



SOCIETY OF ACTUARIES

Article from:

# Product Matters!

February 2013 – Issue 85

## Chairperson's Corner

# Traditions And Additions

By Paula Hodges

**H**appy birthday to us! The Product Development Section has turned 30 years old. Our newsletter started shortly thereafter and will celebrate its 30-year anniversary in 2013. When we survey our membership, the newsletter is always one of the most appreciated values that our members receive from their member dues. We hope to continue the tradition for another 30 years.

While we honor the traditions of the section, we are always listening to our membership about ways that we can better serve them. Over the next year, one of our primary goals is to optimize the way we deliver valuable research information to our membership. Historically, we've published research reports and presented information at the Product Development Symposiums, now known as the Life and Annuity Symposium, and the SOA Annual Meeting. Over the last few years, we've added webcasts to our delivery method for reaching our membership.

Since our section membership spans several generations and many different preferences on content delivery, we will be making a conscious effort to deliver our section-sponsored research through methods that will reach each member in a way that is meaningful to you. For each completed research topic, we'll review how we'll send this information to our membership:

- **Webcasts:** We'll be able to coordinate timing near the publication date of the research, and the webcast allows interaction between researchers and webcast attendees.
- **Podcasts:** Providing a brief summary of the topic, which will provide enough information to the listener to allow them to decide to investigate the topic further, or that the brief overview provided enough content for their particular interest level.
- **Sessions at the Life and Annuity Symposium or SOA Annual Meeting:** These provide a more personal interaction with the researchers, and for those attending in person, an opportunity to connect with the presenters directly and immediately.
- **The SOA Product Development Section group on LinkedIn.com\*:** This is available only to Product Development Section members, and provides the opportunity for collaborative commentary, thought-provoking questions and a forum for ongoing dialogue.
- **Product Matters!:** We'll let you know about published research through our newsletter, and provide articles regarding the findings.
- **SOA.org:** Of course the formal published report will be published on the SOA research site.

We may not use all these avenues for every topic, and we'll certainly include other topics in these media, but we're hopeful that you will have better access to the results of the hard work of our section volunteers.

I look forward to hearing from you throughout the year if you have other suggestions on how we might better provide value for your membership.

\*To join our LinkedIn site: If you are not yet a member of LinkedIn, you will need to create a profile on [www.linkedin.com](http://www.linkedin.com). Registration is free. To join the PD Section group on LinkedIn, look for the Society of Actuaries Product Development Section group and click the button to join. You must be a member of the section to be admitted to the group. □



*Paula Hodges, FSA, MAAA, is 2nd vice president and associate actuary with Ameritas Life Insurance Corp., responsible for Corporate Actuarial Operations. She can be contacted at [phodges@ameritas.com](mailto:phodges@ameritas.com).*