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Editor's Note

by Michelle John

The SOA is asking us to “Stand Out.” This is part of the overall strategy to enhance the image of the actuary. What can we do as international actuaries? For those operating in areas where the actuarial profession is not well developed, you may be the only actuary for miles around so you get to be the actuarial poster child. See it as an opportunity to sell the actuarial brand. For jet-set consulting actuaries, you are representing the SOA brand and your consulting firm. No wonder you turn up bright-eyed and bushy-tailed even when jetlagged. The actuarial image is definitely changing. We are no longer relegated to being the techie with the calculator in the corner. Not that there's anything wrong with that. We have taken on a multitude of roles both inside the insurance field and outside of it.

The articles in this newsletter demonstrate a variety of “actuarial images.”

- *Actuary as creative thinker (and hiker).* In “A Wild Thanksgiving,” Jose Berrios uses a hike in La Paz, Bolivia to illustrate business concepts.
- *Actuary as well-rounded business professional.* In “Expand our Territories with CPD,” Alex Zaidlin and Bosco Chan present strategies to enhance business skills.
- *Actuary as innovator.* In “Agribusiness Reinsurance in Argentina,” Javier Campelo presents a growth opportunity for actuarial models in the agribusiness reinsurance field in Argentina.
- *Actuary as public policy thinker.* In “Vive les grevistas, vive la France!” Michael Cohen presents his views on the French rail workers' pension system.
- *Actuary as risk professional.* In “Enterprise Risk Management—A Brazilian Market Perspective,” David Sommer describes the challenges and risks facing Brazilian actuaries. In “The Swiss Solvency Test,” Carlos Arrocha and Karen Tan describe the risk-based capital measure adopted in Switzerland.
- *Actuary serving customers.* In “Regulator Introduces New Requirements for Participating Business in Singapore,” Ken Hung and Eng Hun Yeoh describe the steps taken in Singapore to improve governance and enhance disclosure for participating policyholders.

Also, Nick Dumbreck, Institute President, describes what the U.K. Actuarial Profession is doing for internationally-based members in “U.K. Actuarial Profession's Strategy for International Members.” Catherine Robertson continues her series on pension accounting changes. She started out with changes in the United States last time now she's moved north into Canada. Tom Herget and Michael Lockerman describe the action at the U.S. GAAP seminar in Hong Kong. Caribbean Actuarial Association members, Marcia Tam-Marks and Lisa Wade present a tribute to Stephen Alleyne. Last but by no means least, Cathy Lyn tells us about the International Section activities at the 2007 Annual Meeting, held in Washington, D.C.

Actuaries will get more exposure as we expand our reach but I don't see us getting to the point where we are chased by paparazzi and covered in the tabloids. In the meantime, you can continue to read *International News*. The headlines aren't as eye-popping but the content is pretty cool. □



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