



Ameritas Life, First Ameritas Life, Acacia Life,
Union Central Life and affiliated companies

Companies

August 2010

To: All Field Financial Professionals

Where does our industry turn for **advocacy**—a strong voice with all who govern and regulate our business? **NAIFA** is the answer—The National Association of Insurance and Financial Advisors.

This 120-year-old federation remains the single most powerful voice defending you and your clients on Capitol Hill, in state legislatures and in insurance commissioners' offices throughout the country. NAIFA also ensures the integrity of your profession by supporting high levels of education throughout our industry.

I'm writing to urge everyone in our field force to make NAIFA even more influential by becoming a member.

What's at stake? The products and services that are vital to your clients' financial strategies and bring us all a rewarding career. Right now, NAIFA representatives are hard at work ensuring the future of your profession. The NAIFA PAC (Political Action Committee) and PIC (Political Involvement Committee) are central in this effort, led by their experienced lobbyists and legal team.

Advantages beyond advocacy come with NAIFA membership as well:

- **Powerful Online Resources:** NAIFA offers excellent web resources, bringing members the most current information on industry news.
- **Dynamic Training:** NAIFA partners with its many affiliates, such as the American College, AALU, NAILBA and LIMRA, to bring you vital education in our ever-changing industry landscape.
- **Advisor Today:** NAIFA's award-winning magazine offers sales and industry information monthly.
- **Top Industry Recognition:** NAIFA membership is the first step in qualifying for the Million Dollar Round Table (MDRT), National Quality Awards, and in earning the LUTCF designation. NAIFA also offers the highest award in our industry, the John Newton Russell Award.
- **Top Peers:** NAIFA leadership is a cross-section of the nation's top financial professionals.

UNIFI Companies producers have a long legacy of leadership with NAIFA. Five of our valued representatives have served as NAIFA presidents, one as treasurer, and others in key leadership positions. UNIFI Companies has also supported NAIFA as a platinum sponsor numerous times. We salute all who have already committed to NAIFA membership.

I strongly urge those of you who are not already NAIFA members to call toll-free 877-TO-NAIFA (877-866-2432) or go to www.naifa.org and join today.

You can even have your dues deducted from your UNIFI Companies paycheck for your convenience. Just call Karen Walton at 513-595-2447 or e-mail her at kw Walton@unioncentral.com.

Sincerely yours,

JoAnn Martin, CPA, FLMI
UNIFI Companies
President and Chief Executive Officer