

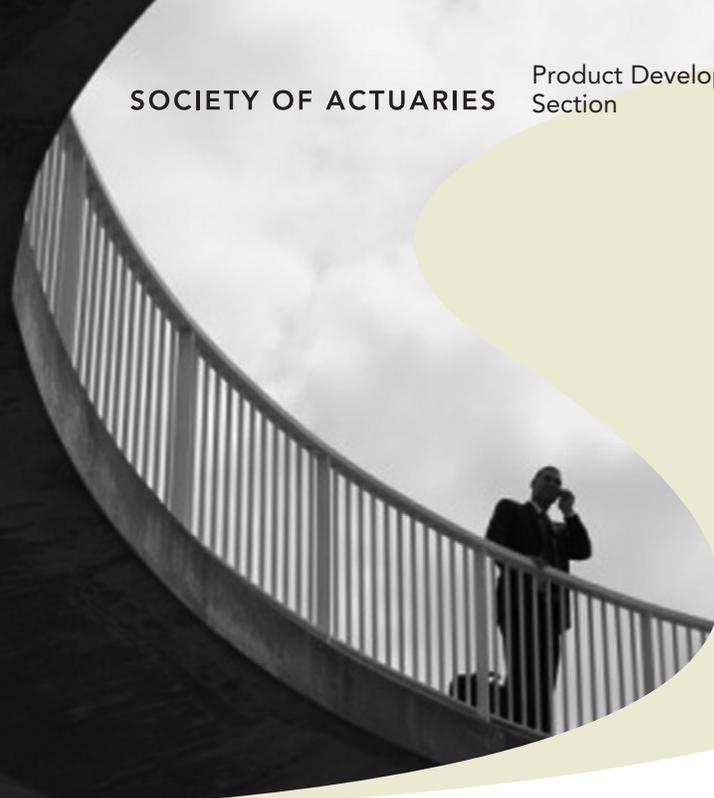


SOCIETY OF ACTUARIES

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Election results bring exciting news of new members that are eager to jump in and contribute. At the same time, it's sad to say good-bye to the retiring members who have willingly volunteered their time over the last year to help in the success of this section. Please join us in saying thanks and good-bye to retiring members Dale Hall (outgoing Chair), Christine Dugan and Steve Largent.

Looking forward, the new members joining the Product Development Section Council are Christie Goodrich, Chris Daniels and Paul Pflieger. The remainder of this article tells you more about each of your new council members. Please don't hesitate to get to know them.

Christie Goodrich joined Aviva Life and Annuity Company in August 2007 in the role of vice president — Life Product Management. In her role, Christie leads the product development and pricing of a variety of universal life and term products. Christie is also responsible for the interest rate setting of both indexed life and traditional life products and manages Aviva's closed blocks of business. Prior to joining Aviva, Christie held a variety of roles in the product development and pricing of life insurance and annuity products at Principal Financial Group, ING and Mutual of Omaha. Christie graduated from the University of Nebraska - Lincoln in 1995 with a Bachelor of Science degree in Actuarial Science and Mathematics/Statistics. She became a fellow of the Society of Actuaries (SOA) in 2005. Christie looks forward to serving on the Product Development Section of the SOA.

Chris Daniels is vice president of Life Product Development & Pricing at Farm Bureau Life Insurance Company (FBL), West Des Moines, Iowa. Chris joined FBL in 1985 and is

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Christie Goodrich

currently a member of their management team. Since 1994, Chris has managed the Product Development & Pricing department and he has worked with a full range of individual life and annuity products, both variable and non-variable. Chris has been involved in all aspects of state filing compliance, competitive research, design of products and policy forms, design of agent compensation programs, pricing assumptions and models, and reinsurance. During his time at FBL, Chris has been the illustration actuary from 1997-2007, and he has been a member of the following company committees: Asset/Liability Management, Market Conduct, Capital Adequacy, Variable Product Subaccount Due Diligence, Product Management. Chris graduated with an Actuarial Science degree from Drake University in 1983, became a fellow of the Society of Actuaries in 1989 and a member of the Academy of Actuaries in 1990.



Chris Daniels

Paul O. Pflieger is director, Expense Analysis at Thrivent Financial for Lutherans located in Minneapolis, Minn. Paul has more than 15 years of experience in product development leadership roles related to annuity product development, pricing and general product management. During this time, he led the development of a wide variety of products, including fixed and variable deferred annuities, fixed and variable immediate annuities, inflation-adjusted immediate annuities, equity-indexed annuities and VA guaranteed living and death benefits. He has also led life product and LTC product development efforts. In addition, he has led cash flow testing and valuation functions for life, annuity and health products. Paul became a fellow of the SOA in 1994 and a member of the Academy of Actuaries in 1990. He has served on a variety of industry and SOA committees including the LOMA Product Development Management Committee (2002 – 2008), the ACLI Annuities Committee (2001 – 2008) and the SOA Annual Program Committee (2006 Chair, 2005 Vice Chair). ■



Paul Pflieger