



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

August 21, 2009

To: All Field Associates

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 119-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. They also ensure 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 secure your clients' financial plans...and bring us all a rewarding career. Right now, NAIFA representatives are hard at work ensuring the future of your profession. The NAIFA PAC and PIC 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 has unveiled unprecedented web resources in recent years, bringing members the most current information, in instantly accessible, live multimedia.
- **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), the 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 many more in other key positions of leadership. UNIFI Companies has also supported NAIFA as a platinum sponsor many times. We salute all who have already committed to NAIFA membership. We strongly urge those of you who are not NAIFA members to please call toll-free at 1-877-TO-NAIFA (866-2432), or go online at www.naifa.org, to join today.

You can even have your dues deducted from your UNIFI Companies paycheck for your convenience... just call Karen Walton at 1-513-595-2447, or email her at kwatson@unioncentral.com.

Sincerely yours,

A handwritten signature in black ink that reads "JoAnn M. Martin".

JoAnn Martin, CPA, FLMI
UNIFI Mutual Holding Company
President & CEO