

November 2011, Issue No. 36

SOCIETY OF ACTUARIES

Entrepreneurial Actuaries Section

## THE INDEPENDENT CONSULTANT









## CONTENTS

Issue Notes from the Editor by Bill Ely

More Ideas Are Needed! by James Ramenda

From the Chairperson
Section Initiatives
by Kevin Pledge

Fast-Track Your Brand by Suzanne Bates

To Build Your Business, Speak to Groups!
by Ken Lizotte

Playoffs?!?!

Fixing College Football

by Pete Rossi

Efficient Risk Identification in a Reformed World by J.P. Barela

## ENTREPRENEURIAL ACTUARIES SECTION

Entrepreneurial Actuaries
Section Leadership



From the Chairperson Section Initiatives

by Kevin Pledge

As the incoming chair of the Entrepreneurial Actuaries Section, I would like to use this letter to outline some of the initiatives I see as being especially important for this section in the coming year.

But first, I would like to thank the outgoing council members for the great work that they have done. Jim Ramenda, our current chairperson; Larry Stern, who was also chairperson in 2010; and Bill Ely, our newsletter editor, have all completed their three-year terms on the council and made significant contributions during this time. It is these contributions that we will be building on over the next year.

I also want to welcome our new council members Nick Ortner, Carlos Sanchez-Fuentes and Joseph Weiss. I will write more about the roles of the council in the next newsletter, but already your new council members have shown interest in taking on important roles and participating actively in council activities. I look forward to working with such an engaged council over the next year and beyond.

Back to the section initiatives: As I mentioned above, I see this year as building on the contributions made by previous section councils. Two benefits that this section provides are the knowledge base and the vendor list. These are excellent resources for our members and need to be kept up to date and perhaps modernized in their delivery. We have a great newsletter—this needs to be kept up and a new editor transitioned into the role. Finally, there are the meetings and webinars; in addition to

William Ely, Editor

**SOA Staff** 

Meg Weber, Staff Partner

Jacque Kirkwood, Staff Editor

Sue Martz, Section Specialist

## OTHER SITES OF INTEREST

Entrepreneurial Actuaries

Newsletter

Resource Center

Member Benefits

the sessions we sponsor, our regular networking sessions organized in conjunction with local actuarial clubs will continue to provide opportunities for entrepreneurs.

This section is here to serve its members, so please let me know if there is anything that you feel we should be doing that we are not currently doing. I can be contacted at kpledge@insightdecision.com. Also, please contact me if you would like to volunteer to support this council in any way.

Kevin Pledge, FSA, FIA, is CEO and co-founder of Insight Decision Solutions, Inc. in Markham, Ontario, Canada. He may be reached at <a href="mailto:kpledge@insightdecision.com">kpledge@insightdecision.com</a>.



475 North Martingale Road, Suite 600, Schaumburg, Illinois 60173 Phone: 847.706.3500 Fax: 847.706.3599 www.soa.org