



FARMERS

Farmers Insurance Group
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To: Farmers District Managers and Agents,

One of your chief concerns as insurance professionals is offering solutions to help protect the assets of valued customers. Like the protection you provide through Farmers products, the National Association of Insurance and Financial Advisors (NAIFA) works to protect your own unique interests. Founded in 1890 as the National Association of Life Underwriters (NALU), NAIFA is an association of 70,000 life and financial services specialists who have made a commitment to the goals of the organization, the success of their industry and the future of our profession.

Being part of NAIFA and your local life underwriting association will provide countless career enhancing benefits and growth opportunities. Here are some advantages to membership.

- **Professionalism** – Membership in NAIFA classifies you among an elite group of individuals who place great importance on business-related development as well as hold the best interests of their customers above all else.
- **Lobbying** – When it comes to having our voices heard at all levels of government, there's power in numbers. NAIFA's full time staff of experienced and effective lobbyists work with members of congress and state legislatures to protect our unique interests as insurance professionals.
- **Industry-wide Recognition and Awards** – NAIFA membership is a key component to qualify for the Million Dollar Round Table, the National Quality Award, the National Multi-line Sales Award, the National Sales Achievement Award, or earn the LUTCF designation.
- **Sales Ideas, Training, and Education** – *Advisor Today* magazine and website, offered to members as part of their dues, provide countless sales ideas plus current information about our industry. In addition, local associations sponsor outstanding training seminars and membership there guarantees you will pay less for these continuing education programs.

Farmers encourages participation in NAIFA and congratulates all current members for their continued commitment to industry excellence. We strongly urge any of you who want to get involved to call (877) TO-NAIFA. It's easy and toll-free.

If you have not done so, now is the time to make this important step by joining the nation's most influential association serving the insurance and financial services industry. We are confident that you will find that the benefits of NAIFA membership will make your career more personally, professionally, and financially rewarding.

Regards,

Paul Patsis
President, Farmers New World Life

Andy Reser
SVP, Agency Management

cc: State Executive Directors
Division Marketing Managers