



NEWS & STRATEGIES FOR ASSOCIATION LEADERS

INSIDER

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Action Items

- Buy your ready-to-frame copy of NAIFA's Code of Ethics in the [NAIFA Marketplace](#) and display it proudly in your office.
- Visit the [2008 Convention website](#) for updates.
- [Apply Online for the 2008 Manager's Membership Award](#)
- [Subscribe](#) to the NAIFA Podcasts.
- [Read](#) your digital issue of *Advisor Today*.
- [Listen](#) to the new *Advisor Today* podcast.
- [Update](#) Your NAIFA Member Record.
- [Read](#) the new *Advisor Today* YAT Chat.

T o p S t o r y

What's New on the NAIFA Website

Vicky Dobbin, Director of Communications, NAIFA

Have you visited the NAIFA website (www.naifa.org) lately? We've added new content and several new features to make the site more useful for members and potential members.

- Information on [Advisor Today](#) is now more prominent on the bottom of the home page and includes links to three featured articles as well as the magazine cover.
- More content has been added to the "What's New" section. It now features only headlines, linking to stories. This allows more news in this section.
- A searchable [staff directory](#) has been added to the site. Searches for staff may be conducted by key word, department, first and last name. Results provide name, title, department, email address and phone and fax number.
- Contact information has been added for the [NAIFA Board of Trustees](#). (Members must log-in to view the contact information.)
- The [search engine](#) has been expanded to include contact information for relevant staff members based on key words.

- A new section for the [NAIFA Code of Ethics](#) has been added just below the "What's New" section. Also, members may now purchase ready-to-frame copies of the [Code of Ethics from the NAIFA Marketplace](#).
- The 2008 Convention and Career Conference website is now live at www.naifa.org/convention Online registration opens March 1.

If you need help finding your way around the NAIFA website, download the "Quick Guide to the NAIFA Website" flyer at www.naifa.org/guide.pdf. The two-page guide gives you an overview of the home page and a list of shortcuts to the most popular pages.

For more information on the NAIFA website, please contact Vicky Dobbins at vdobbins@naifa.org or 703-770-8113.

Catch the NAIFA Wave!

There is something for every NAIFA member at the 2008 NAIFA Convention and Career Conference to be held September 6-10 at the Manchester Grand Hyatt in San Diego. Online registration opens March 1. Local and state leaders, delegates to the national council or just members looking for ideas to improve their practice, everyone is catching the NAIFA wave to San Diego.

The 2008 convention will feature more education opportunities, new networking opportunities and a great destination. "San Diego is one of America's most wonderful cities with so much to see and do. And, it's always a beautiful day in San Diego," says Cliff Wilson, CLU, ChFC, LUTCF, NAIFA President-Elect and Chair of the 2008 Convention Committee.

San Diego is renowned for its idyllic climate, 70 miles of pristine beaches and a dazzling array of world-class family attractions. Popular attractions include the world-famous San Diego Zoo and Wild Animal Park, Sea World San Diego and LEGOLAND California. San Diego offers an expansive variety of things to see and do, appealing to guests of all ages from around the world.

The keynote speakers are always a highlight of the NAIFA Convention and Career Conference. "We are very excited about all of the presenters scheduled to appear in San Diego," says Wilson. "Taking our cue from NAIFA 21, particular attention was made to find keynote speakers who can provide valuable insight into our future."

Generation Y expert Peter Sheahan will be the Sunday General Session keynote. Sheahan is a globally recognized authority on generational change and the shifting expectations of customers and staff. Sheahan's insight into the most influential consumer and employee group in the world today - Generation Y - the upwardly mobile generation born between 1978 and 1994 allows him to keep ahead of trends as they begin with Gen Y and move upwards into the broader market.

The Tuesday General Session keynote is economic futurist, Jeff Thredgold. In a world of constant change and as our nation faces an approaching election, Thredgold will lead you on a slightly irreverent, up-to-the-minute "tour" of the economy, financial markets, education, government, and a sneak preview of the future. Thredgold's insights will give you a glimpse at the issues that will shape our lives and careers.

The registration brochure for NAIFA's 2008 Convention and Career Conference is published inside the March issue of *NAIFA's Advisor Today*. Or, attendees can register online at www.naifa.org/convention.

Visit the [website](#) for more information about programming, making hotel reservations and more. Early registration discounts are available, so don't delay.

Program Report

March is YAT Awareness Month!

Sarah Sears-Egeli, Director, Membership Programs, NAIFA

Have you planned your event for YAT Awareness Month? It's not too late! Make sure you recognize the importance of the Young Advisors Team (YAT) in your area by highlighting your group with an event or activity in March. Visit the YAT webpage at www.naifa.org/yat and click on the Best Practices link in the "What's New" section to get ideas for events to host in your area.

Does your YAT group have a success story you would like to share? Email your narrative to yat@naifa.org and let other YAT groups across the federation benefit from your experience. All success stories will be included in the 2008 Best Practices Guide.

National Membership Second Benchmark Achievers Announced

Seth Ewing, Director of Membership Marketing, NAIFA

Congratulations to the state and local associations that achieved the second 2007-08 National Membership Benchmark on January 31, 2008! This benchmark, which represents 50 percent of National membership goal, was met by 49 state and 488 local associations. Thank you to these associations for your dedication to NAIFA membership. Keep up the great work!

The next National Membership Benchmark is 75 percent of National membership goal, by March 31, 2008.

For a full list of 50 percent National Membership Benchmark achievers, please visit www.naifa.org/leaders/membership/top_achievers_50.cfm

Resources to Use

AHIA 2008 Employee Benefits Educational Symposium

Caitlin Kubler, Marketing Coordinator, AHIA

The Association of Health Insurance Advisors (AHIA) – NAIFA’s health and employee benefits advocate – is proud to present the Employee Benefits Educational Symposium in September 2008.

This educational opportunity held in conjunction with the NAIFA Annual Convention and Conference will provide attendees with the knowledge to improve even the most successful employee benefits practice.

A general theme of the Employee Benefits Symposium will be how agents can differentiate themselves from other agents. Two discussion panels will be held on Saturday morning:

Building Your Agency

Panelists will discuss alliance building with other agencies; cross-selling within an agency; and dealing with agency transitions from building a new business to retirement.

Meeting Client Expectations

Representatives from a small employer, large group and a carrier will discuss their expectations of an employee benefits agent.

Each panel will include time for a question and answer session. During this session panelists will answer three questions. AHIA wants to ensure that each of the panelists is addressing issues consistent with our intent. They will be asked to address these questions and to make any other comments they deem appropriate.

To ensure that our panelists address key issues during the Q&A session we are asking for your help. Do you or any of your agents selling health insurance have any particular questions or issues they would like to see addressed?

If so, please email them to ckubler@naifa.org and we will make every effort to incorporate them into the appropriate presentation. This symposium is intended to assist advisors and agents in strengthening their competitive edge and we would greatly appreciate your valuable input.

LILI and NAIFA 21: Working Together To Grow Your Association

Ian McCommons, Leadership in Life Institute, NAIFA

This year the Leadership in Life Institute (LILI) is being held by 37 state associations that have partnered with NAIFA to provide this proven leadership development program to their members. Over 300 candidates are expected to enroll this year. LILI alumni are expected to exceed 1,300 by end of 2008.

As LILI continues to grow, it is appropriate to thank our state sponsors for their vital role in this program. You plant the initial seeds for success when you host LILI in your state and send your members on this incredible personal journey. LILI grads represent the future of the NAIFA federation and are literally raising the standards for effective leadership in our associations.

LILI participants attend day-long sessions once a month for six months. NAIFA provides all materials and trains moderators to lead classes. State associations select moderators, handle logistics, decide tuition and accept candidates recommended by their local associations.

Participants commit to two years service in their local association. All levels of the federation benefit because LILI graduates provide skilled effective leadership for local, state and national committees, as well as the boards at all three levels.

If you have not yet selected and reported a LILI Chair for your state, we encourage you to do so. The LILI Chair supports the state sponsor in candidate selection, class start-up and plays a key role in maintaining the quality of the LILI program.

While some institutes started class in January 2008, there may still be enrollment opportunities in these states: Alabama, Connecticut-New England Forum, Hawaii, Idaho, Kentucky, Louisiana, Maryland, Massachusetts, New Mexico, New York, Oklahoma, Oregon, Puerto Rico, Utah, and Wisconsin.

Class size is limited and now is the right time to contact sponsoring states about attending.

To see a list of all the 2008 institutes please visit www.naifa.org/benefits/lili/lili_moderator_list.cfm.