



American Family Life Insurance Company
6000 American Pkwy
Madison WI 53783-0001

August 2006

To: All agents

Authors: Gerry Benusa, vice president of marketing
Jeff Bosco, vice president of life, variable products and health

Subject: National Association of Insurance and Financial Advisors (NAIFA)

In your role as an agent, you know the importance of working with your customers to provide options for their life insurance needs. An organization that works diligently to represent and protect your unique interests as an insurance professional is the National Association of Insurance and Financial Advisors (NAIFA).

This non-profit organization has been around since 1890. It is the nation's largest financial services membership association, working with more than 60,000 insurance and financial advisors to ensure the future of our profession and the way we do business.

American Family Life Insurance Company is a strong supporter of NAIFA. We encourage all agents to get involved at a national, state and/or local level for the many career-enhancing benefits and growth opportunities.

Here are some of the many membership advantages you'll enjoy as a member of NAIFA.

- **Sales Ideas and Resources:** In addition to the wealth of information you can find on www.NAIFA.org, you'll have access to proven sales and marketing ideas, new product and financial news, and association and industry information in your monthly subscription to *Advisor Today* magazine, and through *e-TIPS*, NAIFA's electronic newsletter.
- **Training and Networking:** Attending NAIFA meetings at the local and state level provides excellent networking opportunities. You also qualify for discounts on training opportunities through NAIFA's alliances with LUTC and The American College. There's also a Young Advisors Team (YAT) for members 40 years old and under that focuses on making sure young advisors have the resources and network opportunities to be successful.
- **Political Advocacy:** NAIFA represents your interests at the state and federal level. It also helps keep you up-to-date on legislation in your area that may affect your business.
- **Industry recognition, leadership and awards:** You can enhance your leadership skills through one of NAIFA's state-run Leadership in Life Institutes. Your membership also fulfills the professional membership requirement for Million Dollar Round Table, the association for top producers in the financial services industry.

As of August 2006, American Family Life Insurance Company had 464 active members. If you're not a member, you can join today by contacting NAIFA at 1.877.866.2432. The annual membership fee is approximately \$300.

Thank you for your continue commitment to working with customers on their life insurance needs. You're helping them make important decisions about their future and provide financial protection for their loved ones should something unexpected happen.