DIRECTORS  
(LOS 5+): MINIMUM \$75,000 ANNUAL  
COMMISSIONS PLUS 15% YOY GROWTH

CONTEST PERIOD: JANUARY 1 – NOVEMBER 30, 2025

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Contest Details: For internal use only, not for distribution to the field. Qualifiers must be in good standing and not in remediation at the time of the trip to attend. Trip is for winning principal or marketer plus one guest and includes standard airfare and hotel accommodations. Program entry constitutes participant's agreement to promotion rules. This program is only for AmeriLife associated brokerage affiliates and marketers. Associates included in the above standard qualification requirements are all those affiliated with AAA Marketing Services, AmeriLife Marketing Group, Gordon Marketing, Grupo Latinoamericano de Seguros, MCC Brokerage, Midwestern Marketing, Network Insurance Senior Health Division, Pinnacle Financial Services, Precision Senior Marketing, and Premier Insurance Partners. Qualifiers are responsible for reporting prizes for tax purposes. Trip is not transferable, not redeemable for cash, nor can it be substituted or rescheduled by the winner. Certain exclusions, restrictions, and limitations may apply. Contest rules are determined by AmeriLife, LLC in its discretion and are subject to change and cancellation by AmeriLife. Decisions by AmeriLife regarding contest prizes are final. Trip dates are subject to change by AmeriLife. AmeriLife reserves the right to substitute an alternative prize of equal or comparable value. Not affiliated with the United States government or the federal Medicare program.



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