



SOCIETY OF ACTUARIES

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# News Direct Newsletter

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# Editor's Corner

## A Look Ahead...

by Brian L. Louth




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**T**he summer is flying by and it has been fun putting this edition of *NewsDirect* together. I get a lot of questions about what exactly the NTM Section does and how *NewsDirect* fits into the picture. *NewsDirect* looks to inform and to get you to think about possibilities. By looking for ways to present different methods of marketing financial products through other than conventional channels or in presenting overviews of specialty products that are well-suited to alternative methods of distribution, we hope to create a spark that leads to new ideas and opportunities. We are also looking to grow the participation in the section. Sharing new ideas and supporting new projects to go beyond the current way of doing things can be an exciting prospect. Check out the NTM pages on the SOA Web site. Consider participating in one of our think tanks. Getting involved is easy and your contributions are appreciated.

In this edition we cover an interesting range of topics. There is an overview of the recently introduced SOA member benefit offering and a piece on cross-selling to the middle market. If you are looking to supplement your reading, you can get a quick start with Ian Duncan's review of Maria Thomson's book "Insurance Coverage for All" on page six.

We have included a summary of sessions from the Washington D.C. meeting on voluntary products and debt cancellation and suspension agreements. More detail can be found on the SOA Web site. The NTM Section is also sponsoring sessions at the annual meeting in October. Look for them in the program and plan to attend.

We are planning a special hardcopy edition this fall. Let us know about your favorite articles from past editions. We would like to hear from you. 

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## NEWSDIRECT

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NEWSLETTER OF THE NONTRADITIONAL MARKETING SECTION

This newsletter is now electronic and can be found on the SOA Web site, [www.soa.org](http://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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