



SOCIETY OF ACTUARIES

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Looking ahead to 2004...

by Christopher H. Hause

Sitting here in an airport in our nation's capital on this Veteran's Day, I cannot help but marvel at the richness of our national heritage. The greatness of our country is not due to the efforts and accomplishments of one man, one group of men or even a succession of a group of men. Leaders are important to success, but the efforts of the mosaic of peoples that make up our nation is the true source of our greatness.

I am also proud to reflect that the success of our Nontraditional Marketing Section contributes to the success of our Society, our industry and the companies that employ us. And that, in turn, contributes to our success as a nation.

Similar to the building of our success as a nation, the success of our section is not solely attributed to the succession of chairpersons or even the tireless efforts of our council.

"You Gotta Have Friends"

One of the unique features of our Section, and one of the most valuable contributors to our success is our "Friends of the Council." Councils come and go, but Friends are forever. I would like specifically to recognize the invaluable help over the past year from Jay Jaffe, Carl Meier and Howell Pugh. And the winner in the category "Going Above and Beyond the Call of Duty" is Steve Cooperstein, who put in countless hours on the Web site, and has volunteered to continue to serve as webmaster for the coming year.

I would also like to recognize the valiant efforts of our *NewsDirect* editorial team, Brian Louth and Nancy Manning. *NewsDirect* is our most recognized and widespread contact with our membership. Thank you both for seeking out timely and important articles and for your tenacity in promoting our section.

A special thank you goes to the outgoing Council member and Secretary-Treasurer, Theresa Resnick. Theresa's energy and enthusiasm that she brought to our meetings will be missed.

I would say that Diane McGovern's chairpersonship is a hard act to follow. But the fact is, her efficiency and thoroughness make

taking over the position a pleasure. The challenge of continuing her good work is made all the easier by her staying on the council and coordinating the spring NTM meeting sessions.

Goals for the Coming Year

NewsDirect – We will continue to seek out timely and informative articles, with an eye toward making the annual hard copy a valuable resource for our members.

Product/Channel Directory – I hope to enlarge and improve this tool, and help it to become a resource and a model for other sections.

NTM Web site – With the help of Debbie Jay and the great improvements she is making, and the continued diligence of Steve Cooperstein, we hope to increase the functionality and improve its content and usability.

Research – Our membership has indicated that research is important to them. We will be looking at several research projects for viability, and will attempt to prepare a compilation of previous studies.

Meeting Content – We will attempt to take a more structured approach to our meeting content. This is in accordance with the needs of our budding members needing professional development, as well as the seasoned veterans.

Product Development Symposium – We will continue to sponsor and help improve this most important and successful meeting. Rob Stone is our coordinator, and he brings much experience and enthusiasm to the symposium.

I look forward to working with (and for) all of you in the coming year.

Let's make it a great one. 📧



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