



SOCIETY OF ACTUARIES

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SPOTTING GREAT QUOTES FROM THE PAST

The other day in preparing for a presentation I came across a great quote on change by George Bernard Shaw, "The only man who behaved sensibly was my tailor, he took my measurements anew every time he saw me, while all of the rest went on with their old measurements and expected them to fit me." With only slight modifications to the words I can quickly spot the opportunity for this to apply to just about anyone, especially if you are developing a new product or launching a new marketing program.

Change is certainly a theme to embrace in this edition of *NewsDirect*. From Chairperson Rob Stone's plans for the Nontraditional Marketing Section and how we integrate with the new look of the SOA, to doing things differently by assessing Trends in Direct Marketing, fitting programs to targeted cohorts, telemarketing in the do-not-call list environment, leveraging brand advertising with direct response, integrating interactive voice messaging technology and even finding ways to work effectively with attorneys when they review marketing programs.



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The Product and Process Innovation awards are all about embracing change. Looking at what is going on and finding a new angle that builds success requires a 'sensible tailor' as Shaw would say. This year three entries were recognized at the Professional Insurance Marketing Association annual meeting. Jay Jaffe has summarized them in PIMA = 12 Dogbones. Take up the challenge and build an entry to the 2005 awards.

Think back to the words of George Bernard Shaw. Have you really taken the new measurements to try to make something fit, or are you trying to figure out why it just doesn't fit anymore? ■

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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