



**KANSAS CITY LIFE
INSURANCE COMPANY**

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Senior Vice President, Sales and Marketing

To our valued field force members:

As an insurance and financial services professional, you fully appreciate the value of life insurance and financial protection for your customers. The National Association of Insurance and Financial Advisors (NAIFA) provides protection for each of us – and for our industry and our customers, too.

It's true that NAIFA membership helps us develop our careers through outstanding learning and networking opportunities. But more importantly, NAIFA is the largest, most influential grassroots political organization in our industry. Through NAIFA, we play a significant role in shaping the future of our industry and the laws that affect financial services. You may not realize that today's income tax exemption for life insurance death benefits and cash value accumulations is the direct result of NAIFA lobbying in 1913. Over this instrumental organization's more than 115 years, NAIFA and its members have modeled and molded tax laws and other legislation that directly affects what you and I do every day. NAIFA's unwavering mission is to protect and promote the critical role of insurance in a sound financial plan and the essential role of professional agents and advisors.

Benefits of NAIFA membership

In addition to the unequalled political advocacy, NAIFA members benefit from:

- **Professional development** – Take advantage of continuing education and sales training through local, state and national NAIFA meetings and conferences.
- **Networking** – Share success sales ideas and other techniques with respected and successful professionals from all facets of the industry.
- **Information** – Receive *Advisor Today*, NAIFA's award-winning monthly magazine, which features timely sales ideas and industry news.

Invest in our industry, your future with NAIFA

If you aren't a NAIFA member yet, I strongly encourage you to join me and other industry leaders in supporting this very powerful organization. To learn more, call 877-TO-NAIFA (877-866-2432), or go to www.naifa.org. If you are already a member, I commend you for your foresight and suggest that you take full advantage of everything that NAIFA has to offer.

Membership in NAIFA is an investment for tomorrow – the tomorrow that each of us can enjoy thanks to NAIFA's very significant advocacy role and professional development opportunities. Help shape a tomorrow that will be personally, professionally and financially rewarding for each of us.

Donald E. Krebs, MSM, CLU, ChFC, LLIF, FLMI