



NAIFA - Now More than Ever Before

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Most of us have been feeling the stress of the last few months with the economy's roller coaster ride. Therefore, I believe, more than ever before, our clients need us to calm their fears. They also need us to review their financial plan or, in some cases, start a financial plan for them. They need us to help them find security and peace of mind in an uncertain world. Now, more than ever before, we need to be in front of our clients doing what we have been trained to do—help them! This is a time when we can be part of the solution to assist our clients in securing their financial future.

Just as we need to be there for our clients, NAIFA (National Association of Insurance and Financial Advisors) also is there for you, providing more benefits that will impact your bottom line. If you haven't been involved in NAIFA for a while, or if you haven't seen www.naifa.org recently, check it out today! You will be amazed and impressed by the new offerings. Here are a few items you'll certainly want to see:

- **Virtual Library**—As a member of NAIFA, you have free, unlimited 24/7 access to the NAIFA Virtual Library. Whether you are a new advisor or agent, or an experienced producer, the NAIFA Virtual Library is your key to a myriad of sales support tools and resources that will help you grow and succeed in your business. Check out this link for more information: <http://www.naifa.org/benefits/vsa/index.cfm>
- **Professional Development System (PDS)**—The new NAIFA Professional Development System has been created to provide NAIFA members, at every stage of their

career, with the resources they need to succeed! NAIFA's rich array of professional programs and products are designed to enhance members' knowledge and skills, provide value-added business services, and create critical networking and mentoring opportunities—when, where and how you want them! Check out this page for an online tutorial about PDS: <http://www.naifa.org/benefits/pds/index.html>

I believe that now, more than ever before, we *all* need NAIFA. With more and more bailout dollars being promised every day, it becomes pretty clear that the federal government will be looking for revenue from any source they can get it. We all know that the products that we provide to our clients carry with them some significant tax advantages. There is a very good chance that we will have the target on our backs. The way our industry is regulated could drastically change, and we all know that health care reform is at the top of the list in Washington. All of these issues could spell significant change for us in the way that we do business. We need NAIFA to protect our products and the tax advantages our clients enjoy. We need NAIFA and its grassroots presence to protect our industry interests. We need every licensed advisor to join the effort to protect these products for our current and future clients by joining NAIFA today. This is not the time to be sitting on the sidelines. Congratulations to those of you who have already joined NAIFA. If you haven't joined yet, please consider joining immediately. Joining is easy. Just go to <http://www.naifa.org/join/> and join today. You will not regret your decision.

www.naifa.org