



SOCIETY OF ACTUARIES

Article from:

News Direct

September 2005 – Issue 51

EDITOR'S NOTE >

BY NANCY MANNING, EDITOR OF THIS ISSUE

Welcome to the first edition of *NewsDirect* under the banner of the Marketing and Distribution (MAD) Section. The former Nontraditional Marketing Section has embraced the changes associated with the restructuring at the SOA—and has adopted a new moniker.

Several articles in this issue present more information about the name change. If you would like to see a new name for our newsletter, enter your ideas in the “Rename the Newsletter” competition – or tell us that you believe *NewsDirect* is still a good name and why.

As a part of our ongoing relationship with the Professional Insurance Marketing Association (PIMA), we present several articles of interest, including Peter Stein’s treatise on approaches to agent lead generation, Ron Kleiman’s worksite marketing, Greg Vlazny’s identity theft, Roger Risley’s telemarketing and DNC regulations and Jim Campbell’s banks in insurance distribution.

Members of MAD have the opportunity to enter new, innovative products and/or processes in the PIMA Product and Process Innovative Marketing Award Competition. Look elsewhere in this newsletter for full details about entering the competition.

For members who were unable to attend the spring meeting in New Orleans, we provide highlights of several of the sessions MAD sponsored.

Looking ahead there are descriptions of the sessions MAD will sponsor during the November Annual

Meeting in New York City. Confirmation of presenters is underway. Look for full details in the program announcements later this year.

Take a moment to let us know how you think we, the council of the MAD Section, are meeting your needs.

- Share your thoughts for future SOA meeting sessions.
- Volunteer to help us present a topic of value to our members.
- Point us to articles that you read in other publications and believe should be reprinted to benefit the entire MAD Section Membership.
- Send us topics for articles you’d like to see us publish in future issues of the newsletter—or step into the water a bit and pen an article for our publication.
- E-mail or call us with ideas and/or concerns you’d like us to consider as we shepherd the MAD Section into the future.
- Write a letter to the editor.

Several articles in this issue present more information about the name change. If you would like to see a new name for our newsletter, enter your ideas in the “Rename the newsletter” competition (see page 24), or tell us that you believe *NewsDirect* is still a good name and why.

Thank you in advance for your feedback. It’s your input that makes us a success! ■



Nancy Manning is an associate actuary at AEGON Direct Marketing Services in Plano, Texas. She can be reached at 972.881.6004 or via e-mail at nmanning@aegonusa.com.

NEWSDIRECT

NEWSLETTER OF THE MARKETING AND DISTRIBUTION 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.

Expressions of opinion stated herein are, unless expressly stated to the contrary, not the opinion or position of the Society of Actuaries, its sections, its committees or the employers of the authors.

The Society assumes no responsibility for statements made or opinions expressed in the articles, criticisms and discussions contained in this publication.

Newsletter Co-Editors

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

Nancy Manning, ASA, MAAA
Phone: (972) 881-6004
E-mail: nmanning@aegonusa.com

OFFICERS

Chairperson
Robert P. Stone, FSA

Vice-Chairperson
Van Beach, FSA

Secretary/Treasurer
Ian G. Duncan, FSA

Council Members
Jeanne Meeker Dahrsh, FSA
Christopher H. Hause, FSA, MAAA

Brian L. Louth, FSA, FCIA
Leonard Mangini, FSA
Nancy A. Manning, ASA, MAAA
Juliet R. Sandrowicz, FSA

SOA Staff

Clay Baznik, Director of Publications
Phone: (847) 706-3568
E-mail: cbaznik@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