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# Chairperson's Corner

By Elena Tonkovski

It is with great pleasure that I introduce to you the first digital issue of *Product Matters!* This is in addition to the print version, which has already been published. Each article in the digital version is entered separately, allowing you to easily pick and choose which articles you'd like to read and forward on to others. I want to thank the SOA for making this possible and to thank each of the authors listed on the front page for contributing new perspectives on relevant product development topics.

I feel fortunate to work in the actuarial field because many SOA members are willing to give back to the profession. The Product Development Section is one of the largest and most active groups within the SOA. The section has multiple activities underway at any given time. If you're interested in finding out how to get involved, I encourage you to contact me or any of the individuals listed on the prior page. It is a great way to expand your professional network, collaborate with like-minded people, and practice your leadership or communication skills while staying abreast of the many changes and influences in the life insurance and annuity industry.

My last three years on the PD Section Council have been very rewarding. I have learned a lot about how the SOA works as well as met some amazing people I might not have met otherwise. Our members and friends of the council come from different backgrounds but share the same passion for product development and leading change. The council is often recognized by the SOA for contributing to the profession and receives high marks from attendees at industry events for the sessions we bring, such as the recent Outstanding Session Award for "Session 157" at the 2018 SOA Annual Meeting & Exhibit in Nashville titled "2017 CSO Friend or Foe" given by Anthony Ferraro, Stacy Koron, Donna Megregian and Curtis Clingerman.

Our section is constantly looking for ways to bring relevant content to industry events through sessions, webcasts, podcasts



and articles. We are also always looking for ways to engage our members by asking for research ideas and calls for essays as well as through social media, volunteering opportunities and more.

I see the council as a "community of practice," where the community influences its members and its members influence the community. It is through the process of sharing information and experiences with the group that members learn from each other and have an opportunity to develop personally and professionally.

I look forward to another productive year ahead! ■



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