



1701 N Towanda Avenue  
PO Box 2020  
Bloomington, IL 61702-2020  
tel (309) 821-3000  
www.countryfinancial.com

To: COUNTRY financial representatives and agency managers  
Fr: John D. Blackburn  
Chief Executive Officer  
Re: A valuable resource for your professional development

When COUNTRY financial representatives ask me for advice to create and sustain a successful career, I always give them a two-part answer:

1. Always set objectives, create a plan to meet those objectives and then work the plan.

Obviously, that advice shouldn't surprise anyone who wants to get ahead. But too often we forget about the second half of the equation:

2. Always take advantage of industry resources and associations which work for you and further your professional development.

During my career as a financial representative, and even now as CEO, I greatly value my membership with the National Association of Insurance and Financial Advisors (NAIFA). As the premiere association for financial representatives for more than 115 years, NAIFA has built a reputation for helping financial representatives succeed.

Here are just a few examples of what NAIFA can do for you:

- **Profitability:** NAIFA members earn more commissions and stay in the business longer than non-members.
- **Development:** NAIFA offers many developmental opportunities for agents at every stage of their careers.
- **Advocacy:** NAIFA monitors national and state issues and lobbies on behalf of our industry.
- **Creativity:** Good financial representatives are always looking for new ways to increase their productivity. NAIFA continually shares new and innovative sales and marketing tips leading to more commissions for members and increased company profits.

If you are already a member of NAIFA, congratulations! If you are not currently a member, I encourage you to join. Take a minute today, visit the website at [www.naifa.org](http://www.naifa.org) and learn more about how you can benefit from becoming a member of this outstanding organization.