



SOCIETY OF ACTUARIES

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TO BETTER SERVE YOU

YOU MAY BE WELL AWARE of the SOA's strategic initiatives. However, you may not be aware that the SOA's work plan includes operational initiatives as well. While these operational initiatives are not as well known, they are also important to the SOA's stakeholders. The theme of the operational initiatives is a focus on improving services to members and candidates directly. So, how will this be done? Here are a few examples of what lies ahead for this year.

- The SOA will begin offering the fellowship exams twice a year.
- There will be a content management system put in place at the SOA for the purpose of helping members and candidates more easily find information on our website.
- A PD redesign will offer new professional development opportunities in a variety of ways.

Those are three of the most important operational improvements the SOA will be concentrating on this year. Our focusing on those three initiatives sends an important message to our members that says, "In addition to the strategic initiatives you've heard about, we have some important operational changes we're making that you might not otherwise see. They are about improving the services we provide to you."

The title of this department in the magazine is The SOA at Work. Believe me, the SOA is hard at work for you. We are constantly seeking ways to improve member benefits, whether that be by improving the image of the actuary, improving the education system or simply creating a means for faster communication and easier flow of information. Remember, we can't continue to improve without your input. If you have an idea you'd like to share, please visit www.soa.org/shareidea and let us know what it is. 

— SOA Executive Director Greg Heidrich

E-COURSES

Corporate Finance: Introduction to Corporate Finance E-Course


This e-course covers the corporate finance branch of financial economics—that is, how institutions make decisions about raising and deploying capital. You will learn about the roles of the corporation, debt holders, shareholders and managers and the relationships among each. You will consider what things would be like in an ideal world and examine what factors contribute to corporate financial structures seen today.

Decision Making and Communication (DMAC)

This e-course provides a foundation for making decisions related to complex business problems that require the involvement of many stakeholders and decision makers. There are no standardized definitions of decision making and there are no best practices regarding decision-making processes, however, DMAC presents a decision-making process that is specific enough to provide solid guidance when making decisions yet general enough to be applicable in a wide variety of situations. DMAC also provides instruction on effective communication and presents an overview of other competencies that relate to the decision-making process and are important to your continued professional development and success.

Enterprise Risk Management

This e-course is designed to provide information to actuaries who do not regularly practice in enterprise risk management but want to know more about it to help expand existing skills or meet professional development requirements.

For more information, visit www.soa.org, Professional Development, e-learning. 

THE ACTUARIAL PROFESSION IN THE NEWS

The SOA is focused on raising awareness of actuaries in the media. Recent efforts have been successful. Here are just a few examples:

Advice from Steve Vernon, retirement planning expert

Steve Vernon talks to Public Broadcast System about retirement-related issues. For more information, visit www.aarp.org, search term Secure Your Future or use the QR code.



Stern Advice: Fixes for the Biggest Retirement Risks

Actuary Lane West talks to Reuters about retirement planning and longevity annuities. For more information, visit www.reuters.com, search term Stern Advice Lane West or use the QR code.



The Cost of Medical Mistakes

Modern Healthcare blog notes SOA report on the cost of medical errors. For more information, visit www.modernhealthcare.com, search term Cost of Medical Mistakes or use the QR code.



Obesity Could be Industry's Calling Card

SOA report on the financial impact of obesity noted in *Bicycle Retailer and Industry News*. For more information, visit www.bicycleretailer.com, search term Obesity or use the QR code.



Risk Managers See Sliding U.S. Dollar As Biggest Concern—Study


Wall Street Journal quotes member Max Rudolph and cites 2010 Emerging Risks Survey. For more information, visit <http://on.wsj.com/hKwGlt> or use the QR code.



Making the Case to Buy an Annuity

The *Wall Street Journal* notes Living to 100 survey findings. For more information, visit <http://on.wsj.com/gH9fKQ> or use the QR code.



View all of these articles by going to www.soa.org/newsroom and clicking on the Profession In The News link. 

PROFESSIONAL DEVELOPMENT OPPORTUNITIES

2011 HEALTH MEETING

June 13–15
The Westin Copley Place Boston
Boston, Mass.

SOA DIALOGUE: INTERACTIVE LEADER SESSION

June 23
Webcast

ERM TECHNIQUES AND PRACTICES

Aug. 1–3
New York, N.Y.

SOA DIALOGUE: INTERACTIVE LEADER SESSION

Aug. 3
Webcast

46TH ACTUARIAL RESEARCH CONFERENCE

Aug. 11–13
University of Connecticut
Storrs, Conn.

INTERNATIONAL FINANCIAL REPORTING FOR INSURERS: IFRS AND U.S. GAAP

Aug. 28–31
InterContinental Grand Stanford
Hong Kong

View all Professional Development opportunities by visiting www.soa.org and clicking on Event Calendar.

ATTENTION READERS!

If you have an idea for an article you think should appear in *The Actuary*, or a response to something you have read in these pages, tell us about it by sending an e-mail to theactuary@soa.org.

