

CompAct

ELECTRONIC NEWSLETTER



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EDITORS' NOTES

by J. Eddie Smith, IV, FSA, MAAA; Howard Callif, ASA, MAAA



As the days start getting shorter and the air crisper, we once again find ourselves trying to figure out where the year went. 2010 was another busy year for

the Technology Section and a milestone year for CompAct. In January, we debuted our new Web-based newsletter.

The October issue of CompAct is special because we still offer a print version, but we encourage you to check out the Web-based version. The HTML newsletter offers many more features than the traditional print and PDF versions. For starters, in the Web-based format, we have three useful tools at the top of the page:

- Sharing
- Print
- Search back issues

The last two are fairly self-explanatory and simply add a level of convenience that we did not have before. However, the first item, Sharing, is particularly useful. When you aim your mouse pointer at the Sharing icon, you'll be presented with a concise menu of popular social networking and social bookmarking options, such as Twitter, LinkedIn and more.

Sharing articles via social networks is different from traditional

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sharing methods like e-mail. With social networks, you don't necessarily know (or need to know) with whom you're sharing. This is actually a good thing—both for you and others. A regular habit of sharing information has at least three key benefits:

- **Network building.** Even before the advent of online social networks, most people would agree that a well-developed and actively maintained network is one of your best assets as a professional. It's true whether you're an actuary or a comedian. Maybe some of us unintentionally wear both hats some days? Over time, sharing interesting articles attracts others that have interests similar to yours.
- **Education.** Sharing helps inform others, even those that you do not know.
- **Promotion.** Sharing SOA content online promotes not only your brand but also the SOA. You are building an awareness with existing members, future members and within non-actuarial disciplines that could complement actuarial work.

In particular, LinkedIn is one of the best professional social networking sites around. Sharing articles within LinkedIn groups is a great idea. Most SOA sections now have LinkedIn groups. If you find an article in CompAct that interests you, I would encourage you to share it in the Technology Section LinkedIn group (and others). Even better, share it and offer your own thoughts and comments. Doing so may lead to additional discussion on the topic and incorporate the ideas of others.

In summary, it's now easier than ever to facilitate conversation around technology topics important to you and other members of the Technology Section because sharing is step one, and you can now do that with a simple click of the mouse.

Our thanks to all of the authors contributing to the newsletter. Also a special thanks to Richard Junker, who has offered to help edit articles, and followed through with comments and suggestions. We encourage you to share this resource with people you think may be interested, and to provide us (or the authors) with feedback. For example, the sharing link was suggested by Andrew Chan—thanks!



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