



SOCIETY OF ACTUARIES

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Resolve to make a difference!

by Brian L. Louth

The start of a new year is full of promise of reflection on what has just been and a time to take stock of how you will make a difference to achieve that promise. This edition contains articles to get you thinking about the year ahead and to reflect on what has been.

This is certainly a non-traditional edition. From a fable, to think tanks, to understanding which shareholder's time horizon you should be focused on, interspersed within summaries of some great sessions from the Annual SOA meeting in Orlando along with the promise of sessions planned for the spring meeting. Add to that a dash of the nontraditional marketing product channel directory and an overview from a recent seminar on direct marketing and you have an interesting read to start the year. Hopefully, this edition will spur you on to



Brian L. Louth, FSA, FCIA, is vice president at RGA Life Reinsurance Company of Canada in Toronto, ON. He can be reached at blouth@rgare.ca.

fully investigate the topics that are touched on.

When I reflect back on the last few months I am drawn to two items from the

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NEWSLETTER OF THE NONTRADITIONAL MARKETING SECTION

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Newsletter Editor

Brian L. Louth, FSA, FCIA
Phone: (416) 682-0003
E-mail: blouth@rgare.ca

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SOA Staff

Lois Chinnock, Sections Manager
Phone: (847) 706-3524
E-mail: lchinnock@soa.org

Joe Adduci, DTP Coordinator
Phone: (847) 706-3548
Fax: (847) 273-8548
E-mail: jadduci@soa.org

Society of Actuaries

475 N. Martingale Road, Suite 600
Schaumburg, IL 60173
Phone: (847) 706-3500
Fax: (847) 706-3599
Web: www.soa.org

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Articles Needed for *NewsDirect*

The Nontraditional Marketing Council is always looking for interesting and informative articles to publish in *NewsDirect*. Your ideas and contributions are a welcome addition to the content of this newsletter. All articles will include a byline to give you full credit for your effort.

NewsDirect is published as follows:

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In order to handle files efficiently, please e-mail your articles as attachments to the newsletter editor in either MS Word or Simple Text files.

Attention All Nontraditional Marketing Members!

The Vancouver Spring Meeting Record sessions are now available at: <http://www.soa.org/bookstore/record.html>



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SOA annual meeting. The first is the opportunity to hear Dr. J. Craig Venter present his views on the ethical implications following the complete sequencing of the human genome. The potential for where this will lead for all of us, on a personal level, in terms of health and disease management and to the impact that this will have on life and health insurance and retirement systems, is very exciting. The revelation that the mapping process was facilitated by a relatively simple algorithm, combined with computing muscle, gives pause to contemplate how we approach so many things today. In our hurried pace to get everything done, we rarely take the time to step back and critically look at issues and opportunities. Resolve to take the time to do this over the next year. One spark could ignite and make a real difference. Remember to patent that innovation.

Secondly, I reflect on the importance of professionalism and how that plays out in our everyday adventures, from Lynn Brewer recounting her experience with Enron to exploring the issues in more depth at a session discussing professionalism in a nontraditional marketing context. The importance of the code of professional conduct and how that should be used as a framework for everyday decision making, especially when you go beyond your traditional role, is incentive to refresh one's awareness. Resolve to take the time to do this over the next year. This framework could make a real difference for your actions.

There is one last thing to mention. Becoming a published author can be a rewarding experience. One of our recent authors noted that in visiting a client in Pakistan they commented on seeing his article in *NewsDirect*. Evidence that *Newsdirect* reaches across the world. We welcome your contributions with an opportunity to be noticed around the world!

Resolve to get involved. Look for an opportunity to make a difference in the year ahead! 📧