



## **NAIFA, FSP Partnership Will Bolster Professional Development in Advanced Markets**

FALLS CHURCH, Va. – Jan. 2, 2018 – The National Association of Insurance and Financial Advisors (NAIFA) and the Society of Financial Service Professionals (FSP) will strengthen collaboration in member development and education with the creation of a new career track in advanced markets to be launched at NAIFA's 2018 [Performance + Purpose Annual Conference](#) in San Antonio.

"Each year NAIFA leaders examine how our professional development offerings succeed in delivering value to members as they serve clients in an increasingly competitive and changing marketplace," said NAIFA CEO Kevin Mayeux, CAE. "NAIFA's P+P conference is a valued member benefit with programming for advisors in every stage of their career. The FSP/NAIFA partnership will leverage the strengths of each organization to bolster conference programming and meet the educational needs of professionals in advanced practices. We are most pleased to welcome FSP members to the NAIFA P+P conference."

FSP members are part of a multidisciplinary community that enables collaboration among financial planners, investment advisors, attorneys, CPAs, insurance professionals, and other financial service experts. The advanced markets career track will offer sessions designed to provide dynamic learning opportunities with industry experts and thought leaders.

"FSP has had a longstanding relationship with NAIFA, and we are aligned in our commitments to providing resources that enhance our members' professional knowledge, grow their network and build their practices," said FSP CEO Joseph E. Frack, CPA, CGMA. "We look forward to working with NAIFA on this premiere professional development and networking event. We know the program will deliver exceptional value to our members while demonstrating genuine collaboration within the industry."

[NAIFA Performance + Purpose 2018](#) will take place Sept. 13-16, 2018, in San Antonio, at the Henry B. Gonzalez Convention Center. The official conference hotel is the Grand Hyatt San Antonio. NAIFA and FSP will collaborate in promoting the conference to FSP members.

**About FSP:** Currently celebrating its 90<sup>th</sup> anniversary, FSP is a multidisciplinary community of credentialed financial professionals, whose common purpose is to deliver the highest level of ethical service to their clients. Offering opportunities for learning and relationship building across disciplines, FSP and its chapters provide quality education and world class resources critical to career success. For more information, visit [www.SocietyofFSP.org](http://www.SocietyofFSP.org).

**About NAIFA:** Founded in 1890 as The National Association of Life Underwriters (NALU), NAIFA is the oldest, largest and most prestigious association representing the interests of insurance professionals from every Congressional district in the United States. Our mission – to advocate for a positive legislative and regulatory environment, enhance business and professional skills, and promote the ethical conduct of its members – is the reason NAIFA has consistently and resoundingly stood up for agents and advisors and called upon members to grow their knowledge while following the highest ethical standards in the industry. Visit [www.NAIFA.org](http://www.NAIFA.org).

### **Contact:**

Sheila Owens, NAIFA; [sowens@naifa.org](mailto:sowens@naifa.org)

Anne Rigney, FSP, [arigney@societyoffsp.org](mailto:arigney@societyoffsp.org)