



SOCIETY OF ACTUARIES

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As the Nontraditional Marketing Section looks toward 2005, we find ourselves at the crossroads of continuing new, nontraditional opportunities. Rob Stone's "Incoming Chairperson's Corner" provides an update on the status of the SOA restructuring. Your newly elected section council members are embracing their new leadership roles in a time of significant change, to borrow a phrase from Rob's message.

NewsDirect continues to strive to provide a variety of articles of value to our membership. This edition includes a potpourri of topics.

LIMRA's recently released direct response offer article provides a look at research results compiled in consumer focus groups, information that identifies consumer preferences compared to company outlook.

For those of our members who were unable to attend the SOA Annual Meeting in New York City, we have included summaries of each session NTM sponsored. We hope these notes will help you identify transcripts you may want to secure when the New York volume of *The Record* is completed.

By the time this newsletter is published, plans for the Spring New Orleans meetings will be set. As I write this column, plans are moving from Jell-o mix and cool water, to boiling, to jelling. Juliet Sandrowicz is coordinating these efforts. If you have ideas or are willing to become involved in SOA meetings as a speaker, session coordinator or moderator, please contact Juliet.

Several authors affiliated with PIMA have contributed to this edition. Noel Atkinson's "Search Engine Primer" builds an awareness of search engine capabilities that many companies are exploring today. Sandy McCray and Peter Stein supply some ideas for maximizing ROI in mailing efforts. We gratefully acknowledge their willingness to contribute to the news we share with you, our members.

Looking back into 2004, you'll find some information about PIMA's annual meeting as well as the Insurance Direct Marketing Forum.

Publication of this newsletter marks the changing of the guard. As Rob Stone takes over the reigns as chairperson, Chris Hause retires to one more year on the council and then to a position as "friend" of the council and Web liaison. His article "I'm Afraid It's Time for Goodbye Again" is a nostalgic look back, along with wishes for the future.

With this edition, we wish all of our membership well in 2005. We welcome your feedback. Contact any of the section council members listed below with your ideas and suggestions for future NTM activities, meeting sessions, etc. As you read other publications and see articles that you believe would be of interest to the NTM membership, contact either of the co-editors of *NewsDirect* – or, go out on a limb and write an article yourself. ■



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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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