



SOCIETY OF ACTUARIES

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# The Actuary

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# PROFESSIONAL GROWTH OPPORTUNITIES

**THERE HAS BEEN A LOT OF EMPHASIS** on communication at the SOA this year. President Mike McLaughlin has made enhanced communication between the SOA and its members one of his main objectives. This month's SOA at Work column not only highlights some of the ways the SOA is communicating with its members, but also how we're communicating with the media to promote actuaries and the profession. We are also committed to assisting you with communicating with other actuaries through the SOA LinkedIn group.

On page 45 there is a list of recent successes in getting actuaries top-tier media coverage. The SOA considers this such an important initiative, three Viewpoints & Visibility Teams were created. The three teams consist of experts in the fields of ERM, health care and retirement. The teams were created for the sole purpose of making sure actuaries are seen as the leaders they truly are.

Equally as important are the efforts the SOA is making to communicate with its members. Evidence of these efforts can be noticed in the new SOA homepage. It's been updated and upgraded to be more user-friendly, allowing you to find what you're looking for more easily. Be sure to check it out at [SOA.org](http://SOA.org). You will also find efforts of increased communication through the SOA's LinkedIn group, the SOA blog, SOA President Mike McLaughlin on Twitter, our first-ever Interactive Leader Seminar webcast, and our Meet the President sessions at SOA meetings. We're working now to create our new Member Advisory Panel to give us yet another way to connect with you. All of this is evidence of our commitment to strengthened communications.

Finally, we want to remind you that CPD attestation begins this November. Not only is this an important step in maintaining and strengthening your actuarial and business skills, it is also a perfect opportunity to communicate to your employer how you are increasing your value. **A**

— SOA Executive Director Greg Heidrich

## SOA IS LINKEDIN

The SOA is proud to announce the addition of an SOA LinkedIn group. LinkedIn is a business-oriented professional networking tool to help exchange information, build contacts and share information in a private forum. The SOA LinkedIn group is designed to help members network with each other as well as

across practice areas. It's easy to join and it's free! You must have a LinkedIn profile. To create a profile, visit [LinkedIn.com](http://LinkedIn.com). Once you have created a profile, search for Society of Actuaries and submit your request to join. So get LinkedIn today and join the discussion! **A**

## CPD ATTESTATION

Keep your eye on your e-mail in-box! In just a few short months you'll be receiving an e-mail that contains a link that will allow you to begin attesting your CPD. The SOA's CPD

Requirement took effect on Jan. 1, 2009 and attestation will begin this November. If you have any questions, please visit [www.soa.org/cpd-faq](http://www.soa.org/cpd-faq). **A**

## JOIN THE CONVERSATION ON THE SOA BLOG

Have you visited the SOA blog? If not, you're missing conversations about such topics as new retirement system designs, the Nominating Committee's work, the SOA's first Interactive Leader Seminar webcast and health reform opportunities. Get in on the conversations today. Visit the blog at <http://blog.soa.org>.

## THE ACTUARIAL PROFESSION IN THE NEWS

**The SOA is focused on raising awareness of actuaries in the media. Recent efforts have been successful. Here are just a few examples:**

### Most Health Plans Don't Have Mental Parity: Expert

SOA staff fellow Sara Teppema quoted in the *National Underwriter*. Visit [www.lifeandhealthinsurance.com](http://www.lifeandhealthinsurance.com)

### A New Plan for Valuing Pensions

Members Jeremy Gold and Rick Roeder quoted in *The New York Times*. Visit <http://www.nytimes.com/2010/06/25/business/25accounting.html>

### Stress Tests Seen as "Too Narrow"

*The Wall Street Journal* blog includes member Sim Segal. Visit <http://blogs.wsj.com/brussels/2010/06/18/stress-tests-seen-as-too-narrow/>

### Trading Down: Can It Still Bankroll Your Retirement?

*The Wall Street Journal* noted an SOA study on retirement planning. Visit <http://online.wsj.com>. Search word: retirement planning

### The Hard Times Guide to Retirement


*The Huffington Post* notes the SOA's study on retirement planning calculators. Visit [www.huffingtonpost.com](http://www.huffingtonpost.com). Search word: Manisha Thakor

### Worried About Retirement? Not so Much ...

Anna Rappaport spoke with *FOXBusiness.com* about retirement issues. Visit <http://www.foxbusiness.com/personal-finance/2010/06/01/worried-retirement/>

### Experts Weigh in on Older Americans and Work

Member Steve Vernon is quoted about engagement with life during one's golden years. Visit [www.secondact.com](http://www.secondact.com). Search word: older Americans and work

View all of these articles by going to <http://www.soa.org/newsroom> and clicking on the Profession In The News link. 

## PROFESSIONAL DEVELOPMENT OPPORTUNITIES

### INTERNATIONAL FINANCIAL REPORTING FOR INSURERS: IFRS AND U.S. GAAP

August 30–September 1  
Hong Kong

### PRODUCT TAX SEMINAR

September 13–14  
Washington, DC

### VALUATION ACTUARY SYMPOSIUM

September 20–21  
Chicago, IL

### DI & LTC INSURERS' FORUM

September 22–24  
Orlando, FL

### SOA 2010 ANNUAL MEETING & EXHIBIT

October 17–20  
New York, NY

### BRIDGING THE GAP: A PRIMER TO THE EQUITY-BASED INSURANCE GUARANTEES CONFERENCE

October 31  
New York, NY

### EQUITY-BASED INSURANCE GUARANTEES CONFERENCE

November 1–2  
New York, NY

View all Professional Development opportunities by visiting [www.soa.org](http://www.soa.org) and clicking on Event Calendar.