



SOCIETY OF ACTUARIES

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# A COMMUNICATIONS FEAST

**COMMUNICATING WITH YOU** has definitely been a priority this year. Like any association, the SOA wants to build stronger ties with members and candidates.

Keeping open lines of communication will help us strengthen our profession and allow us to help one another with the issues we face on a daily basis. We want to provide a variety of ways that you can engage with the SOA in general. If you have questions, concerns, ideas, or just want to network or start a conversation, there are a number of ways to do this.

This year we are focusing on social media tools so they become a more visible way of sharing information and starting a dialogue among members. To that end we launched our official SOA Twitter account on June 1. You can find us at @SOActuaries, and we invite you to follow us there! Twitter is an easy way to follow what your colleagues and the media are saying about the industries we work in and topics relevant to our work like health care, insurance, retirement, etc.


Another way to interact with your colleagues in the profession is through the SOA group on LinkedIn. It has more than 4,000 members, and I encourage you to join the group if you haven't already. Several SOA sections also have their own groups on LinkedIn.

We're also posting articles, news, updates and videos more regularly on the SOA blog, Speaking of Actuaries ([blog.soa.org](http://blog.soa.org)). Recent posts have run the gamut from retirement savings, to actuaries in the news, and we're even starting to post more video featuring members of the profession.

Later this year the SOA is planning to launch an online community for candidates on Facebook. We know that our candidates are heavily involved in social media, so this will allow candidates to engage in a dialogue and get regular updates from the SOA.

It seems like there's an app for everything and everyone, including actuaries! The SOA introduced its first mobile app for the 2011 Health Meeting, which included schedules, session descriptions, speaker bios, maps, and local information. You could even take notes on sessions within the app. These apps are designed to increase interaction among attendees. We're going to continue to do this for our large meetings, so your feedback is appreciated. Next up is our Valuation Actuary Symposium.

And finally, you can now access our Online Membership Directory via your smartphone. You now have access to over 29,000 actuaries in the palm of your hand. On your smartphone, just go to [actuarialdirectory.org](http://actuarialdirectory.org). The Mobile Directory allows you to search the directory by name or company, initiate a phone call with the touch of a finger, generate an email from your smartphone, add an actuary to your phone's contact list and even generate a map to locate an actuary.

We'd also love to hear your feedback on what types of apps for actuaries would make your life easier. Please send us your ideas to [membercomms@soa.org](mailto:membercomms@soa.org). 

— 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:

**7 Ways to Stay Ahead of Inflation in Retirement**

*U.S. News* quotes Steve Vernon about the impact of inflation on retirement. For more information, visit [money.usnews.com](http://money.usnews.com), search term Steve Vernon or use the QR code.



**SOA: "Working Longer" May Not Work**

Key findings from SOA's report, "The Impact of the Economy on Retirement Risks" are reported. For more information, visit [www.lifeandhealthinsurance-news.com](http://www.lifeandhealthinsurance-news.com), search term SOA or use the QR code.



**Why Every Company Needs a Skeptic**

*Huffington Post* features a byline by member Max Rudolph. For more information, visit [www.huffingtonpost.com](http://www.huffingtonpost.com), search term Max Rudolph or use the QR code.



**Honestly, What's the Best Policy**

*The Wall Street Journal* reports on life insurance lapse rates. For more information, visit [www.wsj.com](http://www.wsj.com), search term Leslie Scism or use the QR code.



**Get Ready for Social Security, Medicare Meltdowns**


FOX 29 News reports on SOA report about retirement. For more information, visit [www.soa.org](http://www.soa.org), search term FOX 29 News or use the QR code.



**More Retirees with Mortgage Debt May Complicate Financial Planning**

Members Cheryl Krueger and Steve Vernon are quoted about mortgage debt and retirement planning. For more information, visit [www.fa-mag.com](http://www.fa-mag.com), search term Steve Vernon or use the QR code.



View all of these articles by going to [www.soa.org/newsroom](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**

Aug. 28-31  
InterContinental Grand Stanford  
Hong Kong

**MANAGING THE ACTUARIAL FUNCTION AT SMALLER INSURANCE COMPANIES**

Sept. 8  
Webcast

**VALUATION ACTUARY SYMPOSIUM**

Sept. 12-13  
Orlando, Fla.

**PREPARING FOR CHANGE UNDER PBA FOR LIFE PRODUCTS: LIFE COMPANY RESERVES SEMINAR**

Sept. 14  
Orlando, Fla.

**U.S. FEDERAL INCOME TAXATION OF LIFE INSURANCE COMPANIES SEMINAR**

Sept. 14-15  
Orlando, Fla.

**CRITICAL ILLNESS INSURANCE FORUM**

Sept. 19-21  
Orlando, Fla.

**DI & LTC INSURERS' FORUM**

Sept. 21-23  
Orlando, Fla.

**ANNUAL MEETING & EXHIBIT**

Oct. 16-19  
Chicago, Ill.

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

**ATTENTION READERS!**

If you have an idea for an article you think should appear in *The Actuary*, or a response to something you have read in these pages, tell us about it by sending an email to [theactuary@soa.org](mailto:theactuary@soa.org).



# Recommended Readings



The following is a list of recommended readings from the contributing editors that they feel will pique your interest and help keep you informed.

## From Dave Ingram

“Effective Communications for Actuaries.” A PowerPoint with some helpful hints on presentations and communicating for actuaries. To see the PowerPoint, visit <http://bit.ly/iES27m> or use the QR code.



## From Dave Ingram

“Range of Methodologies for Risk and Performance Alignment of Remuneration.” From the Basel folks, a paper on risk adjusted compensation. To read the paper, visit <http://bit.ly/meNAo8> or use the QR code.



## From Sue Sames

“The Happiness Advantage: The Seven Principles of Positive Psychology That Fuel Success and Performance at Work,” by Shawn Achor, luncheon speaker at the SOA Health Meeting this year. Although he ran about 15 minutes over, no one left; he was that engaging. To see some of his speech, visit <http://bit.ly/IHZrKe>. For a book review, visit <http://amzn.to/jVb6OO> or use the QR code.



## New Feature!

To use the QR codes provided here, you must download a QR reader app to your smartphone. This can be easily done by visiting [get.neoreader.com](http://get.neoreader.com) on your smartphone.

## E-COURSES

### Enterprise Risk Management

This e-course is designed to provide information to actuaries who do not yet regularly practice in enterprise risk management (ERM), but want to know more about it to help expand existing skills or meet professional development requirements.

### Financial Reporting

The e-course is designed to introduce you to the basic concepts and terminology necessary to understand financial statements and regulatory capital requirements. While applications and examples are taken from the insurance industry, much of the content is not industry-specific. In addition, while the focus is on Canada and the United States, an important part of the environment in these jurisdictions is the effort to align with international standards.

### Investment Strategy

The e-course is designed to provide you with an understanding of the investment theories used to implement the investment process. Throughout this e-course, you will be exposed to case studies from real experiences that illustrate the range of considerations in managing investment portfolios supporting particular liabilities and goals. After completing this module, you should be able to define, design, monitor and modify an overall investment strategy given a client's objectives and constraints. You should also be able to communicate results to the client.

### Operational Risk

This e-course is intended to help you learn how to identify, measure and manage operational risk.

For more information, visit [www.soa.org](http://www.soa.org), Professional Development, e-Learning. 