



SOCIETY OF ACTUARIES

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Chairperson's Corner

Is "Think Tank" the Way To Go?

by Diane McGovern

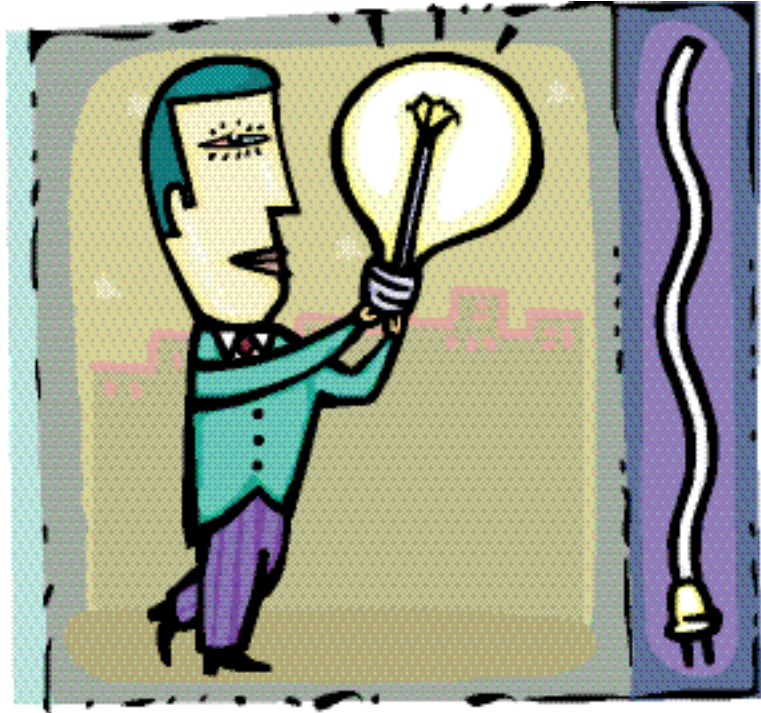
It is almost time for another annual meeting. The NTM Council has found some popular topics and enthusiastic speakers for the conference (see the enclosed article). We also want to invite you to a Think Tank discussion at this year's annual meeting on the topic of "Internet Marketing." This discussion will take place mid-afternoon Sunday, October 26, 2003 at the hotel site. All NTM Section members are invited, but we will be limiting total attendance to 20 members.

Our first try at a Think Tank discussion was a NTM Council meeting earlier this year. It was an open forum with no pre-planned agenda. Good conversation and thought-provoking ideas were shared. Please join the council members and other members of the section for what should be a lively conversation. (If you would like to attend, please RSVP to me at DMcGovern@TIAA-CREF.org. I will send you specifics on time and location when they are available.). If the Think Tank format works well, we will be extending its use to other topics and other venues.

We are also pleased to inform you that the NTM Section is a sponsor to the upcoming Insurance Direct Marketing Forum 2003 conference entitled, "Harnessing Traction—Road Map for Successful Programs," taking place September 15-16, 2003 in Philadelphia. Learn more at www.jcg-ltd.com/pages/forum.html. As a member of the NTM Section, you can save \$200 on the registration fee.

As always, the NTM Council is working hard to bring you new articles, new ideas and new ways to communicate. You can help us be successful by sending us your thoughts and further information on your needs as a member of the section. The survey we did earlier this year gave us some insights into how we can define ourselves to be successful, but we still need more input from you.

We also would like your participation in the Product/Channel Directory. Its purpose is to share information about our backgrounds



with each other. Through it you can find the names of others with similar interests or complementary knowledge. If you have not already done so, please send us your information today by going to www.soa.org/sections/ntmchanneldirectory.html. It takes just a few minutes to fill it out. The more people that we have, the more valuable the directory.

This is my last article as chairperson of the section council. I would like to thank the other council members and the friends of the council for their continuing enthusiasm for our mission and their active participation in making the council work for the benefit of the NTM membership. 📧

Diane McGovern, FSA, MAAA, is vice president and actuary at Teachers Insurance & Annuity in New York, NY. She can be reached at Dmcgovern@TIAA-CREF.org.