



SOUTHERN FARM BUREAU LIFE INSURANCE COMPANY

Post Office Box 78 • Jackson, Mississippi 39205 • 601-981-7422

Dear Farm Bureau Agents,

Southern Farm Bureau Life strongly supports membership in NAIFA for all members of our field force. We salute those of you who have already made a commitment to our industry and your career through NAIFA membership, and we strongly urge those of you who are not NAIFA members to call toll-free at 1(877) TO-NAIFA (866-2432) and join today! We have always made it easy for you to join by offering the Commission Debit Authorization and Promissory Note that enables you to join NAIFA at no up front cost to you. If you need to learn more about this particular program, please contact William Lister in the Training and Career Development Department. He can be reached at 601-981-5332, Extension 1664, or e-mail at lister@sfbli.com.

Like the financial protection you provide to your clients through our products, the National Association of Insurance and Financial Advisors (NAIFA) works to protect your unique interests as an insurance and financial services professional. NAIFA's business is working to ensure the future and integrity of our profession, and we encourage you to make an investment in your career and your profession by joining today.

Membership in your local NAIFA association provides career enhancing benefits and growth opportunities including state and national lobbying, industry information, and professional development opportunities. Some advantages of membership include:

- ☐ **Lobbying:** Power in numbers! NAIFA's staff of experienced lobbyists works in Congress and in your state legislature to protect your career and your valuable business interests.
- ☐ **Advisor Today:** Distributed to all members monthly, *Advisor Today* is NAIFA's award-winning national magazine recognized industry-wide for its timely sales ideas and industry related news.
- ☐ **Sales Ideas, Training and Education:** Results oriented programming specifically tailored to provide you with the tools necessary to compete and succeed in our changing industry.
- ☐ **Industry Wide Recognition:** NAIFA membership is mandatory to qualify for the Million Dollar Round Table (MDRT), to receive the National Quality Awards, and to earn the LUTCF designation.
- ☐ **Networking:** By attending local association meetings as well as state and national meetings, you have the opportunity to network with respected and successful professionals from all facets of the industry.

Once again, we encourage you to make this important commitment to your profession and your career by joining the nation's oldest and 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.

Sincerely,

A handwritten signature in black ink, appearing to read "Joey Stroble", written over a horizontal line.

Joey Stroble, CLU, FLMI
Executive Vice President,
Chief Executive Officer

A handwritten signature in black ink, appearing to read "Gino Gianfrancesco", written over a horizontal line.

Gino Gianfrancesco, CLU, ChFC
Senior Vice President, Marketing