



Western & Southern Life

A member of Western & Southern Financial Group

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TO ALL WESTERN & SOUTHERN LIFE FIELD REPRESENTATIVES

As life insurance agents, we share a profession that is vitally important to the financial security of individuals, families and our national economy. That is why I encourage you to support our industry and enhance your own professional knowledge and skills by joining the National Association of Insurance and Financial Advisors (NAIFA).

Founded in 1890, as the National Association of Life Underwriters, NAIFA has a long history of protecting and promoting both the critical role of insurance in a sound financial plan and the essential role provided by professional agents and advisors. Its mission is to advocate for a positive legislative and regulatory environment, enhance business and professional skills, and promote the ethical conduct of members.

Support for NAIFA runs throughout our organization and many of our leaders confirm how NAIFA membership has helped them by providing:

- **Sales Ideas and Education** designed to provide you with the tools necessary to compete and succeed in our changing industry.
- **Advisor Today magazine**, recognized industry wide for its timely sales ideas and industry news.
- **Networking** at state and national meetings.

In addition to these visible benefits, NAIFA continually is working behind the scenes, monitoring proposed tax law changes that might adversely impact our business and responding with experienced lobbyists, who work with Congress and state legislatures to protect our industry's interests.

Joining NAIFA, the nation's oldest and most influential organization serving the insurance and financial services industry, is an important way to make a deeper commitment to our business and your own career. If you are already a member, I congratulate you. If not, I encourage you to join today by calling 877-TO-NAIFA (877-866-2432). You can authorize payroll deduction of your NAIFA dues via Agency Online by accessing the appropriate link on the "Scholarship Program Information" page (under Training).

I am confident that NAIFA membership will make your career more personally, professionally, and financially rewarding.

Sincerely,

Bryan C. Dunn, CLU, ChFC
President, W&S Agency Group