



SOCIETY OF ACTUARIES

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PROFESSIONAL GROWTH OPPORTUNITIES



YOU DO NOT WANT TO MISS this year's annual meeting! Among the many sessions, we have a general session keynote speech by Ted Koppel and a presidential luncheon keynote speech by Paul Embrechts, the risk management thought leader who, when he's not working as professor of mathematics at the ETH Zurich, keeps busy working on international advisory groups, consulting to major financial institutions on quantitative risk management issues and authoring books like *Quantitative Risk Management: Concepts, Techniques and Tools*. I had the pleasure of hearing Paul speak at the International Congress of Actuaries last March and can tell you his message is very relevant to actuaries and something you won't want to miss. We also have more than 100 professional development/education seminars which will help you get necessary CPD credit. Registration online closed October 1, but you can still register for the meeting on site.

Speaking of CPD credit—don't forget the attestation requirement. The attestation period opens on Nov. 1, 2010, and closes on Feb. 28, 2011. All the information you need regarding this important subject can be found on the SOA website at www.soa.org/attestationinfo.

On a different note, I'd like to focus a bit of attention on one of the SOA's strategic initiatives this year, the development of an international membership strategy. The SOA has many members outside its traditional base in Canada and the United States. The Board directed the organization to focus this year on developing a strategy for continuing that growth and serving our members wherever they are. As you read in Mike McLaughlin's Letter From The President column on page 8, Mike has appointed a special International Membership Strategy Task Force to take on this job and they've been hard at work this year.

The task force is working to:

- Identify an appropriate SOA membership growth and services "posture" internationally, including opportunities and risks facing the SOA internationally.
- Identify international candidate and member service needs.
- Identify key strategies to achieve the recommended goals in the most effective and efficient manner possible.

While in its early stages, the task force has already identified that a collaborative approach to working with national societies around the world will be a key component in any successful international strategic posture. A successful international strategy based on a strong, collaborative effort with other actuarial societies and professionals globally will increase the value of SOA members' credentials wherever they choose to practice. By raising awareness of the SOA credential globally it helps to make SOA members more portable and broadens their career opportunities. Look to hear more about this important effort as the task force continues and completes their work, expected early next year. ■ — **SOA Executive Director Greg Heidrich**

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:

Study Puts Cost of Medical Errors At \$19.5 Billion

Jim Toole is quoted in *The Wall Street Journal* about the SOA study on medical errors. Visit www.wsj.com. Search term: Jim Toole

Actuaries: Flu Could Be Expensive

Jim Toole is referenced in this article about the SOA's pandemic report. Visit www.lifeandhealthinsurancenews.com. Search term: Jim Toole

CNN Interview with American Academy of Actuaries Public Interest Committee Chairperson and SOA Member

View Tom Terry commenting on increasing the retirement age for Social Security. Visit www.soa.org. Search term: Tom Terry

Sleeping Under a TARP with One Eye Open


Sim Segal discusses risk management issues with Forbes. Visit www.forbes.com. Search term: Sim Segal

U.K. Actuaries Awarded CERA

U.K. actuaries awarded Chartered Enterprise Risk Analyst. Visit www.insuranceerm.com. Search term: Actuaries awarded CERA


A New Plan for Valuing Pensions

Members Jeremy Gold and Rick Roeder quoted in *The New York Times*. Visit www.soa.org. In the Latest News section on the home page, click the More News link.

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

SOA COMPLETES PANDEMIC FLU RESEARCH

Although the effects of H1N1 were not as harsh as originally feared, no one can predict the severity of the next flu pandemic. And with the cold and flu season just around the corner, now is the time to prepare for these events. In a new SOA-sponsored research report, "Potential Impact of Pandemic Influenza on the U.S. Health Insurance Industry," Jim Toole of MBA Actuaries, examines the financial effects of different flu pandemic scenarios on the U.S. health insurance industry and estimates the major medical costs resulting from a potential flu pandemic for

three groups: traditional health insurers, self-insured companies, and the total U.S. health care system. In addition to the report, the research also produced a spreadsheet tool that health plans and others can use to better understand and manage the associated risks of a flu pandemic as well as aid them in continuity planning. To view this research and the companion life insurance pandemic flu study, "Potential Impact of Pandemic Influenza on the U.S. Life Insurance Industry," visit www.soa.org/research/research-projects/default.aspx. 

PROFESSIONAL DEVELOPMENT OPPORTUNITIES

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

October 31
New York, N.Y.

EQUITY-BASED INSURANCE GUARANTEES CONFERENCE

November 1–2
New York, N.Y.

HEALTH VALUATION BOOT CAMP

November 11–12
New Orleans, La.

ENTERPRISE RISK MANAGEMENT TECHNIQUES AND PRACTICES

December 7 – 9
Phoenix, Ariz.

2011

LIVING TO 100 SYMPOSIUM

January 5–7
Orlando, Fla.

REFOCUS CONFERENCE

February 27–March 2
Las Vegas, Nev.

ERM SYMPOSIUM

March 13–16
Chicago, Ill.

View all Professional Development opportunities by visiting www.soa.org and clicking on Event Calendar.