



SOCIETY OF ACTUARIES

November 18, 2013

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Dear SOA Member:

I write this letter after recently returning from the 2013 Annual Meeting in San Diego. When outgoing President Tonya B. Manning passed the official badge of office to me, I felt proud, honored and humbled as I became the 65th president of the Society of Actuaries.

Going to the podium to address Annual Meeting attendees, I remember that Tonya said serving as president of the SOA was one of the highlights of her life. I believe the same will be true for me. Whenever I come to an SOA meeting, or for that matter, run into another SOA member, something special happens. I am surrounded by people who have a unique and common experience. I have an instant connection just by being an SOA member. That connection is exciting and energizing. It is with that feeling of energy, enthusiasm and honor that I express how much I look forward to working with you, the Board of Directors and the SOA staff in the year ahead.

Your Board is committed to ensuring the SOA is providing significant value to members and the appropriate resources for ongoing operations and strategic initiatives. It is also vigilant in its goal to carefully manage the organization's funds. The Board approved the member dues with no increase for the seventh consecutive year.

The Board also approved the SOA's proposed set of 2014 strategic initiatives. We are excited to embark upon a plan that includes these overarching themes:

- Focus on key issues for the profession
- Maintain the value of SOA credentials
- Strengthen internal and external relationships

These efforts will help us collectively live our mission to advance actuarial knowledge and improve decision making to benefit society.

As president, I look forward to hearing your ideas on how we can assure the relevancy of the actuarial profession into the foreseeable future. While we will need to keep evolving, just as the world around us changes, we remain committed to protecting and strengthening the value of your credential.

Thank you for your investment of time in the profession and as a member of the SOA. Thank you for the expertise you bring to our organization, our meetings and our publics. Finally, thank you for your continuing support. When we work together, we will accomplish great things for the SOA, our members and the actuarial profession.

Sincerely,

A handwritten signature in black ink that reads "Mark Freedman".

Mark J. Freedman, FSA, MAAA
President
Society of Actuaries