



SOCIETY OF ACTUARIES

Article from:

# News Direct

September 2005 – Issue 51



## ACTUARIES GONE MAD

BY VAN BEACH

**A**t its June meeting, the Board of Governors of the Society of Actuaries unanimously approved a proposal from the Nontraditional Marketing (NTM) Section Council to change the name of the section to the Marketing and Distribution (MAD) Section.

What does this change mean? Think of it as NTM-Plus. MAD will continue to cover all the topics and distribution channels historically covered by NTM. Its overall focus, however, has expanded to reflect the increasing role marketing plays in today's financial services environment and to underscore the need for actuaries to be marketers along with the other valuable roles they already fill. As a part of the change, the section has adopted the following mission statement:

The Marketing and Distribution Section fosters research and innovation in distribution methods of financial services products and in the inter-relationship of marketing strategies with product design, underwriting and operations.

Get involved as we take this section into the future! For further information, please feel free to contact Marketing and Distribution Section Chair Rob Stone, at [Rob.Stone@milliman.com](mailto:Rob.Stone@milliman.com) or Section Vice-Chair Van Beach at [van.beach@milliman.com](mailto:van.beach@milliman.com). ■



*Van Beach is a senior consultant at Milliman STEP Solutions in Fort Washington, Pa. He can be reached at 507.533.8400 or via e-mail at [van.beach@milliman.com](mailto:van.beach@milliman.com).*

## DOES NEWSDIRECT NEED A NEW NAME?

Now that we've changed the name of our section to Marketing and Distribution, it may be time for a new name for our newsletter. Put your creativity to work! Submit your ideas to replace *NewsDirect* as the name of our section newsletter. It may be that when all is said and done, however, we find the name that has so ably carried the section's publication for the last 20 years is the one to carry us forward for the next 20! Please send your ideas to our section newsletter editors Nancy Manning at [nmanning@aegonusa.com](mailto:nmanning@aegonusa.com) or Brian Louth at [blouth@rgare.ca](mailto:blouth@rgare.ca). ■