



THE NATIONAL ASSOCIATION OF INSURANCE AND FINANCIAL ADVISORS

2011 Manager's Membership Award

FORMERLY THE 100% AGENCY AWARD

APPLY ONLINE AT WWW.NAIFA.ORG/MMA

NAIFA is your connection to the recognition you've earned. The Manager's Membership Award recognizes organizations that support a strong financial services industry by investing in NAIFA and its efforts. Life, health and multi-line agencies and financial groups are encouraged to receive this award by ensuring that a certain percentage of their agents, based on the organization's size, are NAIFA members.

FEATURES OF THE AWARDS PROGRAM

- ▲ All applications must be submitted online. No mailed, faxed or emailed applications will be accepted. Any questions about this process can be sent to mma@naifa.org.
- ▲ NAIFA recognizes that many organizations have experienced consolidation into one large organization that could be miles away, or even in the next state, while still maintaining local presence and management. These local offices are encouraged to apply separately for the award, as long as they meet the qualifications as set out in the Achievement Matrix (see below) and the local applying manager is a member of GAMA. Local offices should coordinate with their organization to make sure that no duplicate applications are submitted.
- ▲ In order to recognize all deserving organizations, NAIFA uses a tiered matrix to determine which organizations have achieved award status. The tiers are as follows:

ACHIEVEMENT MATRIX

Number of Agents in Organization	Percent of Membership Required**
5 agents (minimum)	100%
6-10 agents	100%
11 agents or more	90%

**[Rounded to the next whole number. For example, if you get a figure of 9.1, it will be rounded down to 9. If you get a figure of 9.5, it will be rounded up to 10.]

QUALIFICATIONS

- ▲ The organization manager must be an active member of NAIFA and GAMA International. Individual agency managers are responsible for contacting their agents to determine member IDs and Membership Status.
- ▲ **NAIFA ID numbers are mandatory and required for processing. The NAIFA ID number can be found on an agent's *Advisor Today* mailing label. For privacy purposes, only individual members may contact the NAIFA Member Service Center to request their ID number. We are unable to provide list of NAIFA members to agencies.**

- ▲ In accordance with the matrix shown, the appropriate percentage of the organization's employees must be members in good standing of their local NAIFA association by the June 30, 2011 due date. The organization's employees must be actively soliciting and producing life, health, multi-line insurance or other related financial services.

APPLICATION DEADLINE

- ▲ The online application is available on the NAIFA and GAMA websites.
- ▲ **All applications must be received by 11:59 p.m. (Eastern time) on June 30, 2011 to be considered. Any application received after this time will not be considered for the award and no exceptions will be made.**
- ▲ Applicants will receive email confirmation within two weeks of receipt. If you do not receive confirmation of receipt within two weeks, please contact NAIFA at mma@naifa.org to determine if your application has been received.

RECOGNITION

- ▲ Organizations will be recognized in numerous ways for their achievement, including recognition in NAIFA publications, on the NAIFA website, and at the NAIFA Career Conference and Annual Meeting. Additionally, achievers will receive recognition at LAMP, GAMA International's Annual Meeting, and in the GAMA International Journal.
- ▲ Manager's Membership Award recipients also receive a professional certificate to display, a congratulatory letter from the national presidents of NAIFA and GAMA International, a commemorative lapel pin and a gift from the Life and Health Insurance Foundation for Education (LIFE) to honor this special achievement.
- ▲ Local NAIFA associations will be encouraged to provide special recognition for the management and members of the Award recipient's organization.
- ▲ GAMA International further recognizes Manager's Membership Award recipients with a "plus" designation for each of their GAMA International Awards, provided that they meet all other requirements. To learn more about GAMA International's Award Program, visit their website at www.gamaweb.com or call 888/275-0091.

For NAIFA membership information, please visit the NAIFA website at www.naifa.org or call NAIFA toll-free at 1-877-TO NAIFA (866-2432).

For GAMA membership information, please visit the GAMA website at www.gamaweb.com or call GAMA toll-free at 1-888-275-0091.

