



Article from

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Letter from the Editor

By Jill Klibanov

Welcome to the September 2016 edition of *NewsDirect*. My name is Jill Klibanov and I have had the honor of serving as the editor of *NewsDirect* this year. It's been wonderful being able to work with different authors in the field and reading the amazing articles that people are able to create from their own expertise and unique insights.

This edition, we have articles that cover a wide range of topics, including:

- Results from a recent LIMRA and Maddock Douglas study exploring what retirement means to consumers, and how to best reach this market,
- The Department of Labor's new fiduciary rule,
- A preview of results from MaD's middle market research project, and

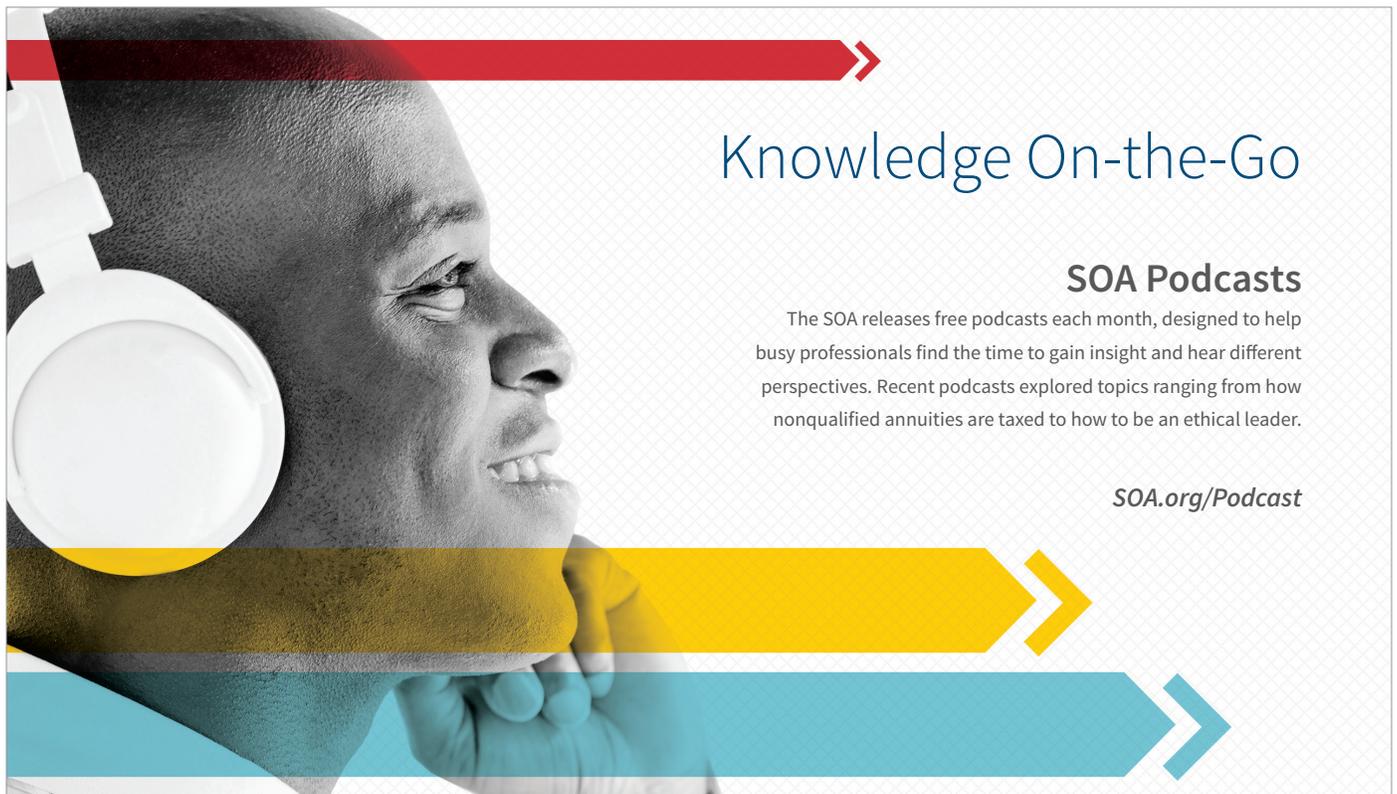
- A summary of MaD sponsored meeting sessions from the recent Life and Annuity Symposium.

The articles in *NewsDirect* come from volunteers, and very often from members of our own Marketing and Distribution (MaD) Section. Have you ever wanted to become a published author? We are always looking for people to contribute articles to *NewsDirect* with fresh ideas and new perspectives on topics that are relevant to our MaD mission. If you have an idea for an article that you'd like to write, please contact me or any MaD council member.

Also, I would love to get feedback on this edition from anyone who took the time to read any or all of the articles. What did you like? What would you like to see in the next edition? Do you have suggestions for particular authors or subjects? What changes could we make so that you receive the most possible value from reading *NewsDirect*? Please drop me a note to let me know what you think—I would love to hear from you.

I hope you enjoy this edition of *NewsDirect*! ■

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