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INCOMING CHAIRPERSON'S MESSAGE

By Andy Ferris

I look forward to the opportunity to serve you and our other members as the chair of Marketing and Distribution Section Council for 2010. We have an enthusiastic group of council members, friends of the section, and SOA staff working together to serve our members.

On behalf of the entire section membership, I wish to especially thank our three outgoing council members for their hard work and dedication in serving our section in key leadership roles. Keith Dall, our outgoing chair, has been an outstanding leader for our section for the past year. Nancy Manning, who steps down as a council member and as our newsletter editor, has been instrumental in redesigning and transforming our newsletter. Jim Wiseman has served the council in a variety of ways and most recently coordinated a MaD-sponsored session at the Life Spring Meeting. These people have volunteered their time and effort to deliver outstanding value to our members, and we cannot thank them enough!

For 2010, Mike Kaster will serve as our vice-chair and Jennifer Brady will again serve as Secretary/Treasurer, her second year in that role. We've also welcomed three newly elected section council members in Jim Harkensee, Jeff Johnson, and Rebecca Scotchie. Jim Glickman will serve as our Board Partner. Moving into their second year on the council are Steve Dobronyi, Chuck Ritzke, and Maria Thomson. Juliet Sandrowich, a former MaD Section chair and current friend of the council, has agreed to serve as our newsletter editor for 2010.

Our mission is to foster research and innovation in distribution methods for financial services products and in the inter-relationship of marketing strategies with product design, underwriting and operations. In support of this mission, we have a variety of initiatives underway including the following:

- We're planning a series of related sessions for the upcoming Life and Annuity Symposium scheduled for May 2010 in Tampa, Fla. and subsequent meetings.

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- We're planning a series of webcasts on a variety of topics of interest to our members and those are scheduled to roll out in 2010.
- Our section has been the lead sponsor for the research project titled Underwriting Mortality Risk Utilizing Electronic Tools, and the results of the first phase of that project will be published shortly.
- We're currently developing and evaluating ideas for potential additional research projects, all aimed at delivering value to the members of the MaD section.
- We're considering performing a brief survey of our membership to elicit your thoughts on the best ways for our section to deliver value to you—the topics, the format, the frequency, and more.

CONTACT

[SECTION COUNCIL INFORMATION](#)

In closing, I welcome and encourage our members to continue to contact me directly via e-mail or phone with any suggestions or ideas you may have for our section. Some of you have contacted me to offer excellent suggestions or volunteer for specific tasks, while others have inquired about participating more regularly as a friend of our section or potential future council member. We look forward to continued active involvement with our members throughout this year and into the future!

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