



Jewel of The Renaissance

LSW's 2010 Conference of Champions
Florence, Italy
April 23-29, 2010



Bella Italia!



When

you qualify and attend LSW's Conference of Champions in 2010, you will enjoy breathtaking sights, a relaxing atmosphere, and luxurious accommodations in one of the most magnificent places in the world – Florence, Italy. Mark your calendar...Our conference takes place April 23 through April 29, 2010. In Florence you'll stay at the luxurious Westin Excelsior and see other fabulous Tuscan treasures by visiting Pisa, Siena, San Gimignano, Chianti, and Lucca.

Often referred to as the "Jewel" of the Italian Renaissance, Florence, Italy, served as the center of medieval European trade and finance. Known as the birthplace of innovative Renaissance virtuosos such as Leonardo da Vinci and Michelangelo, Florence is among the world's most influential centers of art, science, and architecture.

Today, tourism is the most significant industry in Florence, as the local population is greatly outnumbered by visitors from all over the world during the spring, summer, and fall months. Aside from its tourism responsibilities, food and wine have long been staples of the city's economy, reflecting on Florence's importance in the Tuscany region as one of the great wine-growing regions in the world.

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Westin Excelsior, Florence



Situated

on the beautiful Arno River, the Westin Excelsior mixes modern accommodations and amenities with centuries of Florentine history. Adjacent to famous landmarks such as the Uffizi Gallery and the Ponte Vecchio, this hotel, named to the 2006 and 2007 Condé Nast Traveler Gold Lists, is the perfect destination for the active historian or for anyone wishing to venture back in time while basking in Mediterranean-rich culture.

The Westin Excelsior offers breathtaking balcony views of the Arno, the Pitti Palace, and photogenic sunsets. As a Conference of Champions qualifier, you will be met with accommodating, knowledgeable service and a lavish setting, just a few walking minutes away from some of the most revered arts and architecture in the world.

LSW also will offer several tours throughout the Tuscan region. Whether you enjoy touring wine vineyards in Chianti, art museums in the center of Florence, or ancient architecture like the Leaning Tower in Pisa, the Westin Excelsior is your starting point.

Optional Tours...



Tuscan Journey

to Siena and San Gimignano

San Gimignano is a charming hill town that has preserved its medieval appeal. The abundant towers offer remarkable views, and you will be mesmerized by the city as you stroll along the narrow gothic streets. The plentiful towers of nobility have earned the name “San Gimignano of the Five Towers.” This town stands 1,100 feet above sea level and is surrounded by rolling hills covered with emerald green vineyards. A local guide will show you the most essential sights, including the Cathedral that has distinct marble panels displaying mythological figures and scenes from the Old Testament in an animated and delicate manner. After the excursion, you can discover this charismatic town with an array of shopping options including the local wines and olive oils produced in the area. The town of San Gimignano and the view from its towers will surely satisfy those seeking a Tuscan good time.

Wine Country

After traveling on a scenic and quaint road into the Chianti area of Tuscany, you will see the silhouette of the Verrazzano Castle and its ancient grandeur. Beautiful cypresses line the road and lead you into one of the most prominent wineries in all of Tuscany. A local wine specialist will conduct your majestic visit. He or she will discuss the intense aromas and the origins of the grapes grown on the castle grounds. You will see the wine cellars and the elaborate gardens where you will be taken on a guided tour around the vineyard. Later, a full traditional and delicious Florentine meal will be served alongside the local flavor of the wine from the castle itself. This will be a tour to savor!





Excursion to Lucca

One of the most popular tours is a half-day excursion to the town of Lucca. You'll know it by the massive red brick walls surrounding it, which close out traffic and the rest of the contemporary world. In 2 B.C., the town became a colony of ancient Rome, and the legacy is apparent on the streets of Lucca today.

Upon arrival, take pleasure in a guided expedition through this inimitable city visiting all the key sites, including the square that still recalls of the ancient Roman amphitheatre and the Cathedral dedicated to St. Martin. San Frediano founded the Cathedral in the sixth century. It was rebuilt in the 13th century.

The barricade, built with northern Romanesque-style arches, opens into a deep portico where one can examine and admire the stunning sculptures around the portals. Inside the cathedral, one can find the vastly revered Volto Santo ("Holy Face") that is a wooden crucifix from the 11th and 12th centuries surrounded by a marble temple that was erected by local artists. After the walkthrough of the Cathedral, the tour will end at a local restaurant where patrons may enjoy the local dishes of Lucca before venturing back to Florence.



The Town of Pisa

LSW also will offer a special tour to Pisa. The tour will begin with a tranquil visit through the Tuscan countryside to the historic university town situated on the Arno River. There one can find the "Square of Miracles," the focal point of the city where its most prized monuments are located, including the distinguished Leaning Tower, the Baptistery, and the Cathedral.

The Leaning Tower's construction began in 1173, and because of a poorly laid foundation and loose substrate, the tower started leaning in 1178. The Tower is a work of art that took approximately 177 years to complete. The Baptistery was completed more than 500 years ago and is still in perfect condition. The Cathedral possesses Romanesque doors by Pisano, and is the final stop on the tour. This remarkable tour is like taking a walk through history, and is sure to be a memorable experience.

There's no escaping it, this year's sales incentive is top-quality – just like LSW. We look forward to having the opportunity to experience the Jewel of the Renaissance with you when you qualify for LSW's 2010 Conference of Champions.

Start reviewing your sales plans now so you can qualify for LSW's 2010 Conference of Champions. Please be sure to review the Production Requirements and Rules. If you have any questions about the 2010 Conference of Champions, Production Requirements, or any of LSW's annuity products, please give our Sales Desk a call at 800-906-3310. One of our marketing representatives will be glad to assist you.

LSW's 2010 Conference of Champions Qualification Requirements for Individual Producers

1. The Qualification Period is January 1, 2009 through December 31, 2009. Only individual producers are eligible. Production Credits required for qualification are 1,800,000. Each individual producer must meet the stated production requirements, regardless of date contracted.
2. The term "individual producer" refers to any person licensed as an agent of LSW except for those specifically excluded below. The following categories of agents, sales, and/or collected premium are excluded from participating in this incentive program: a) sales by agents or agencies contracted through LaSalle National Bank, National Life Insurance Company, NLFA, IFA and/or ValuTeachers or any other organization determined at a future date by LSW to be ineligible for participation; b) all sales on the life of an agent, such agent's family members (to the extent the family business exceeds ¼ of the qualifying amount), or other agency members; c) sales by agents who are assigned to agencies and/or marketing organizations ("MO") as determined by LSW are excluded and/or may be subject to different qualification standards; principals of an included agency or marketing organization must be contracted separately as an individual producer to be eligible for qualification under these rules; d) unallocated Group Annuity contracts; e) sales by any Non-Commissioned Agent ("NCA") assigned to an agency and/or marketing organization which agency or MO has elected not to participate in the 2010 Conference of Champions; f) 1/10 of SureRate 2 sales are eligible, subject to the above. NCAs may qualify for the 2010 Conference of Champions.
3. Qualifying production relates to the sales of LSW annuity and life products only, must be based on at least 6 applications and is awarded only after all Policy delivery requirements are met. Production Credits are calculated as follows: One Production Credit is awarded for each dollar of issued and paid single annuity premium (regardless of Policy Form) with a maximum credit per life of 1,000,000. Single sum payments made to existing policies during the first five policy years will receive one dollar of production credit per premium dollar subject to above maximum. Four Production Credits are awarded for each dollar of issued and paid first-year annualized annuity premium, which premium is paid by salary reduction/deduction payments and/or monthly bank draft only subject to a maximum of 82,000 Production Credits per life. Six Production Credits are awarded for each dollar of annualized first-year, paid target life premium and term premium. One Production Credit is awarded for annualized, paid first-year life premium in excess of target premium. Life production credits are limited to 250,000 per life. One Production Credit will be awarded for each dollar of net annualized annuity premium increase (on salary reduction/deduction and monthly bank draft) after the first Policy Year, subject to determination under Company rules and meeting Company required persistency for agent's total book of business. Writing agent is responsible for tracking increases and submitting same for possible credit.
4. Internal Transfers will receive Production Credits based on the percentage of commissions payable on the new Policy.
5. Production Credits are awarded in the year in which the policy is issued or when a subject increase is made. No credits are given for sales that are "Not Taken." A deduction of credits may occur in the current or subsequent year if the premium on which an award is based is not collected, is refunded for any reason, and/or the commission on a policy is wholly or partially charged back. LSW will use its records to determine qualifications and make all judgments regarding applicable business.
6. No cash or alternate awards will be awarded or paid in lieu of the awards shown herein.
7. If you hold a Securities license, you will need to consult with your Broker-Dealer to see if you are eligible for non-cash compensation incentives based on your LSW annuity and life sales.
8. LSW reserves the right to determine eligibility and attendance is by invitation only. Only the qualifying producer and spouse may attend. If a qualifier has no spouse, adult guests over the age of 21 will be considered for invitation. The LSW Conference of Champions is designed for adults and, as such, children are not allowed. Attendees must be currently appointed and contracted with LSW at the time of the Conference of Champions to be eligible for invitation.





Life Insurance Company of the Southwest

1300 West Mockingbird Lane, Dallas, Texas 75247 / www.lifeofsouthwest.com