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### LETTER FROM THE EDITOR

By Juliet Sandrowicz

Welcome to the September issue of NewsDirect. I would like to introduce myself as the new editor of NewsDirect. I encourage each member to contact the council or me with your ideas, your articles, your suggested authors, or any comments that you have to make NewsDirect more useful to you. I look forward to serving as NewsDirect editor.

MaD presents in this issue three articles from the "Product Development Process" mini-seminar co-sponsored with the Product Development Section at the 2010 Life & Annuity Symposium.

- If you are looking for market opportunities, you will find an excellent article on "Life Insurance Sales Opportunities in the High-Net-Worth Market" by Walter H. Zultowski, Ph.D., Principal, WZ Research and Consulting, LLC .
- Susan Loconto Penta, Co-Founder and Partner at MIDIOR Consulting, highlights attributes of great product managers in her article "Where are the Great Product Managers?"
- Product managers, if you want to learn some outstanding tips on managing conflict on any project, for any team or organization, be sure to read "From Pain to Gain: Learning to Leverage Conflict" by Dr Liz Berney. President, Barney Associates.

For those of you who did not attend the 2010 Life & Annuity Symposium or would like more in-depth information, I know you will enjoy these articles.

Part II of the Automated Underwriting research was recently completed. The report will be published on the SOA website sometime in the next two months. I have included in this issue, as a preview to the final report, the conclusion written by Maria Thomson.



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Be sure to check out highlights of the 2010 Annual Meeting sessions and events sponsored by the Marketing and Distribution Section. Much thanks goes to Jeffrey E. Johnson for representing the Marketing and Distribution Section on the 2010 Annual Meeting Program Committee and coordinating these sessions.

MaD has been very busy over the summer. Andy Ferris will catch you up on the latest news and events in the Chairperson's Corner.

Enjoy this issue of News Direct!

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