



SOCIETY OF ACTUARIES

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The lead time required to produce this edition of *NewsDirect* for September makes it a real challenge to get things done as people disappear for their summer vacations. As you'll note in "Chairperson's Corner," there are changes ahead for the sections as the Society of Actuaries restructures.

In this edition there is an abstract for credit life and disability active life reserves. Chris Hause is looking for help in developing a draft of the paper before we publish it in *NewsDirect*. You can reach Chris directly or through any NTM Council members.

At the spring meeting in San Antonio, we structured the Nontraditional Marketing sessions to provide attendees with a learning track to deal with key issues in developing and delivering effective nontraditional products or programs. Session summaries provide an overview of sessions on compliance and regulatory issues as well as underwriting. For more details you can access the meeting presentations on the SOA Web site. We will also be looking to provide future articles on these topics in *NewsDirect*.

At the Annual Meeting in New York, we are sponsoring a selection of sessions ranging from dealing with 'Do Not Call' legislation to banks acquiring insurance companies, simplified issue products and applying the Six Sigma process to insurance. Don't forget that we will be hosting a reception where you will have a chance to meet the NTM Council.

This edition has a focus on selling insurance online. LIMRA'S Mary Art summarizes the role of the Internet in the purchase process. Kevin McKenna of the Credo Group outlines the benefit of using an online platform for direct selling, and Jay Jaffe provides insight from attending the "Online Insurance Marketing" meeting. Using strategic alliances, as noted by Richard Katz, is clearly something to consider when embarking on an online venture.

Everything doesn't have to be online. As Bill Spink notes, promotional cards have a key role to play in direct programs and new technologies can help increase their effectiveness.

As you read this newsletter, the SOA elections will have come and gone, and we will have new members joining the council soon. As editor of *NewsDirect*, I am enthusiastic in welcoming these new members, especially those that have indicated a willingness to put together articles. We don't restrict ourselves to articles from council members. If you feel inclined to put an article together, or if you would like to see a particular topic covered in some depth—drop me a line—online. ■



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NEWSDIRECT

NEWSLETTER OF THE NONTRADITIONAL MARKETING SECTION

This newsletter is now electronic and can be found on the SOA Web site, www.soa.org. Back issues of section newsletters have been placed in the Society library, and are on the SOA Web site as well.

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