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# MARKETING AND DISTRIBUTION SECTION CO-SPONSORS 5TH ANNUAL PRODUCT DEVELOPMENT ACTUARY SYMPOSIUM

BY ROB STONE

The 5th Annual Product Development Actuary Symposium welcomed more than 200 participants to the Westin O'Hare in Rosemont, Illinois June 29-30 for an intensive day-and-a-half seminar. The program was once again co-sponsored by the Product Development Section, Reinsurance Section, Actuary of the Future Section and the Marketing and Distribution (formerly Nontraditional Marketing) Section.

Ed Spehar, first vice president, Global Securities at Merrill Lynch and Chris Stroup, chairman, Wilton Re kicked off the symposium by providing their perspectives of life insurers and the current market. A highlight of the group luncheon was a presentation on negotiating effectively by J. Keith Murnighan, Ph.D., professor of risk management, Kellogg Graduate School of Management, Northwestern University. The rest of the program was filled with presentations on 12 topics: reinsurance trends, variable annuity trends, older age mortality, universal life secondary guarantees: update, advanced sales concepts, measuring profitability, emerging best practices in pricing, regulatory/tax update—life, underwriting issues, regulatory/tax update—annuity, variable life and fixed annuity trends.



Audio cassettes and CDs of the sessions are available. Please contact Anne Seeck ([aseeck@soa.org](mailto:aseeck@soa.org)) at the Society of Actuaries for details. ■



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