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## NAIFA Partners with LIMRA to Offer Market Awareness Seminar Series

**SAN DIEGO, CA (September 9, 2008)** — The National Association of Insurance and Financial Advisors (NAIFA) and LIMRA have partnered to offer NAIFA members free access to a monthly online video-based seminar series as part of NAIFA's Professional Development System.

Each month, a different video from LIMRA's popular "Market Awareness" series will be showcased. Each video is 30-40 minutes in length and features LIMRA subject matter experts. All programs are designed to provide NAIFA members background information on the topic presented, explain what it means to advisors or agents, and include sales tips for presenting the material to clients.

"LIMRA sets the standard for its research and industry information," says Jeffrey J. Taggart, CLU, ChFC, LUTCF. "Joining forces with LIMRA to offer this online program is another major step in our efforts to provide our members with quality professional development resources. This is one more reason why NAIFA is the producers' association of choice."

To mark Life Insurance Awareness Month, *Getting Prospects to Say YES to Life Insurance* will be the first release in the series beginning September 2008. Other topics in the series include: *Building a Retirement Practice*, *Recruiting Sales Talent: It's Not the Same Old Game*, *The Women's Market: It's Time* and *Gaining a Competitive Edge with the 50+ Market* – with several new releases scheduled for 2009 in the areas of practice management and succession planning.

"An alliance between NAIFA and LIMRA adds value to both of our member constituencies, said Donald Fuller, Assistant Vice President and Director, Centre for Professional Development, LIMRA, "and we are excited by the opportunity to explore how we can maximize this value."

To learn more about the series, visit [www.naifa.org/benefits/marketawareness](http://www.naifa.org/benefits/marketawareness) (NAIFA member log-in required) or contact Samantha Blodgett, Director, Education Programs at (703) 770-8216.

**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).

**NATIONAL ASSOCIATION OF INSURANCE AND FINANCIAL ADVISORS**

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**About LIMRA International:** LIMRA International is a worldwide research, consulting and professional development organization that helps more than 850 insurance and financial services companies in 73 countries increase their marketing and distribution effectiveness. Visit LIMRA at [www.limra.com](http://www.limra.com).

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