

**Senior Healthcare Consultants**  
*Grow wealthy with our future.*

*Proudly Presents*

# *The Ritz Carlton Puerto Rico*



*Spring 2007*  
*April 27<sup>th</sup> – April 30<sup>th</sup>, 2007*

[www.shcmarketing.com](http://www.shcmarketing.com)

[http://www.ritzcarlton.com/hotels/san\\_juan/default.html](http://www.ritzcarlton.com/hotels/san_juan/default.html)



*The Beautiful*

# *Ritz Carlton Puerto Rico!*



*Is the setting for our Annual Conference this year!*



[http://www.ritzcarlton.com/hotels/san\\_juan/default.html](http://www.ritzcarlton.com/hotels/san_juan/default.html)

# The First Class Privilege

- **Minimum \$200 to \$1,000 Greenback Cash!!!**

~ Based on individuals 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup>, or 4<sup>th</sup> Squad Producer Placement on your Team during the Round 2 "To Be Announced" Ritz Carlton Puerto Rico Cash Bonus Contests

- **Airfare X 2 (significant other included)**
- **Top Producer Executive Level Hotel Suite**
- **RJR Upper Management Champagne Welcoming**
- **All-Star Producer Casino Privileges**



- **Stretch Limousine Travel with airport pick up**
- **Friday Evening High-Roller**

*"Oh yes... we will leave our mark in Puerto Rico!"*

**Dinner/Cocktail Party!!!**

- **Ritz 18-Hole Golf with Cart**
- **Saturday Evening Convention Front Row Seats**
- **Saturday Evening Top Producer Award Recognition**
- **Saturday Evening Steak/Lobster/Cocktails/Beer/Wine/Champagne**
- **1<sup>st</sup> Class Paid Excursion Privileges**



*"Meet the Man With a Plan!"*

- **Choice of Jet Skiing, Parasailing, Kayaking, Scuba, Fishing/Boating, Snorkeling, Hiking, Windsurfing**
- **Paid-up Night Out In Puerto Rico with RJR and SHC Upper Management with Invitation To Presidential Suite After Party!!!**

## 1<sup>ST</sup> CLASS TEAM RECOGNITIONS

**Each 1<sup>st</sup> Class Team Producer Will Receive:**

- 2007 SHC Top Producer Business Shirt
- SHC 1<sup>st</sup> Place Ritz Carlton Puerto Rico Team Shirt
- **Gold** SHC Badge w/ Emblem(s) earned during "Rico" Contests

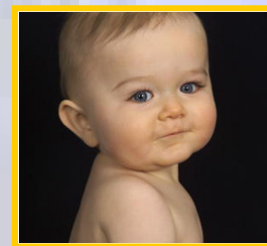
(Round 2)

# The Second Class Privilege

- **Minimum \$100 to \$800 Greenback Cash!!!**
  - ~ Based on individuals 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup>, or 4<sup>th</sup> Squad Producer Placement on your Team during the Round 2 “To Be Announced” Ritz Carlton Puerto Rico Cash Bonus Contests
- **Airfare X 1 (*significant other on you!*)**
- **Roommate Suite Accommodations**
- **SHC Middle Management Sparkling Wine Welcoming**
- **High Producer Casino Privileges**
- **Paid Taxi  Travel**
- **Friday Evening High Producer Dinner/Cold Beer/Tepid Wine Shindig!**
- **Ritz 18-hole Golf, NO prepaid cart ---**have fun sweating!****
- **Saturday Evening Convention Second Row seats (*enjoy a 2<sup>nd</sup> place seat to get the best view of what 1<sup>st</sup> place looks like!*)**
- **Saturday Evening Runner-up Award Recognition**
- **Saturday Evening Chicken Dinner/Beer/Wine**
- **2<sup>nd</sup> Class Paid Excursion Privileges**
  - **Choice of Hiking, Snorkeling, Kayaking, Biking, Sightseeing Tour, Yoga, Puerto Rican Arts/Crafts**



**Paid Evening In Puerto Rico with David Chambers**  
“Don’t let his young looks fool you on going to bed too early!”



## 2<sup>ND</sup> CLASS TEAM RECOGNITIONS

**Each 2<sup>nd</sup> Class Team Producer Will Receive:**

- 2007 SHC High Producer Business Shirt
- SHC 2<sup>nd</sup> Place Ritz Carlton Puerto Rico Team Shirt
- **Silver** SHC Badge + Emblem(s) earned during “Rico” Contests  
(Round 2)

# The Third Class Privilege

- **Minimum \$50 - \$300 Greenback Cash!!!**
  - ~ Based on individuals 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup>, or 4<sup>th</sup> Squad Producer Placement on your Team during the Round 2 “To Be Announced” Ritz Carlton Puerto Rico Cash Bonus Contests
- **Inconvenient X 1 Air Travel – Hope you like coach red-eye flights!**
- **High occupancy room w/ roll-away bed**
- **SHC Mad-Dog 20/20 Slam Down**  
Welcoming – **drink up, you’ll need it to enjoy all of the rest of your wonderful privileges below!**
- **SHC Little Producer Keno Room Casino Privileges**
- **Prepaid Travel By Foot – get ready to burn off calories!**
- **Friday Evening Little Producer Vegan Dinner and Perrier w/ Lime Fête!**
- **Public Course 9-hole Golf, NO prepaid cart -- hack away!**
- **Saturday Evening Convention Third Row seats**
- **Saturday Evening Almost Last Place Recognition**
- **Saturday Evening Puerto Rican Pickled Pig Foot and Sofrito Bean Dinner – what a delicious delicacy!**
- **3<sup>rd</sup> Class Paid Excursion Privileges**
  - **Choice of Snorkeling, Biking, Yoga, Puerto Rican Arts/Crafts, Puerto Rican Ritz Cooking Class**
- **A Night-In roll-playing, reviewing the 30K, and discussing ways to get your Team production UP... while the #1 and #2 Place Teams enjoy a night on the town!**



## 3<sup>RD</sup> CLASS TEAM RECOGNITIONS

Each 3<sup>rd</sup> Class Team Producer Will Receive:

- 2007 SHC Base Producer Business Shirt
- SHC 3<sup>rd</sup> Place Ritz Carlton Puerto Rico Team Shirt
- **Bronze** SHC Badge + Emblem(s) earned during “Rico”

Contests

(Round 2)

# The Last Place Privilege

- **Minimum \$20 to \$200 Greenback Gambling Cash!!!**  
~ Based on individuals 1<sup>st</sup>, 2<sup>nd</sup>, 3<sup>rd</sup>, or 4<sup>th</sup> Squad Producer Placement on your Team during the Round 2 “To Be Announced” Ritz Carlton Puerto Rico Cash Bonus Contests
- **Bus Travel to Miami, Propeller Plane Air Travel to Puerto Rico – Hope you like coach red-eye flights!**
- **Already Occupied Hotel Room.**
- **Travel By... actually, just stay in your room with your counterparts and save money!**
- **A Hand Shake Welcoming.**
- **Casino Bingo Parlor Privileges – get your app out, lots of seniors!**
- **A Friday Evening Hamburger Dinner + Soda Pop Experience.**



- **Putt-Putt Championship Golf!**
- **Saturday Evening Convention Back Row Seats!!**
- **Saturday Evening Last Place Recognition!!!**

- **Saturday Evening Refried Beans and Rice Supper**
- **Fully Paid Free Beach Excursion Privileges**
- **A night out with you and whoever else will go!**



- Let us know how it goes.



## LAST PLACE HUMILIATIONS

**Each Last Place Team Producer Will Receive:**

- 2007 SHC Tiny Producer Business Shirt
- SHC Last Place Ritz Carlton Puerto Rico Team Shirt
- **White** SHC Badge (keep your standard issue) + Emblem(s) earned during “Rico” Contests

(Round 2)

# Individual Production Additional Bonuses



## **12 New Business Weekly Turn-Ins:**

Week One: **Monday, 11/6/06**

Week Two: **Monday, 11/13/06**

Week Three: **Monday, 11/20/06**

**Week Four\*:** 11/27 + 12/4/06

Week Five: **Monday, 12/11/06**

Week Six: **Monday, 12/18/06**

Week Seven: **Tuesday, 12/26/06**

**Week Eight\*\*:** Tues, 1/2 + 1/8/07

Week Nine: **Monday, 1/15/07**

Week Ten: **Monday, 1/22/07**

Week Eleven: **Monday, 1/29/07**

Week Twelve: **Monday, 2/5/07**

**\*Two production turn-ins count as only one week towards Convention!**

**\*\*Two production turn-ins count as one week PLUS counts double towards Convention!!**



**MINIMUM 12-WEEK PRODUCTION: \$115,000.00 Combined Premium**  
**All Senior Healthcare Partners (SHP): Counts DOUBLE towards 115K**

# President's Club-Executive Platinum Level

Submit issued premium of \$200,000 or greater over 12-Week Convention Contest period and earn the following **HUGE BONUSES\***:

- \$2,000.00 Greenback Cash awarded during the SHC convention
- Choice of Italian Handmade Zelli Shoes – Max Price: \$1,800.00
- Guaranteed qualification for all vacation trips, convention trips, 5-day cruises, and weekend getaways until 3/31/09.
- **“Your Name”** on the **SHC Top Producer Hall of Fame**, awarded during the SHC convention
- Career **GOLD** Badge Privileges for all future SHC trips
- Free Preset Appointments for 4 weeks --- You pick the free weeks!!
- 2000 Free SHC All-Star Bonus Points Redeemable at [www.shcallstar.com](http://www.shcallstar.com)
- 2-point personal commission level increase (max 20% comm. level; if already at 20% commission level, then a 2% increase on personal renewals for business written 4/1/07 forward)
- Dinner for Four at any restaurant of your choice --- You pick it, we pay it!!! Max price: \$150.00
- \$100,000.00 Non-Cancellable Premium Bonus to 2007 renewal equity
  - 100K X 5% = \$5,000.00 paid out monthly over 12 months
  - 100K X 7% = \$7,000.00 paid out monthly over 12 months
- 3 Complimentary Trips to the SHC Lodge, All Expenses Paid For Two
- Prepaid “significant other” on all SHC trips until 4/1/08
- “Significant Other” \$150.00 Spa Privileges during Convention Trip
- Career Lifetime SHC Limo Privileges whenever visiting SHC offices



\*If an individual is terminated or resigns their contract with Senior Healthcare Consultants or is no longer a part of the RJR sales staff all bonuses described herein are null and void and will not be honored.

# President's Club-Executive Level

Submit issued premium of \$180,000 or greater over 12-Week Convention Contest period and earn the following **HUGE BONUSES\***:

- \$1,000.00 Greenback Cash
- Choice of Italian Handmade Zelli Shoes – Max Price: \$1,200.00
- Guaranteed qualification for all vacation trips, convention trips, 5-day cruises, and weekend getaways until 3/31/08
- “Your Name” on the **SHC Top Producer Hall of Fame**, awarded at the convention
- Career SILVER Badge Privileges for all future SHC trips
- Free Preset Appointments for 3 weeks --- You pick the free weeks!!
- 1000 Free SHC All-Star Bonus Points Redeemable at [www.shcallstar.com](http://www.shcallstar.com)
- 1-point personal commission level increase (max 20% comm.. level; if already at 20% commission level, then a 1% increase on personal renewals for business written 4/1/07 forward)
- Dinner for Two at any restaurant of your choice --- You pick it, we pay it!!! Max price: \$100.00
- \$80,000.00 Non-Cancellable Premium Bonus to 2007 renewal equity
  - 80K X 5% = \$4,000.00 paid out monthly over 12 months
  - 80K X 7% = \$5,600.00 paid out monthly over 12 months
- 2 Complimentary Trips to the SHC Lodge, All Expenses Paid For One
- Prepaid “significant other” on all SHC trips until 9/1/08
- “Significant Other” \$100.00 Spa Privileges during Convention Trip
- SHC Limo Privileges until 1/1/08 whenever visiting SHC offices



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# President's Club-Round Table Qualifier

Submit issued premium of \$150,000 or greater over 12-Week Convention Contest period and earn the following **HUGE BONUSES\***:

- \$300.00 Greenback Cash
- Choice of Italian Handmade Zelli Shoes – Max Price: \$850.00
- Guaranteed qualification for all vacation trips, convention trips, 5-day cruises, and weekend getaways until 1/1/08
- **“Your Name”** on the **SHC Team Top Producer Hall of Fame**, awarded at the convention
- Career SILVER Badge Privileges for all future SHC trips
- Free Preset Appointments for 2 weeks --- You pick the free weeks!!
- 500 Free SHC All-Star Bonus Points Redeemable at [www.shcallstar.com](http://www.shcallstar.com)
- Dinner for Two at any restaurant of your choice --- You pick it, we pay it!!! Max price: \$75.00
- \$60,000.00 Non-Cancellable Premium Bonus to 2007 renewal equity
  - 60K X 5% = \$3,000.00 paid out monthly over 12 months
  - 60K X 7% = \$4,200.00 paid out monthly over 12 months
- 1 Complimentary Trip to the SHC Lodge, All Expenses Paid For One
- Prepaid “significant other” on all SHC trips until 1/1/08
- “Significant Other” \$75.00 Spa Privileges during Convention Trip
- SHC Limo Privileges until 9/15/07 whenever visiting SHC offices



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# President's Club-Qualifier

Submit issued premium of \$130,000 or greater over 12-Week Convention Contest period and earn the following **HUGE BONUSES\***:

- \$150.00 Greenback Cash
- Choice of Italian Handmade Zelli Shoes – Max Price: \$500.00
- Guaranteed qualification for all vacation trips, convention trips, 5-day cruises, and weekend getaways until 9/15/07
- **“Your Name”** on the **SHC Team Top Producer Hall of Fame**, awarded at the convention
- Free Preset Appointments for 1 week --- You pick the free week!!
- 250 Free SHC All-Star Bonus Points Redeemable at [www.shcallstar.com](http://www.shcallstar.com)
- Dinner for Two at any restaurant of your choice --- You pick it, we pay it!!! Max price: \$50.00
- \$40,000.00 Non-Cancellable Premium Bonus to 2007 renewal equity
  - 40K X 5% = \$2,000.00 paid out monthly over 12 months
  - 40K X 7% = \$2,800.00 paid out monthly over 12 months
- 1 Complimentary Trip to the SHC Lodge
- Prepaid “significant other” on all SHC trips until 9/15/07



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