



SOCIETY OF ACTUARIES

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Another year has flown by. It's already 2006—and the Marketing and Distribution Section is beginning to make itself known. As Council Chairman Van Beach and outgoing Section Council Chairman Rob Stone state elsewhere in this newsletter, marketing and distribution is simply an expansion of our focus.

The three newly elected council members, Rodney Hill, Thomas Huber and Steve Konnath have joined the returning six council members to begin their leadership year. Chris Hause, Brian Louth and I have joined the ranks of the “has-beens” after completing our three-year tour of duty.

The former Nontraditional Marketing Section has always been acutely aware of the relationship between marketing and product. At the New York Annual Meeting, you saw the actuaries practice marketing as they worked in the exhibit hall to make marketing and distribution more visible to the membership.

Our edition includes a summary of the Insurance Direct Marketing Forum, an annual event that the Marketing and Distribution Section co-sponsors, along with PIMA, LIMRA and others. A summary tied to one specific session at the forum offers a perspective on enterprise risk management. The forum represents just one of the ways we are practicing environmental scanning, one of the new

activities assigned to the sections, under the new SOA structure and alignment.

Walter Rugland joins with Anand Deo to present “Bridging the Distribution Gap: A Dynamic New Role for Actuaries.” The article provides just one more viewpoint illustrating our recognition of the relationship between marketing, distribution and product.

Familiar topics like direct mail, leveraging your brand and the challenges of implementing change appear in this edition as well. And what's the impact of 2001 CSO and 7702? Actuaries, marketers and distributors will want to stay informed as the IRS addresses issues like these.

Take a moment to let us know how you think *NewsDirect* is meeting your needs.

- Are the articles relevant and meaningful?
- Have you read articles that you believe should be reprinted to benefit the entire MaD Section Membership? (If so, please provide details.)
- Do you have ideas and topics for articles you'd like to see us publish in future issues of the newsletter? If so, provide us specifics. You can volunteer to write something, if you wish.
- Do you have an opinion you'd like to share with the MaD membership? If so, write a letter to the editor. ■



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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.

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