

A collage of underwater photographs featuring a sea turtle swimming in the center. The background is composed of various shades of blue and orange, with a large orange square on the left side containing the year '2015'.

2015

# Liberty**Leaders**

Sales Recognition Meeting

Maui, Hawaii  
May 18-22, 2016

# Surf's Up

The Liberty Leaders program is one of the most prestigious for Sales Representatives in Personal Lines Field Distribution. These are the people who reach their sales goals by putting the customer first with every interaction.



Our 2015 honorees will be rewarded in grand fashion—with an unforgettable trip to Maui, Hawaii, for the annual Sales Recognition Meeting. The event will be held May 18-22, 2016, at the luxurious Grand Wailea Resort.

All winners will be recognized by senior leadership for their accomplishments, and also have a chance to enjoy the Hawaiian sun, surf, and culture. Can you say “Aloha?”

We want to see you earn an invitation to next year’s meeting. This e-brochure details the complete Liberty Leader selection guidelines.

Thank you for delivering our customers peace of mind every day ... and good luck!

**Alan Schlosberg**

*President, Personal Lines Distribution*





## Our way of saying “**Mahalo**”

Liberty Leaders is a formal recognition program designed to honor the top performers from Field Sales.

It acknowledges the tremendous dedication of our sales force to implement our Quality Standards in support of our Common Purpose. This unparalleled customer experience is the hallmark of Liberty Mutual's successful growth over the past decade.

Thanks to the efforts of our distinguished Liberty Leaders, we are able to deliver our customers peace of mind every day by helping them protect what they value most.

# Maui

The second largest of the Hawaiian Islands, Maui is graced with beautiful beaches, sunsets, and tropical resorts.





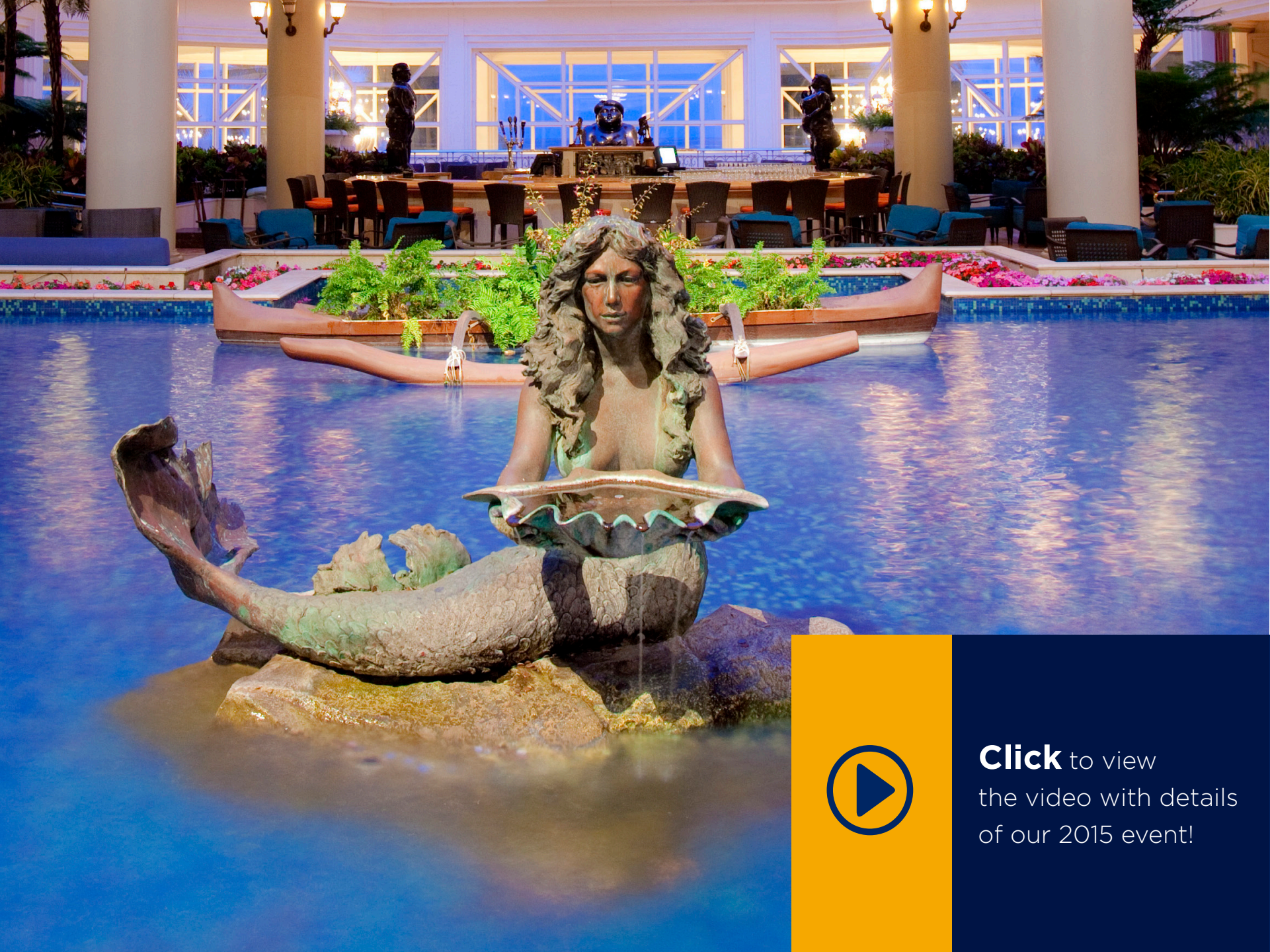
# A little slice of paradise

The recognition celebration for our 2015 Liberty Leaders winners will take place in May 2016 at the beautiful Grand Wailea Resort in Maui, Hawaii, where you will be treated to an unforgettable experience. Nestled on 40 acres of lush tropical gardens, the Grand Wailea is the ultimate luxury Maui resort for relaxation and fun in the sun.

As our guests of honor, all winners will be recognized by the senior leadership team of <<organization>>. In addition, each winner will have the pleasure of inviting one guest to join in the celebration.\*

\*Please note: Employees who earn an invitation to any recognition trip may not invite another eligible employee to accompany them as their guest. Exceptions to this rule will be made only for spouses or domestic partners, and who have the recommendation of management.





# How you get to Maui

Liberty Leaders Sales Recognition Meeting attendees are chosen based on their ability to exceed key objectives and deliver outstanding performance within seven distinct programs.

View these programs and their qualifying requirements on the next page.



**Click** to view the video with details of our 2015 event!

From the scenic slopes of Upcountry Maui to some of the world's best beaches, a visit to Maui recharges the senses.





# The magnificent seven

## Liberty Leaders Club

The Liberty Leaders program recognizes the top sales professionals who have met or exceeded the Liberty Leaders standards set for their states.

## Liberty Life Leaders Club

To join this prestigious club, these talented individuals must have an impressive record of success in the sale of Life Insurance and Annuities

## Manager of the Year

This program honors managers for their managerial excellence and achievements in attaining sales goals, and developing successful team environments

## Crown Award *Countrywide*

This exclusive recognition is presented annually to the top Sales Representative in four categories:

- Top Overall Producer
- Top Auto Producer
- Top Property Producer
- Top Life and Annuity Producer

## Pursuit of Leaders

This program recognizes our less-tenured Sales Representatives for meeting or exceeding pro-rated Liberty Leaders standards

## Rookie of the Year *Countrywide*

This celebrated award is presented annually to the top rookie Sales Representative in four categories:

- Top Overall Producer
- Top Auto Producer
- Top Property Producer
- Top Life and Annuity Producer

## Rookie of the Year *Zone Gold Winners*

This award recognizes strong-performing rookie Sales Representatives in each Zone in three categories:

- Auto Production
- Property Production
- Life and Annuity Production, with a Gold, Silver, and Bronze winner in each category



A map of the Hawaiian Islands is shown against a dark blue background with a subtle, textured pattern. The island of Maui is highlighted in a bright yellow color, while the other islands are in a dark blue shade. The text "See you in Maui" is overlaid on the map, with "Maui" in yellow and "See you in" in white.

# See you in Maui

May 18-22, 2016

