



PRESS RELEASE



CONNECTIONS THAT COUNT

FOR IMMEDIATE RELEASE

CONTACT: **NAIFA:**
Lee Allen, Vice President, Communications and Marketing, NAIFA
(703) 770-8113 (office); (703) 336-2462 (mobile) leeallen@naifa.org

NAIFA Launches Professional Training Series

Collaboration with The American College, American Institute for CPCU and America's Health Insurance Plans Results in Unique Member Benefits

SAN DIEGO, CALIFORNIA (September 10, 2008) — The National Association of Insurance and Financial Advisors (NAIFA), in collaboration with The American College, American Institute for CPCU (AICPCU) and America's Health Insurance Plans (AHIP), is proud to announce the launch of its Professional Training Series.

Comprised of more than 60 courses that lead to 19 industry-recognized designations, the Professional Training Series lays out a suggested course of study across five practice specialties – Life Insurance and Annuities; Health and Employee Benefits-Endorsed by AHIA; Multi-Line; Financial Advising and Investments, and Practice Management, and three career stages—early, established and accomplished—for NAIFA advisors and agents.

Supported by programs and study materials from The American College, AICPCU and AHIP with additional course materials in development, many of these programs are offered at special NAIFA member discount rates.

- Any NAIFA member who has not previously enrolled in a course at The American College and who registers for and successfully completes a course between September 17, 2008 and March 31, 2009 is entitled to a one-time \$50 NAIFA membership dues credit.
- NAIFA members will receive a 20% discount on print study materials for the courses leading to the CPCU designation through AICPCU

NATIONAL ASSOCIATION OF INSURANCE AND FINANCIAL ADVISORS

2901 Telestar Court • P.O. Box 12012 • Falls Church, VA 22042-1205 • 703/770-8100 • www.naifa.org

- NAIFA members will receive a 20% discount on all AHIP courses.

– more –

“The Professional Training Series is a major component of NAIFA’s exciting new Professional Development System,” comments NAIFA President Jeffrey J. Taggart, CLU®, ChFC®, LUTCF. “With the critical support from our strategic partners, we’ve created a plan, unique to NAIFA, that helps producers at any stage of their careers succeed.”

NAIFA’s Leadership in Life Institute (LILI) program is also an integral part of the Professional Training Series and a NAIFA Prospecting, Marketing and Sales System, another key component, is scheduled for release in spring 2009.

To learn more about NAIFA’s Professional Training Series programs and details regarding how to take advantage of these promotional offers visit www.naifa.org or contact Samantha Blodgett, Director, Education Programs, NAIFA (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.

The American College is dedicated to leadership in innovative training and development that helps financial services companies and their employees succeed. As a non-profit educational institution holding the highest level of academic accreditation, The College has served as a valued business partner to banks, brokerage firms, insurance companies, and others for over 80 years. The American College’s faculty represents some of the financial services industry’s foremost thought leaders. For more information, visit our homepage at TheAmericanCollege.edu

The American Institute for CPCU and its companion organization, the Insurance Institute of America, are independent, nonprofit organizations offering educational programs, professional certification, and research to people who practice or have an interest in risk management and/or property-casualty insurance. The Institutes offer the CPCU professional designation program; associate designation programs in areas such as claims, risk management, underwriting, and reinsurance; introductory and foundation programs, and online courses. For more information, visit www.aicpcu.org.

America’s Health Insurance Plans (AHIP) is the national association representing nearly 1,300 member companies providing health insurance coverage to more than 200 million Americans. Our member companies offer medical insurance, long-term care insurance, disability income insurance, dental insurance, supplemental insurance, stop-loss insurance and reinsurance to consumers, employers and public purchasers. For more information, visit www.ahip.org.

#

NATIONAL ASSOCIATION OF INSURANCE AND FINANCIAL ADVISORS

2901 Telestar Court • P.O. Box 12012 • Falls Church, VA 22042-1205 • 703/770-8100 • www.naifa.org