



SOCIETY OF
ACTUARIES®

2019 **ANNUAL
MEETING**
& EXHIBIT

October 27-30
Toronto, Canada

Session 071: In Search of...Opportunities for Actuaries: Ideas to Expand Your Reach and Impact

[SOA Antitrust Compliance Guidelines](#)

[SOA Presentation Disclaimer](#)

In Search of.... Opportunities for Actuaries

Ideas to Expand Your Reach and Impact

GREG HEIDRICH, EXECUTIVE DIRECTOR

CHRISTINE HOFBECK, BOARD MEMBER

EILEEN LUXTON, BOARD MEMBER

MIKE BOOT, SOA MANAGING DIRECTOR

October 2019



SOCIETY OF ACTUARIES

Antitrust Compliance Guidelines

Active participation in the Society of Actuaries is an important aspect of membership. While the positive contributions of professional societies and associations are well-recognized and encouraged, association activities are vulnerable to close antitrust scrutiny. By their very nature, associations bring together industry competitors and other market participants.

The United States antitrust laws aim to protect consumers by preserving the free economy and prohibiting anti-competitive business practices; they promote competition. There are both state and federal antitrust laws, although state antitrust laws closely follow federal law. The Sherman Act, is the primary U.S. antitrust law pertaining to association activities. The Sherman Act prohibits every contract, combination or conspiracy that places an unreasonable restraint on trade. There are, however, some activities that are illegal under all circumstances, such as price fixing, market allocation and collusive bidding.

There is no safe harbor under the antitrust law for professional association activities. Therefore, association meeting participants should refrain from discussing any activity that could potentially be construed as having an anti-competitive effect. Discussions relating to product or service pricing, market allocations, membership restrictions, product standardization or other conditions on trade could arguably be perceived as a restraint on trade and may expose the SOA and its members to antitrust enforcement procedures.

While participating in all SOA in person meetings, webinars, teleconferences or side discussions, you should avoid discussing competitively sensitive information with competitors and follow these guidelines:

- **Do not** discuss prices for services or products or anything else that might affect prices
- **Do not** discuss what you or other entities plan to do in a particular geographic or product markets or with particular customers.
- **Do not** speak on behalf of the SOA or any of its committees unless specifically authorized to do so.
- **Do** leave a meeting where any anticompetitive pricing or market allocation discussion occurs.
- **Do** alert SOA staff and/or legal counsel to any concerning discussions
- **Do** consult with legal counsel before raising any matter or making a statement that may involve competitively sensitive information.

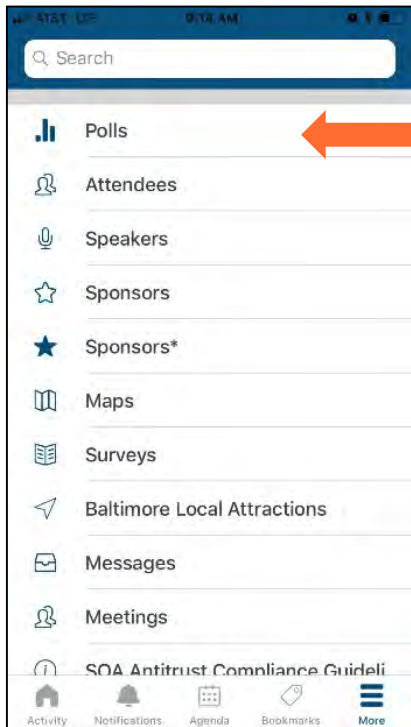
Adherence to these guidelines involves not only avoidance of antitrust violations, but avoidance of behavior which might be so construed. These guidelines only provide an overview of prohibited activities. SOA legal counsel reviews meeting agenda and materials as deemed appropriate and any discussion that departs from the formal agenda should be scrutinized carefully. Antitrust compliance is everyone's responsibility; however, please seek legal counsel if you have any questions or concerns.

Presentation Disclaimer

Presentations are intended for educational purposes only and do not replace independent professional judgment. Statements of fact and opinions expressed are those of the participants individually and, unless expressly stated to the contrary, are not the opinion or position of the Society of Actuaries, its cosponsors or its committees. The Society of Actuaries does not endorse or approve, and assumes no responsibility for, the content, accuracy or completeness of the information presented. Attendees should note that the sessions are audio-recorded and may be published in various media, including print, audio and video formats without further notice.

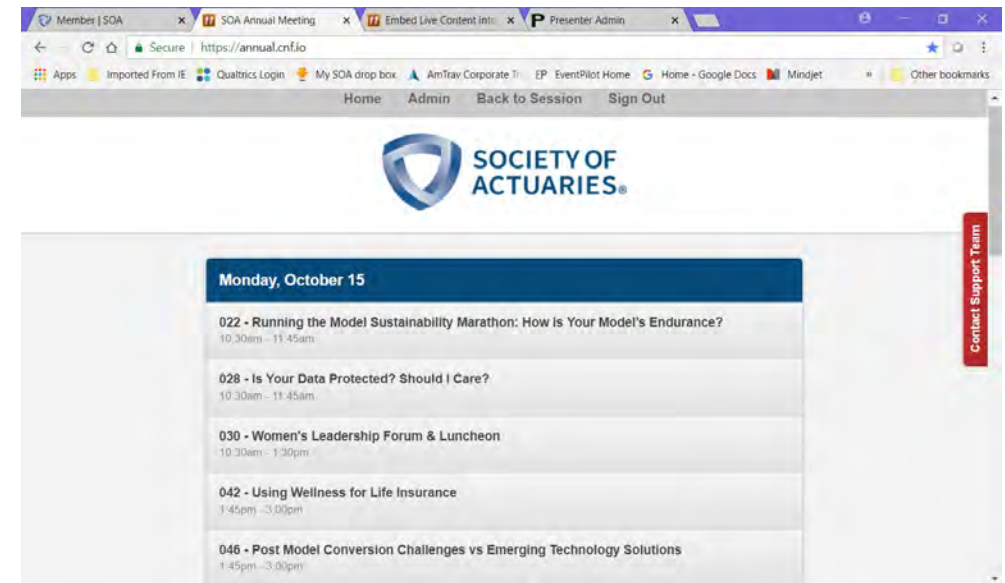
To Participate, look for Polls in the SOA Event App or visit annual.cnf.io in your browser

Find The Polls Feature Under **More**
In The Event App or Under This
Session in the Agenda



or

Type annual.cnf.io In Your Browser



Polling Question – Why did you choose to attend this session?

- A. I want to expand my skills and impact
- B. I want to grow my people network
- C. I want to give back to my profession
- D. The stellar speakers enticed me here
- E. I am killing time until the reception starts



Live Content Slide

When playing as a slideshow, this slide will display live content

Poll: Why did you choose to attend this session?



Session Goals

- Resources
- Opportunities

SOA Organization





SOCIETY OF
ACTUARIES

Three-fold commitment:

Education, Research and the Profession

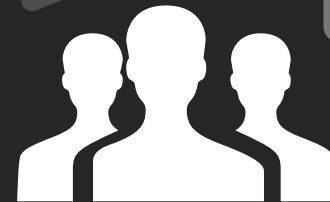
31,400+
MEMBERS



43,200+
CANDIDATES



4,500+
VOLUNTEERS



Polling Question – The SOA has the highest % growth over the past five years in this country with at least 150 SOA members?

- A. United States
- B. Canada
- C. Thailand
- D. China

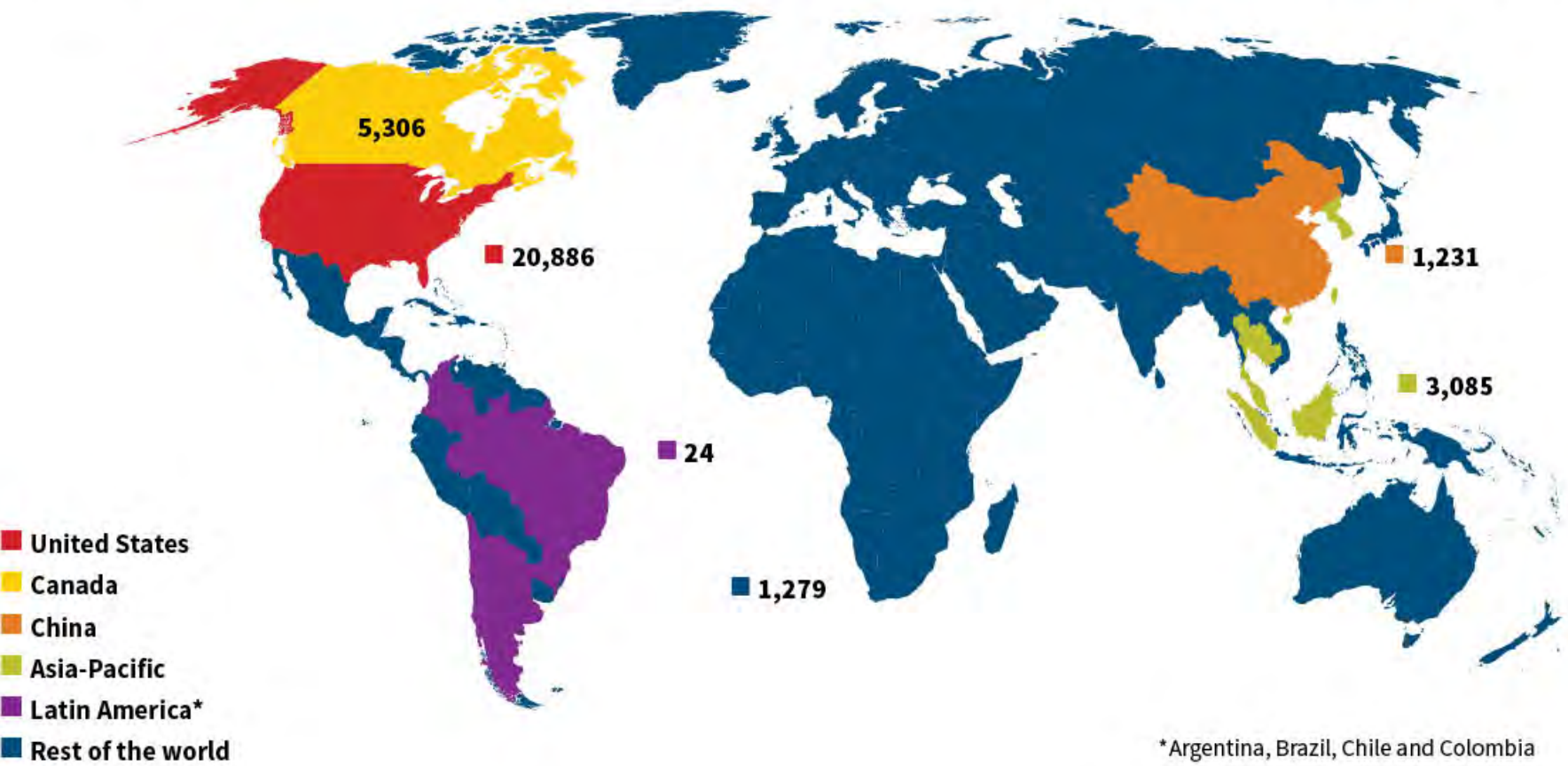


Live Content Slide

When playing as a slideshow, this slide will display live content

**Poll: The SOA has the highest % growth
over the past five years in this country
with at least 150 SOA members?**

31,811 members as of June 30, 2018



We are purpose-driven

Mission:

Through **education and research**, the SOA advances actuaries as **leaders in measuring and managing risk** to improve financial outcomes for individuals, organizations, and the public.

Vision:

Actuaries are **highly sought-after professionals** who **develop and communicate solutions** for complex financial issues.

SOA Strategic Plan

Mission: Through education and research, the SOA advances actuaries as leaders in measuring and managing risk to improve financial outcomes for individuals, organizations, and the public.

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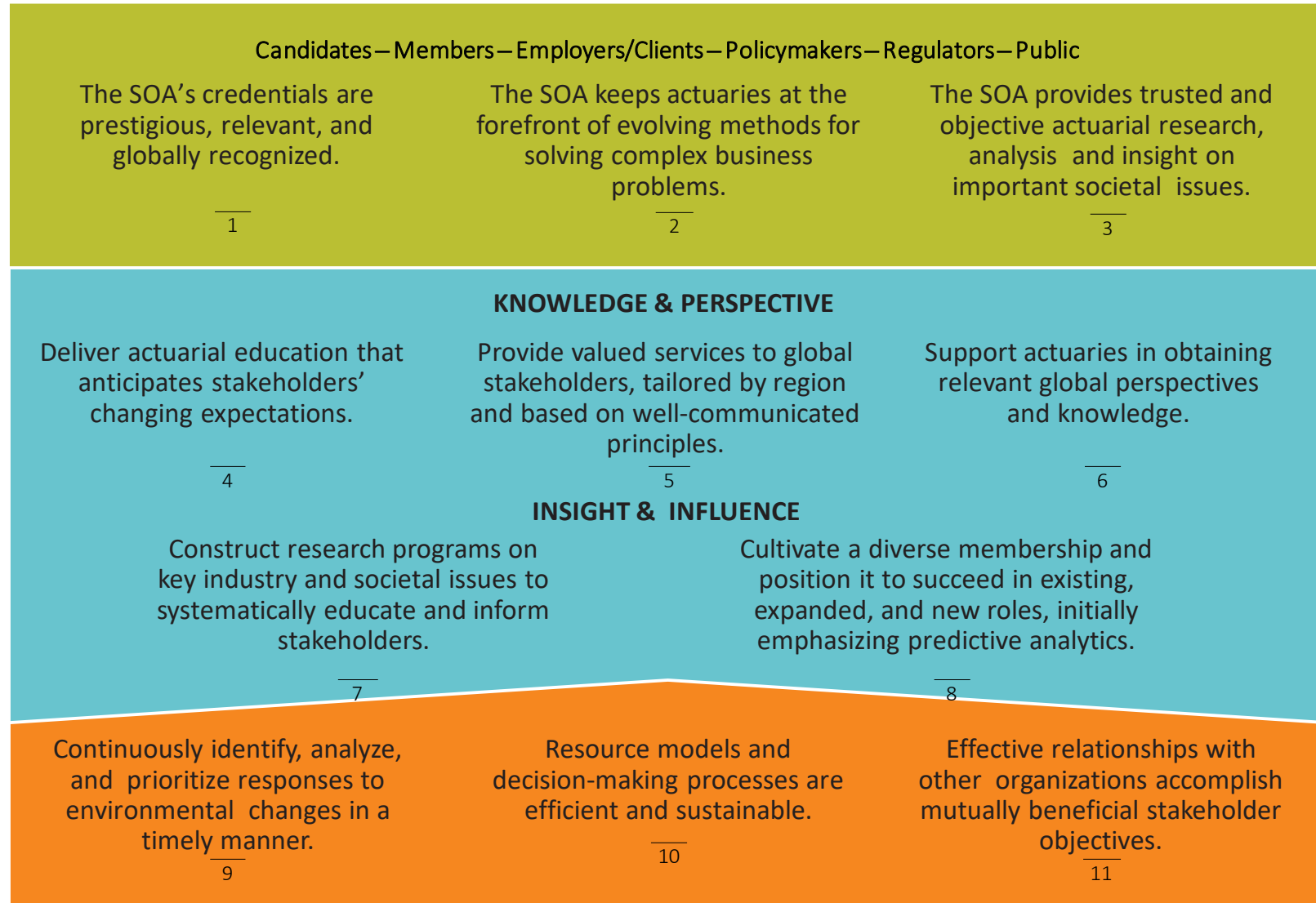
Stakeholders



Strategies



Organizational Capabilities



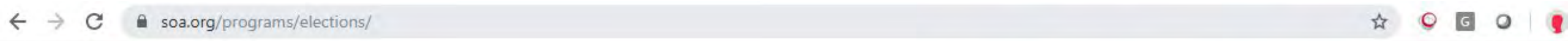
The SOA Board Oversees the Pursuit of the SOA Mission and Vision

- The Board executes the strategic plan for our growing professional association
- Board is composed of 18 members:
 - 15 elected Board members (5 per year for a 3 year term)
 - President-Elect
 - President
 - Past President
- Interested in running for a Board position? Statements of interest are due by March 31st each year.

The Nominating Committee is tasked with *independently* identifying potential future leaders

- SOA is one of few actuarial organizations with contested elections
- Preferred/desired leader/candidate attributes include:
 - Diversity of practice area, leadership style, geography, demographics, etc.
 - Alignment of skillset with the current SOA strategic plan and goals
 - Commitment to the profession & intellectual engagement
 - Ability to work well with others
- Interested in serving on NomCom? Statements of interest are due each Oct.

For more information go to soa.org/programs/elections/



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[Future Actuaries](#) [Education & Exams](#) [Professional Development](#) [Research](#) [Professional Sections](#) [Tools & Resources](#) [About SOA](#)

SOA Elections

Participate in and learn more about the elections for Society of Actuaries (SOA) Board of Directors and sections.



Polling Question – The SOA has how many full-time staff members?

- A. 0-75
- B. 76-150
- C. 151-200
- D. Over 200



Live Content Slide

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Poll: The SOA has how many full-time staff members?

SOA staff play an active role in advancing our strategic mission and vision



EDUCATION



RESEARCH



ENGAGEMENT



SECTIONS & PRACTICE
ADVANCEMENT



MARKETING &
COMMS



INTERNATIONAL



HUMAN
RESOURCES



FINANCE

Volunteerism



Christine My Journey Story 1

Volunteering is both selfless and selfish

“I get so much out of it that it almost feels like a **selfish** motive... [Volunteering] **informs** the work that I do for **my clients**.”

“...in contributing to these various Committees, I bring back knowledge to my own company and provide **additional perspective and knowledge within my own work**.”

“The biggest benefit for me has been in **communication and interpersonal skills**. Being able to carry on elevator conversations with other executives, being able to describe a concept very succinctly, and yet get the message across. These are things that I’ve learned from the volunteers that I’ve worked with.”

For more information, go to engage.soa.org/volunteeropportunities/

engage.soa.org/volunteeropportunities/opportunities-list-public

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SOA ENGAGE

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search



Volunteer Opportunities

You must be signed in to apply!

Show Filter

Showing 1 to 10 of 25

Name - A to Z

10 per page

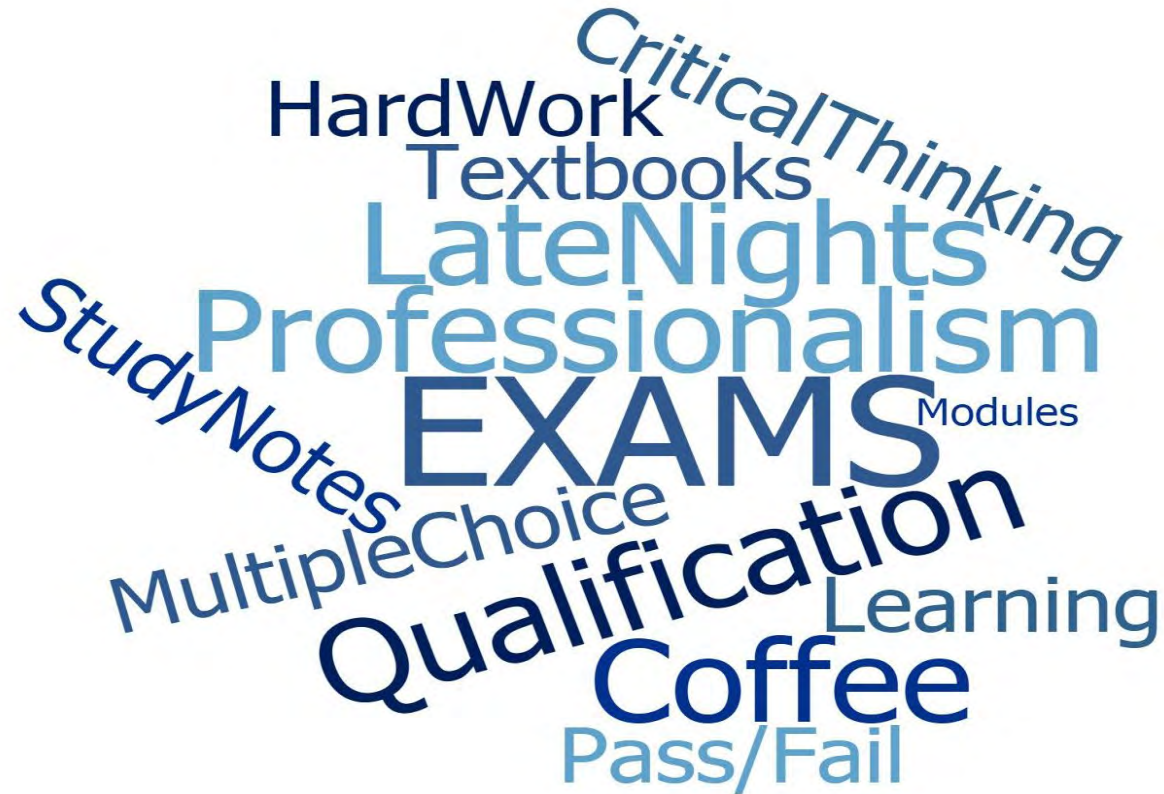
Details

2019 FRM/CFE Exams Content Update Case Study

SOA Education



When I think of SOA Education, I think of.....



When I think of SOA Education, I think of.....

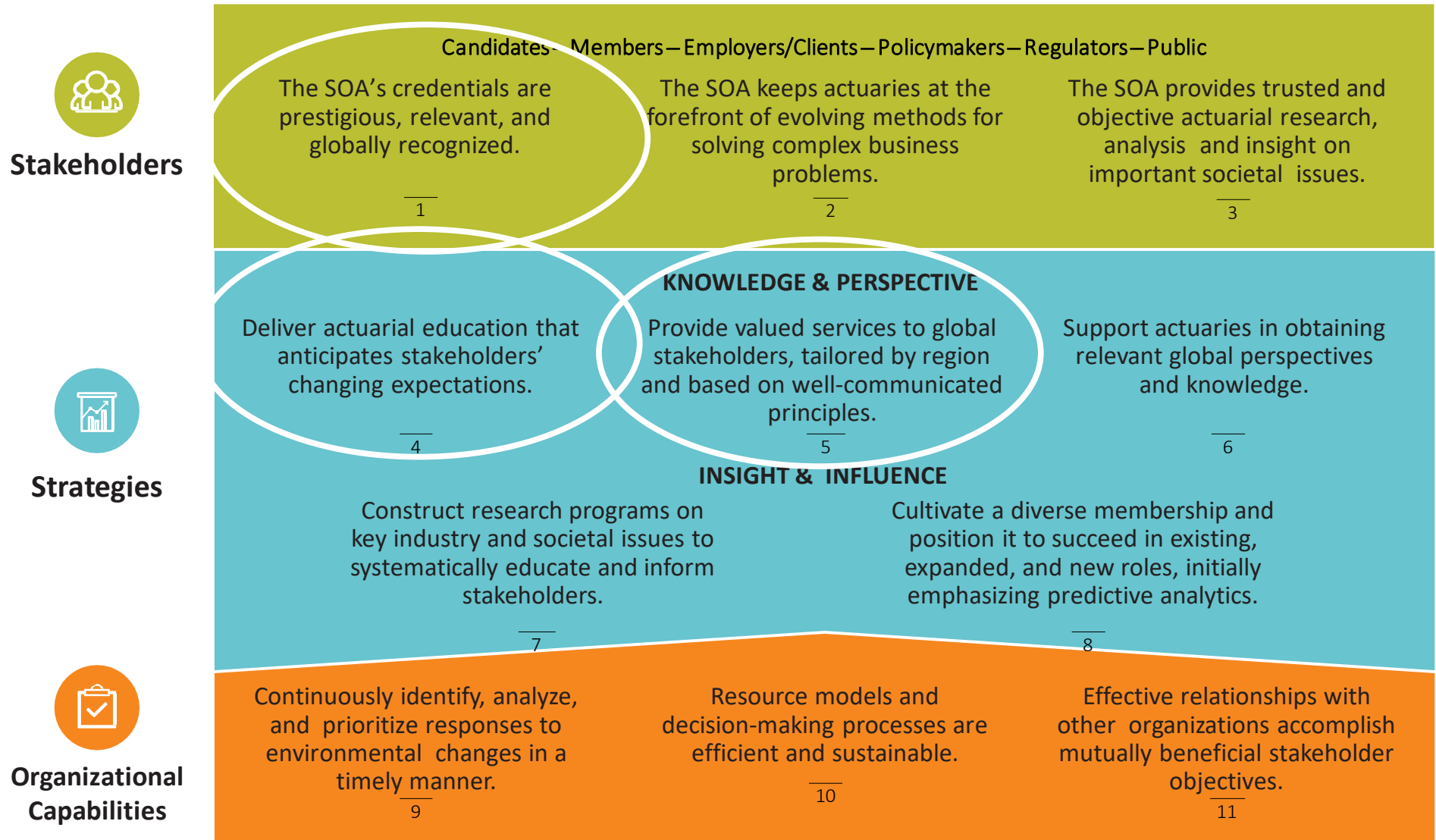


Eileen My Journey Story 2

SOA Strategic Plan

Mission: Through education and research, the SOA advances actuaries as leaders in measuring and managing risk to improve financial outcomes for individuals, organizations, and the public.

Vision: Actuaries are highly sought-after professionals who develop and communicate solutions for complex financial issues.



Polling Question – The top three exam registration centers for the SOA, in order, are?

- A. Toronto, Seoul, New York
- B. Beijing, Taipei, Chicago
- C. New York, Montreal, Seoul
- D. Hong Kong, Philadelphia, Shanghai



Live Content Slide

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Poll: The top three exam registration centers for the SOA, in order, are?

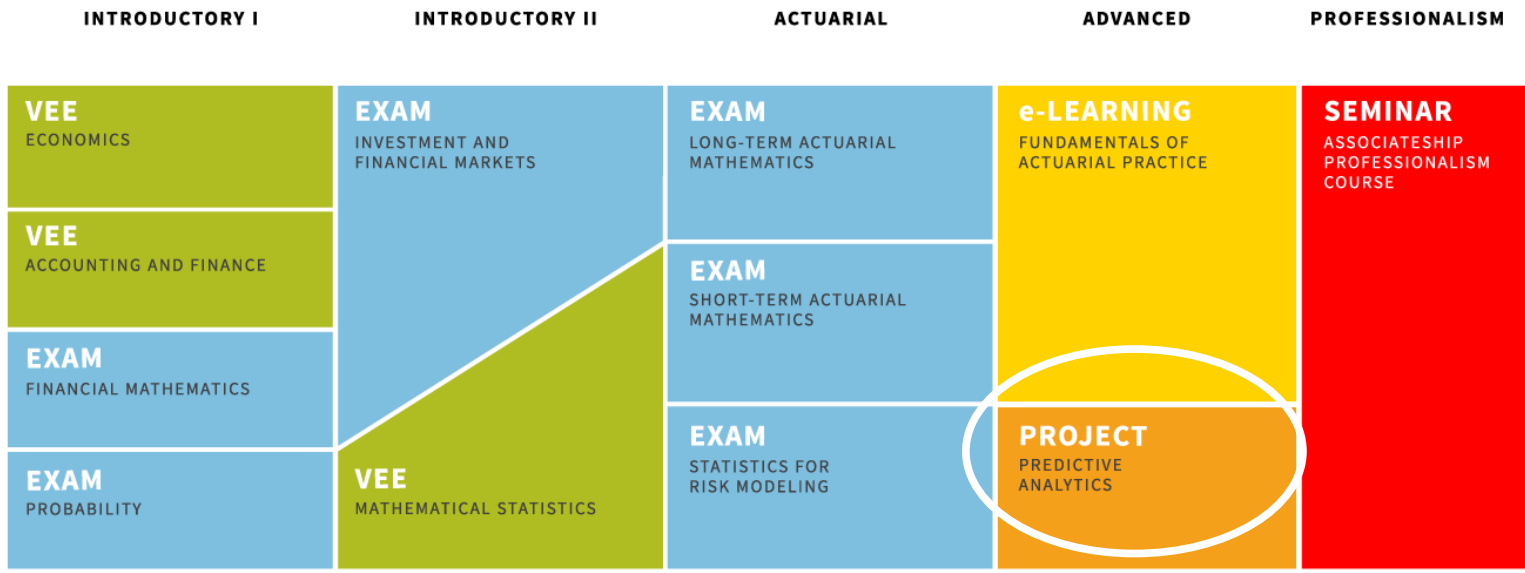
Where Exams are Administered



TOP EXAM CENTERS IN 2018

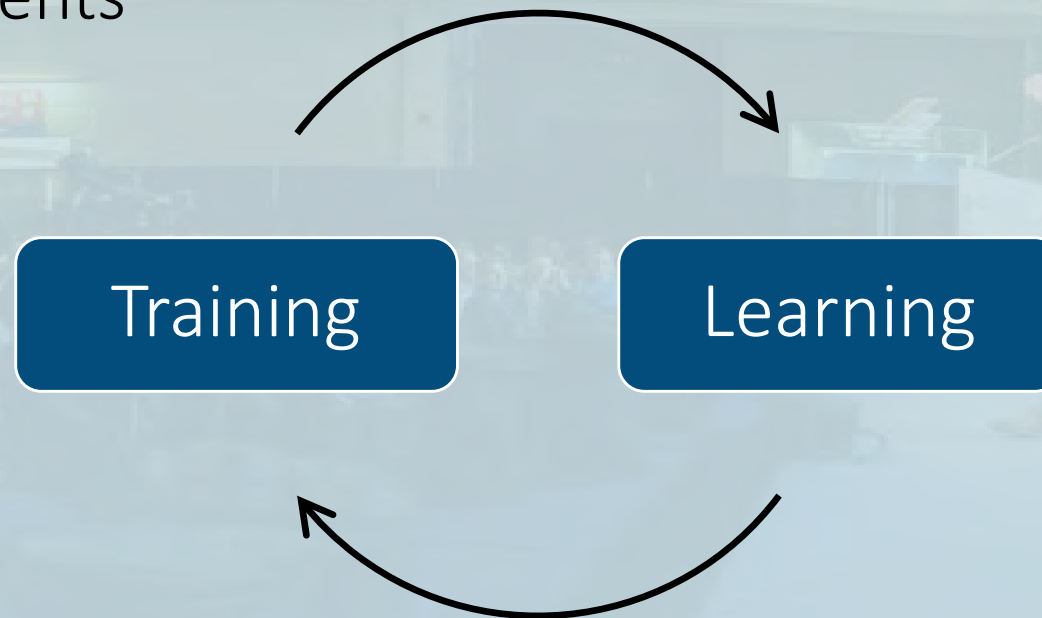
Toronto, ON
Seoul, Korea
New York, NY
Chicago, IL
Montreal, PQ
Beijing, China
Kuala Lumpur, Malaysia
Taipei, Taiwan
Hong Kong
Minneapolis, MN
Philadelphia, PA
Shanghai, China
Newark, NJ
Hartford, CT
Boston, MA

ASA / FSA Pathway



Maintaining Dynamic and Relevant Updates to Education through Professional Development

- Major meetings
- Seminars and section events
- Webcasts
- E-learning Courses
- Podcasts



For more information, go to
engage.soa.org/volunteeropportunities/

The screenshot shows a web browser window with the URL engage.soa.org/volunteeropportunities/opportunities-list-public. The page header includes links for [Contact Us](#), [Terms of Use](#), [soa.org](#), and a [Sign in](#) button. The SOA Engage logo is prominently displayed. A yellow navigation bar contains links for Home, Communities, Directory, Browse, Participate, and Volunteer. A search bar is located on the right side of the navigation bar, with an arrow pointing to it from the text below. The main heading is "Volunteer Opportunities" with a sub-message: "You must be signed in to apply!". Below this, there is a "Show Filter" button, a pagination indicator "Showing 1 to 10 of 25", and two dropdown menus for "Name - A to Z" and "10 per page". The first item in the list is "2019 FRM/CFE Exams Content Update Case Study".

“Grader” – “Question writer” – “Session proposal”

SOA Research



SOA Strategic Plan

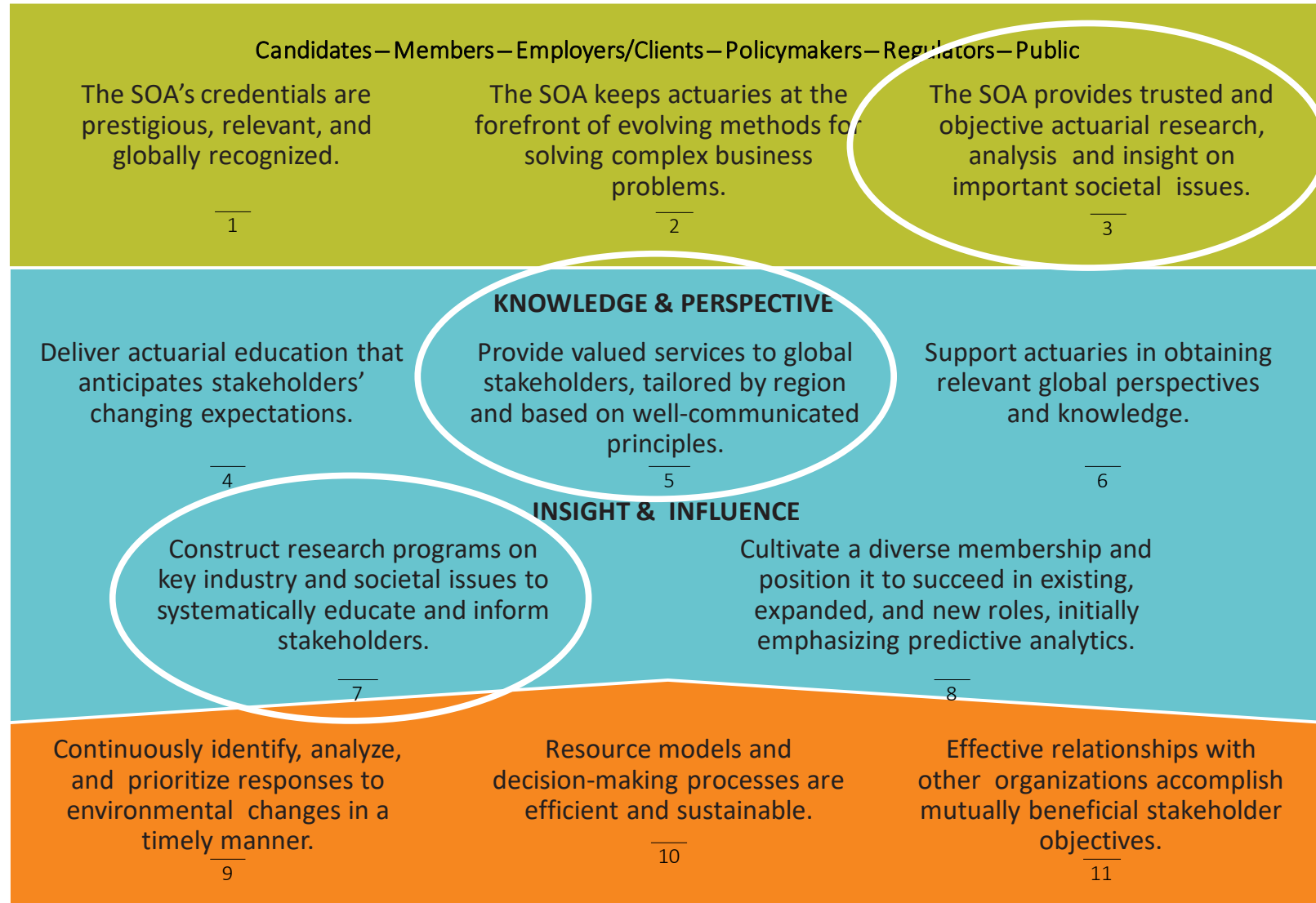
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Stakeholders


Strategies


Organizational Capabilities



Why undertake strategic research?

- For our members
- Gives us a voice
- Bolsters our brand

Polling Question – The SOA completed how many research reports and studies in the last year?

- A. 0-25
- B. 25-50
- C. 50-75
- D. Over 75



Live Content Slide

When playing as a slideshow, this slide will display live content

**Poll: The SOA completed how many
research reports and studies in the last
year?**

Current SOA Strategic Research Programs



Aging and Retirement

Reviews the societal impact of aging populations and the solutions for mitigating risk.



Health Care Cost Trends

Focuses on the forces that shape health care cost and utilization, and the changes over time.



Actuarial Innovation and Technology

Highlights the evolution of technology as it applies to the actuarial profession, industry and population trends.



Catastrophe and Climate

Studies climate trends and their impact on extreme and catastrophic events.



Mortality and Longevity

Examines the factors impacting models and mortality predictions, and the analysis of longevity trends.

For more information, go to soa.org/research

The screenshot shows the SOA website with the following elements:

- Browser address bar: soa.org
- Navigation links: MEMBER, CANDIDATE & STUDENT, ASIA, CANADA
- Logo: SOCIETY OF ACTUARIES®
- Utility links: CALENDAR, ACTUARIAL DIRECTORY, MY SOA, LOG IN, LIVE CHAT
- Search bar: A search input field with a magnifying glass icon.
- Primary navigation menu: Future Actuaries, Education & Exams, Professional Development, **Research**, Professional Sections, Tools & Resources, About SOA
- Research section content:
 - About SOA Research**
 - Strategic Research Programs
 - Trending SOA Research
 - Research in Progress
 - Volunteer with SOA Research
 - Actuarial Research
 - Research By Topic**
 - Aging & Post-Retirement
 - Climate
 - Disability
 - Finance & Investment
 - General Insurance
 - Health
 - Innovation & Technology
 - International
 - Life & Annuities
 - Long-Term Care
 - Research Opportunities**
 - Predictive Analytics & Modeling
 - Retirement & Pensions
 - Risk Management
 - U.S. Population
 - Valuation/Illustrations
 - Tables, Calculators & Modeling Tools**
 - Research Proposal Requests
 - Research Data Requests
 - Calls for Papers
 - Research Funding and Grants
 - Research Competitions

Current and Future Opportunities for Actuaries



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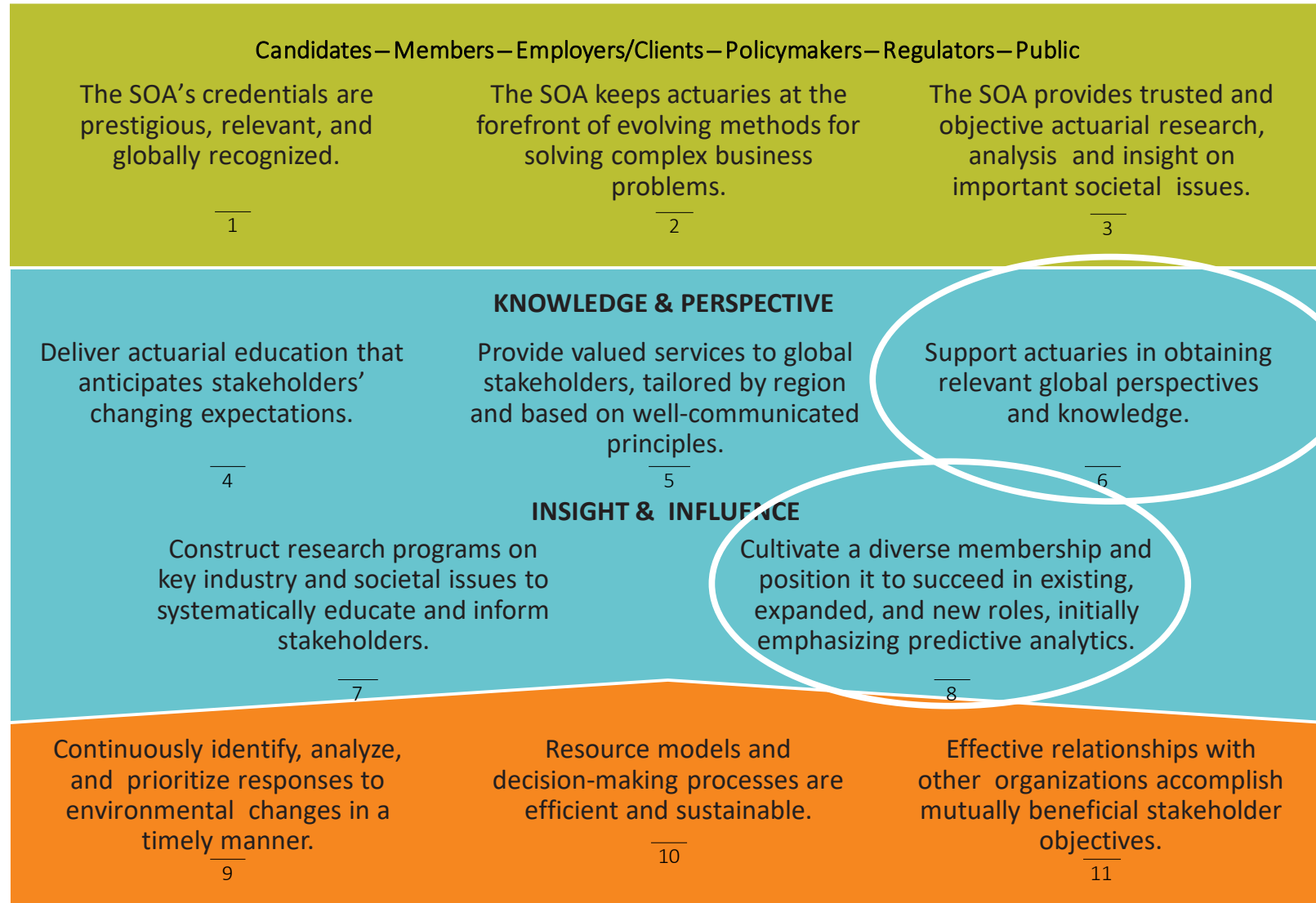
Stakeholders



Strategies



Organizational Capabilities



Current Opportunities

“SOA members and candidates expect the SOA credential to correlate to a viable and superlative career path. In order to serve their needs, the SOA must keep abreast of opportunities appropriate to its membership.”
– Cultivating Opportunities Team Charter

The screenshot shows the Society of Actuaries Job Center search page. At the top left is the Society of Actuaries logo. Navigation links for 'EMPLOYERS', 'JOB SEEKERS', and 'SIGN-IN OR CREATE ACCOUNT' are visible. The main search area includes a search bar with the text 'Society of Actuaries Job Center', a 'Keyword or Job Title' input field, a 'Location' dropdown menu set to '200 mi/32', and a search button. Below the search bar is a checkbox for 'Only search position title'. A button labeled 'Email Me Jobs Like This' is positioned to the right. The search results section shows 'Refine your search: (Viewing 1 - 25 of 333 jobs)' and 'Sort by: Position | Company | Location | Posted' with a 'Show All Details' link. A job listing is partially visible, showing 'Sr. Actuary / AVP Actuary (Annuity)' by 'hannover re' with a 'Preferred' badge.

Polling question – Which of these topics were **NOT** prize winners for actuaries in the Kaggle competition?

- A. Identifying ships from satellite images
- B. Measuring air pollution in China
- C. Tracking the human footprint in the Amazon
- D. Classifying species of fish
- E. Improving lung cancer detection



Live Content Slide

When playing as a slideshow, this slide will display live content

Poll: Which of these topics were NOT prize winners for actuaries in the Kaggle competition?

Future Opportunities

- Long term roles for actuaries
- Impact of AI, Machine Learning and Big Data
- Global impacts
- InsureTech
- Generational changes



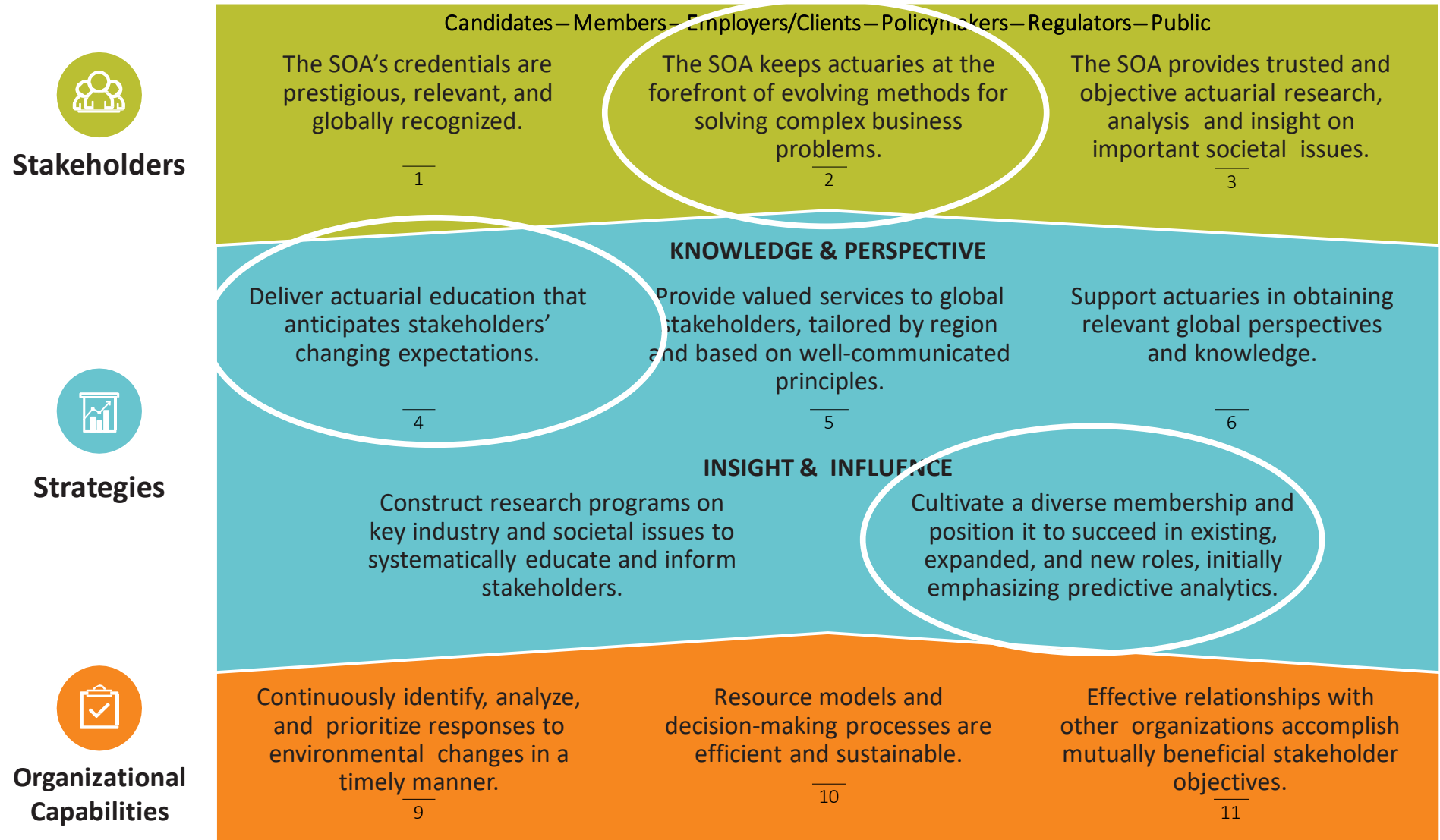
SOA Professional Interest Sections



SOA Strategic Plan

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Polling Question – The SOA has how many Professional Interest Sections?

- A. 10
- B. 20
- C. 30
- D. 40



Live Content Slide

When playing as a slideshow, this slide will display live content

Poll: The SOA has how many Professional Interest Sections?

Professional Interest Sections allow members to engage within more defined areas

ACTUARY OF THE FUTURE	LEADERSHIP & DEVELOPMENT
EDUCATION & RESEARCH	MARKETING & DISTRIBUTION
ENTREPRENEURIAL & INNOVATION	MODELING
FINANCIAL REPORTING	PRODUCT DEVELOPMENT
PREDICTIVE ANALYTICS & FUTURISM	REINSURANCE
HEALTH	RETIREMENT
INTERNATIONAL	SMALLER INSURANCE COMPANY (“SMALLCO”)
INVESTMENT	SOCIAL INSURANCE & PUBLIC FINANCE (“SI&PF”)
JOINT RISK MANAGEMENT	TAXATION
LONG TERM CARE INSURANCE	TECHNOLOGY

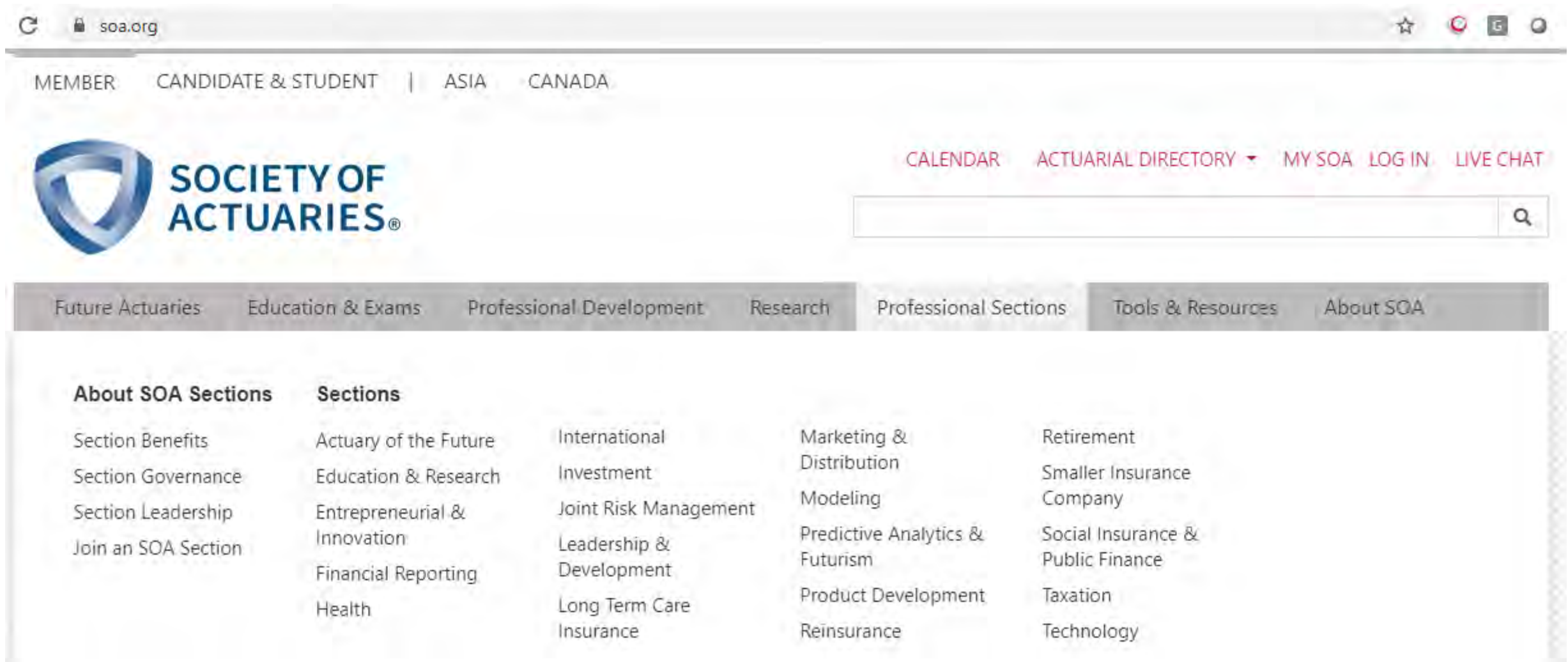
How can section involvement enhance your career and actuarial experience?

- Continuing Professional Development
 - Large meetings
 - Specialty meetings / Seminars / “Boot Camps”
 - Webcasts
 - Podcasts
- Research
 - Sponsor (pay for) or staff Research projects
- Section Newsletters
 - More than 50 section publications per year

Why do people join sections?

- Current information that helps with job/career
- Networking
- Supports profession
- Greater participation in SOA, including some discounts on education or events

For more information, go to soa.org/



The screenshot shows the SOA website homepage. At the top, there is a navigation bar with links for MEMBER, CANDIDATE & STUDENT, ASIA, and CANADA. Below this is the SOA logo and a search bar. To the right of the logo are links for CALENDAR, ACTUARIAL DIRECTORY, MY SOA, LOG IN, and LIVE CHAT. A main navigation bar contains links for Future Actuaries, Education & Exams, Professional Development, Research, Professional Sections, Tools & Resources, and About SOA. The 'About SOA Sections' section is expanded, showing a list of sections: Actuary of the Future, International, Marketing & Distribution, Retirement, Education & Research, Investment, Modeling, Smaller Insurance Company, Entrepreneurial & Innovation, Joint Risk Management, Predictive Analytics & Futurism, Social Insurance & Public Finance, Financial Reporting, Leadership & Development, Product Development, and Taxation, Health, Long Term Care Insurance, Reinsurance, and Technology.

Wrap Up



Next Steps

- Your Actuarial Credential took very hard work and is a valuable asset
- However, in an ever evolving and dynamic world, you must continue to stay leading-edge to provide value
- We want you to expand your reach and impact so take a strategic pause and reflect on what is the next thing that you need to help you in your career

A blurred background image of a crowd of people at a conference or meeting. One person in the foreground has their right hand raised, palm facing forward. The scene is lit with warm, golden light, suggesting an indoor event with stage lighting.

Questions?

Thank you!



**SOCIETY OF
ACTUARIES®**