



SOCIETY OF ACTUARIES

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Chairman's Corner

Are We Meeting the Goals of our Mission Statement?

by Diane McGovern

Stepping into the chairpersonship of the Nontraditional Marketing Section Council, I find myself wondering how I can best contribute to the section's goals. To come up with an answer, I took a step back from the day-to-day workings of the council to get a better view of its direction. Why does it exist? How should it be performing? I did this by taking a fresh look at the section's mission statement.

Nontraditional Marketing Section Mission Statement

The mission of the Nontraditional Marketing Section is to facilitate research and discussion regarding the relationship among customers, products and distribution systems. The focus of the section is the exploration of two particular aspects of this relationship: methods of marketing financial products to potential customers other than through conventional channels, and specialty products particularly well-suited to alternative methods of distribution.

I believe that the section's existence has been very effective in facilitating discussion on nontraditional topics. The council, working for the benefit of the section, has brought many speakers with diverse backgrounds to Society meetings and seminars. This continues to be one of the council's primary tasks as we prepare for the 2003 season of meetings. For the coming year we have chosen to set a theme for our sessions. The theme will be "The Middle Market." Many of the sessions we sponsor will relate to products and channels that fit strategies to penetrate the middle market. Watch for more information as the year progresses, or help us out by suggesting specific topics or speakers.

The council has also been very effective in bringing product and channel information to the section members through the

distribution of *NewsDirect*, our section's quarterly publication. The council members bring the work of the many authors together into a format that all section members can appreciate and utilize. *NewsDirect* will be a function the council will continue to support wholeheartedly as we move forward into the electronic era. It may take on a different style as we adapt to Internet accessibility, but we will stay focused on delivering meaningful and timely articles to the section's readers.

What else is the council currently doing to meet the section's mission?

- Updating our Web site, so it is easier to find information when you need it
- Looking into an annual section CD that will allow you instant access to many fine articles from the past and in the present.
- Co-sponsoring activities with other sections where there is an overlap of interests.
- Supporting SOA task forces and committees.
- Developing a product channel directory for our membership.

After reviewing the section mission statement and the current efforts of the council, I am convinced that the council is on the right track. My objectives as chairperson will be to keep the council moving forward on its current efforts, continue to look for new ways to expand the council's impact and encourage others to contribute to the knowledge transfer through direct participation. So volunteer to be a panelist, provide an article or just provide your thoughts by contacting a member of the council—help us meet our mission. ☰

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