

Call for Excellence

The John Newton Russell Legacy

Outstanding Character, Dedication to the Profession, Meritorious Service

Do you know anyone who possesses these outstanding qualities? If you do, now is the time to submit his or her name for the John Newton Russell Memorial Award. This is the industry's highest honor.

In 1945, John Henry Russell provided the original endowment to establish this prestigious award to honor his father, John Newton Russell. A staunch proponent of informed, ethical marketing practices, Russell was agency manager for Pacific Mutual. He served as president of NALU (now NAIFA) during World War I and was one of the incorporators of The American College of Life Underwriters. His high standards are perpetuated in this award, which seeks to recognize someone with outstanding personal qualities, unstinting loyalty to the business and exemplary leadership.

Eligibility requirements

The award program is open to anyone you believe is highly qualified, and exhibits the character, leadership qualities, contributions to the profession and American families exemplified by John Newton Russell. Any member of NAIFA is eligible to nominate a worthy

candidate. Nominees must be insurance and/or financial-services professionals. Standards for consideration are extraordinarily high. The characteristics of past recipients have included unwavering loyalty and a high level of professional accomplishment and community service.

How to apply

When you send in your nomination, provide the award selection committee with sufficient information about your nominee and explain the basis for putting forward the person you chose. Nominations will be accepted through **Feb. 3, 2012**. Your nomination contains the only information the selection committee will have as a basis for their decision, so please be thorough in your description. The 2012 recipient will be announced in early April 2012 and will be honored at the NAIFA Career Conference and Annual Meeting in Las Vegas, Nevada, in September 2012.

Follow the instructions of the application form on the next page and submit it by the deadline indicated. Membership in NAIFA is required for participation in the award program.

The 2012 John Newton Russell Memorial Award Selection Committee

Chair

Cliff F. Wilson, CLU, ChFC, LUTCF, CLF

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NAILBA Liaison

Dexter S. Umekubo, CLU, ChFC

SFSP Liaison

April Caudill, J.D., CLU, ChFC

THE 2009 RECIPIENT

Larry M. Lambert, CLU, CFP, RFC

THE 2010 RECIPIENT

Michael C. Keenan, CLU, ChFC

THE 2011 RECIPIENT

Marvin H. Feldman, CLU, ChFC, RFC

Secretary

Dr. Susan B. Waters, CAE

Recommendation for the
**2012 JOHN NEWTON RUSSELL
MEMORIAL AWARD**

Recommendation

In my opinion, the following living person has rendered service to the institution of life insurance which, viewed in retrospect, is so outstanding and beyond the call of duty as to merit consideration for the John Newton Russell Memorial Award.

Name _____

Volunteer position _____

Address _____

Phone number and email _____

Supporting Data

On a separate sheet of paper, in 500 to 800 words, give a biographical sketch of your candidate, listing the individual's industry and civic accomplishments and honors received. Please indicate the specific accomplishments that, in your opinion, demonstrate that your nominee deserves the award.

Nominator _____

Volunteer position _____

Address _____

Phone number and email _____

Mail this form to:

John Newton Russell Award Committee
c/o Executive Office
National Association of Insurance and Financial Advisors
2901 Telestar Court
Falls Church, VA 22042-1205

Supporting data must accompany the nomination. Deadline: **Feb. 3, 2012.**