



**J. Eric Smith, CLU, ChFC  
President  
Allstate Financial Services, LLC**

December 5, 2008

Like every great profession, the financial services industry is served by an organization that both symbolizes and advocates on its behalf. That organization is NAIFA. Because NAIFA works tirelessly to ensure the future integrity of our profession, Allstate and I strongly support membership in this important organization by all financial representatives.

Our support for NAIFA extends to all levels. Nationally, Allstate was proud once again to be a Gold Sponsor of this year's NAIFA Convention and Career Conference. At the corporate level we have created NEO, a unique online enrollment program that makes it easier than ever for our personal financial representatives to join and renew their NAIFA membership.

If you are a current member of NAIFA, I applaud your commitment to our industry and to your career. You know that your NAIFA membership provides career-enhancing benefits and growth opportunities, including state and national lobbying, industry information, and professional development opportunities. I urge those of you who are not NAIFA members to join today.

These are times of change and uncertainty. Remaining vigilant to tax law changes that might adversely impact our business interests and maintaining a staff of experienced lobbyists who work in Congress and in your state legislature to protect those interests are two examples of how NAIFA supports our business. Other benefits of membership include:

**Sales Ideas and Education**

Results-oriented education and sales ideas are tailored to provide you with the tools necessary to compete and succeed in our changing industry. And *Advisor Today*, distributed to all members monthly, is NAIFA's award-winning national magazine, recognized industry-wide for its timely sales ideas and industry news.

**Networking**

By attending local association meetings as well as state and national meetings, you have the opportunity to network and share sales success ideas with respected and successful professionals from all facets of the industry.

I encourage you to make an investment in your career and our profession by joining the nation's oldest and most influential association serving the insurance and financial services industry.

Best Regards,

A handwritten signature in cursive script that reads "Eric".

J. Eric Smith