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## **NAIFA Unleashes Communications Corner** *New Benefit to Assist Members Succeed in Public Outreach Efforts*

**FALLS CHURCH, VA (July 11, 2008)** — The National Association of Insurance and Financial Advisors (NAIFA) is proud to deliver NAIFA members a new benefit as part of the NAIFA 21 strategic plan. Created by NAIFA's Communications and Marketing Department and guided by the association's Communications Committee, Communications Corner provides members with free, unlimited 24/7 access to an extensive online toolbox that includes NAIFA-branded templates, searchable databases of media outlets and self-directed communications and public relations training.

Members also have access to professional graphics and media relations support, as well as communications tips and proven best-practices. All of the resources are specifically tailored to serve the needs of NAIFA's federation, as well as individual insurance and financial planning professionals.

"Membership in NAIFA signifies that an agent or advisor is connected to an organization and an entire network of professionals, all striving for one goal ... business success," explains NAIFA President Jeffrey J. Taggart, CLU, ChFC, LUTCF. "We're building a brand that stands for strength, industry expertise and the highest professional and ethical standards. The tools available through Communications Corner will help us solidify that brand."

Available to all NAIFA members — and only NAIFA members — this online toolbox provides access to a robust suite of communications and public relations resources to help them build awareness of NAIFA and the industry, and set them apart from the competition. Members have access to do-it-yourself tools, as well as details on the professional services offered by NAIFA's in-house staff.

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**NATIONAL ASSOCIATION OF INSURANCE AND FINANCIAL ADVISORS**

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Laurie Adams, CFP, CLU, LUTFC, chair of NAIFA's Communications Committee, adds, "We've developed Communications Corner to help fulfill our commitment to create benefits that increase the value of NAIFA membership. We identified a need to enhance the effectiveness and consistency of all NAIFA internal and external communications, and created a unique and exciting way to deliver. In our industry, we're all communicators. Communications Corner will just make us better at it."

Accessed via the members-only section of NAIFA's website, Communications Corner's interactive features provide members with comprehensive insight on how to best use and apply the wealth of information found within NAIFA.

For a look at the NAIFA Communications Corner, go to: [www.naifa.org/commcorner](http://www.naifa.org/commcorner)

To learn more about this and other benefits of NAIFA membership, visit [www.naifa.org](http://www.naifa.org) or contact NAIFA's Communications and Marketing Department at 877-866-2432.

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**About NAIFA:** Founded in 1890 as the National Association of Life Underwriters, the **National Association of Insurance and Financial Advisors** comprises nearly 800 state and local associations representing the business interests of 60,000 members nationwide. Members focus their practices on one or more of the following: life insurance and annuities, health insurance and employee benefits, multiline, and financial advising and investments. NAIFA's mission is to advocate for a positive legislative and regulatory environment, enhance business and professional skills, and promote the ethical conduct of its members. Visit NAIFA's website at [www.naifa.org](http://www.naifa.org).

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