



American Family Life Insurance Company  
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April 2012

To: All Agents

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Subject: National Association of Insurance and Financial Advisors (NAIFA)

In your role as an agent, you know the importance of working with your clients to provide options for their life insurance needs. An organization that works diligently to represent and protect your unique interests as an insurance professional is the National Association of Insurance and Financial Advisors (NAIFA).

This non-profit organization has been around since 1890. It is the nation's largest financial services membership association, working with more than 50,000 insurance and financial advisors to ensure the future of our profession and the way we do business.

American Family Life Insurance Company is a strong supporter of NAIFA. We encourage all agents to get involved at a national, state and/or local level for the many professional development -enhancing benefits and growth opportunities.

Here are some of the many membership advantages you'll enjoy as a member of NAIFA.

- **Sales Ideas and Resources:** In addition to the wealth of information you can find on [www.NAIFA.org](http://www.NAIFA.org), you'll have access to proven sales and marketing ideas, new product and financial news, along with association and industry information, in your monthly subscription to *Advisor Today* magazine and *NAIFA Connections*, the electronic newsletter.
- **Training and Networking:** Attending NAIFA meetings at the local and state level provides excellent networking opportunities. You also qualify for discounts on training opportunities through NAIFA's alliances with LUTC and The American College. There's also a Young Advisors Team (YAT) for members in their first five years in the business or under age 40 that focuses on making sure advisors have the resources and network opportunities to be successful.
- **Political Advocacy:** NAIFA represents your interests at the state and federal level. It also helps keep you up-to-date on legislation in your area that may affect your business.
- **Industry recognition, leadership and awards:** You can enhance your leadership skills through one of NAIFA's state-run Leadership in Life Institutes. Your membership also fulfills the professional membership requirement for Million Dollar Round Table, the association for top producers in the financial services industry.

As of April 2012, American Family Life Insurance Company had over 300 active agent members. If you're not a member you can join today by contacting NAIFA at 1.877.866.2432. The annual membership fee is approximately \$500 and can be deducted from your agent account statement or bank account monthly. If you have questions, please contact your district sales manager for more information.

Thank you for your continued commitment to working with customers on their life insurance needs. You are helping them make important decisions about their future and providing financial protection for their loved ones.