



# PRESS RELEASE

CONNECTIONS THAT COUNT

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## Allstate Proudly Launches New, Online Program Simplifying NAIFA Membership

### *Joining NAIFA Now Made Easier for Allstate Representatives*

**FALLS CHURCH, VIRGINIA (August 26, 2008)** — The National Association of Insurance and Financial Advisors (NAIFA) and Allstate Insurance Company (Allstate) are pleased to unveil an exciting new initiative to promote NAIFA membership among Allstate Personal Financial Representatives (PFRs). On Friday, July 18<sup>th</sup> Allstate launched the NAIFA Enrollment Online (NEO) program to facilitate NAIFA membership among its more than 10,000 PFRs.

Developed in cooperation with NAIFA, Allstate's NEO program makes it easier than ever for PFRs to join and pay for NAIFA membership.

- Allstate Personal Financial Representatives complete a simplified NAIFA application through a company Intranet Web page.
- Annual dues are advanced by the company and recovered via commission deduction.
- Memberships are automatically renewed until such time that the Personal Financial Representative notifies the company he or she no longer wishes to be a NAIFA member.

"Because NAIFA promotes the professional qualities that are deemed essential to success in our business, Allstate supports NAIFA and encourages all personal financial representatives to join this important professional organization," said J. Eric Smith, President, Allstate Financial Services, LLC. Smith added that while Allstate Financial has long supported NAIFA, launching NEO takes that support to a higher level. "Allstate's NEO program provides a simplified way for financial representatives to join and leverage the organization's strengths to support the financial goals and dreams of Allstate customers."

This initiative is a win-win partnership for Allstate and NAIFA. "NAIFA grows stronger with each new member. We gain new perspectives, increased influence on capital hill, and greater representation across the industry," says Jeffrey J. Taggart, CLU, ChFC, LUTCF, president of NAIFA. "And NAIFA members benefit from being associated with an organization dedicated to continuing professional education, raising the ethical and professional standards of the industry."

By simplifying the process of joining NAIFA and encouraging representatives to do so, Allstate is providing representatives with streamlined access to NAIFA's *connections that count*. By advocating for a positive legislative and regulatory environment, enhancing business and professional skills, promoting the ethical conduct of members and providing networking opportunities at the national, state and local level, NAIFA provides a robust package of benefits and services to those who join.

"NAIFA is the nation's oldest and most influential association serving the insurance and financial services industry," Smith concluded. "We're asking our representatives to make an investment in their careers and our profession by joining and supporting an organization that works tirelessly to protect our business interests."

For more information about this initiative, please contact Anne Meredith Mandeville, NAIFA Director of Corporate Partnerships at [amandeville@naifa.org](mailto:amandeville@naifa.org) or 703.770.8218 or Daniel Tromblay, Senior Agency Process Manager, Allstate Financial at [dtrom@allstate.com](mailto:dtrom@allstate.com) (847-402-4991).

**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).

For additional information about Allstate Insurance Company, visit [www.allstate.com](http://www.allstate.com). For more information about Allstate Financial, visit [www.myallstatefinancial.com](http://www.myallstatefinancial.com)

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