

February 2015

To: Our valued field partners

Where does our industry turn for *advocacy* — a strong voice with all who govern and regulate our business? NAIFA is the answer — The National Association of Insurance and Financial Advisors. NAIFA remains the single most powerful voice defending you and your clients on Capitol Hill, in state legislatures and in insurance commissioners' offices throughout the country.

I'm writing to urge you all to make NAIFA even more influential by becoming a member.

What's at stake? The products and services essential to your clients' financial strategies and to your career. Right now, NAIFA representatives are hard at work ensuring the future of your profession. The NAIFA PAC (Political Action Committee) and PIC (Political Involvement Committee) are central in this effort, led by their experienced lobbyists and legal team.

Advantages beyond advocacy come with NAIFA membership as well:

- **Powerful Online Resources:** NAIFA offers excellent web resources, bringing members the most current information on industry news.
- **Essential Education:** NAIFA partners with its many affiliates, such as the American College, AALU, NAILBA and LIMRA, supporting high levels of education and integrity in our industry.
- **Advisor Today:** NAIFA's award-winning magazine offers sales and industry information monthly.
- **Top Industry Recognition:** NAIFA membership is the first step in qualifying for the Million Dollar Round Table (MDRT), National Quality Awards, and in earning the LUTCF designation. NAIFA also offers the highest award in our industry, the John Newton Russell Award.
- **Top Peers:** NAIFA leadership is a cross-section of the nation's top financial professionals.

Our field partners have a long legacy of leadership with NAIFA. **We salute all who have already joined, and strongly urge those of you who are not already NAIFA members to call toll-free 877-TO-NAIFA (877-866-2432) or go to www.naifa.org and join today.**

NAIFA plays a key part in helping us achieve our mission of fulfilling life. I hope you will play a part in keeping NAIFA strong.



JoAnn Martin, CPA, FLMI
President and Chief Executive Officer
Ameritas Mutual Holding Company