



SOCIETY OF ACTUARIES

Dear SOA Member:

I recently returned from the 2010 Annual Meeting in New York and can sum up my experience in one word—fantastic! The meetings, the sessions, the speakers, the atmosphere, and the camaraderie were second to none. I thank all those who attended and the many members and SOA staff who made this meeting the spectacular event that it was.

For me personally, this meeting held special meaning. I was truly honored when I received the Badge of Office from Mike McLaughlin, and officially became the SOA's 62nd president. It is a privilege to be able to serve in this role and I am looking forward to an exciting and prosperous year as I work with you, the SOA staff and the Board of Directors.

As you know, approving the annual budget is one of the most important functions of our Board. Earlier this year, the Board approved its 2011 budget with no increase in member dues for the fifth consecutive year. The decision to hold dues constant for another year continues to reflect careful management of the organization's funds. It also demonstrates our goal to provide resources for ongoing functions such as investing in systems that will improve search results and functionality on our website, and exploring additional distance learning options.

Maintaining membership dues also signifies our dedication to the SOA Strategic plan, a plan that guides our strategic initiatives through 2012 and allows the flexibility to address new opportunities as they surface. While we will continue to focus our attention on strengthening our partnerships among the actuarial organizations, raising the visibility of actuaries through the media, and prioritizing our research projects and investments, we also will be devoting energy to other key initiatives including:

- Broadening SOA's channels for engaging members and candidates, including increased acceptance of social media.
- Increasing the scope of our student outreach activities.
- Strengthening our existing partnership with the Canadian Institute of Actuaries and Canadian members overall.
- Exploring other significant opportunities for actuaries, such as business analytics.

These endeavors illustrate our dedication to the SOA and the future of the actuarial profession. Thanks, in large part, to your investment through membership dues, we have the resources, the talent, the energy and the enthusiasm to see great opportunities and make them happen. When we work together, everything is possible. I look forward to serving you in the year ahead.

Sincerely,

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