



Donald P. Sullivan Jr., CFP®
Senior Vice President
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Dear Guardian Colleagues:

As a life insurance sales professional, you advocate for your clients' best interests, protecting their assets and dreams. Similarly, the National Association of Insurance and Financial Advisors (NAIFA) advocates for our interests, protecting our profession and the promises we make to clients.

NAIFA is the top grassroots lobbying organization for life insurance sales professionals, including both field and Home Office. For more than a century, NAIFA has advocated for public policy that promotes life insurance sales and preserves the essential role of our agents. Their advocacy efforts in Congress and in the state legislatures ensures that while we are busy advising clients, our collective voice is heard in the political world.

If you are not already a participating member, we strongly encourage you to consider joining your local NAIFA association.

In addition to educational and networking opportunities, membership will provide a means for you to:

- Stay up to date on industry trends and developments
- Receive expert updates on legislative initiatives that affect our industry
- Incorporate the highest levels of professionalism and ethics into your business
- Receive the monthly *Advisor Today* newsletter, NAIFA's official publication that provides practical information, sales and service ideas, resources, and business strategies.

We congratulate you if you're already enjoying membership in a local NAIFA association. If you have not yet explored their Web site, please visit <http://www.naifa.org/www.naifa.org> to see for yourself what NAIFA membership can mean to you.

Thank you for your willingness to support industry, as well as the performance of your own business today and for years to come.

Sincerely,

Don Sullivan

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