

News DIRECT



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EDITOR'S COLUMN

Summer's over, school is back in session, and 2009 is quickly disappearing from our view. MaD presents this, the second issue, of our newly formatted electronic newsletter. We hope you find it informative.

Our issue includes articles from several authors. Kevin McKenna presents his perspective on the Recession and Insurance Direct Marketers. For those of you who did not attend the Bank Insurance Webcast, we present articles from two of our presenters, Carmen Efron and Michael White. Maria Thomson, coordinator of a session at the Boston Annual Meeting, provides some additional information to whet your appetite and encourage you to attend. As always, we feature the Chairperson's Corner.

My term as a council member for MaD is approaching its end. I'll be stepping aside to make way for a new editor. I encourage each member to contact the council or me for the time until the annual meeting in Boston with your ideas, your articles, your suggested authors, any comments that you have to make NewsDirect more useful to you.

Thanks for allowing me to serve on your MaD council these past three years. It's been a wonderful ride. Good Luck to the continuing and new Council members.

Nancy Manning

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