



Life Happens.

Expanded NAIFA Family

NAIFA is proud to welcome in the members of the Society of Financial Service Professionals (FSP) and the longtime supporters of Life Happens. The two organizations are already set to have a huge positive impact on NAIFA's programs and membership benefits. FSP will become the educational arm of NAIFA and bundle NAIFA's Centers of Excellence, Life & Annuities Certified Professional (LACP), and the newly launched Life Underwriter Training Fellow (LUTCF) designation. Additionally, the *Journal of Society of Financial Service Professionals* will now be distributed digitally to all NAIFA members beginning in early 2024. The excitement of bringing FSP's stellar education and coupling it with NAIFA's educational offerings such as NAIFA Live will allow the organization to meet more members where they are in their career lifecycle, as well as provide in-depth material in their practice areas. The addition of Life Happens means that together, we can do more to raise awareness for life insurance and other protection products for Americans to promote financial security for all.

Historic Times

by Bryon Holz, CLU, ChFC, LUTFC,
CASL, LACP
NAIFA President

These are historic times, indeed! Since we last communicated, the respective memberships of NAIFA and the Society of Financial Service Professionals have voted to affirm their boards' intent to merge. In the following weeks, both teams and sets of volunteer leaders have been hard at work looking at the best ways to integrate operations and more importantly, how to expand membership benefits! NAIFA members can now enjoy FSP benefits and vice-versa. What's more, NAIFA now manages Life Happens and NAIFA-FSP members will enjoy an exclusive membership bundle of content that will be rolled out in 2024. There's never been a better time to belong to NAIFA!

Have a comment for Bryon? Send to naifapresident@naifa.org



NAIFA members and staff are shown on the rooftop of NAIFA's new national headquarters at 1000 Wilson Boulevard, Arlington, Virginia. The members gathered for NAIFA's Apex East regional conference held on October 24th. The next Apex will be September 19-21, 2024 at the Arizona Biltmore Hotel and Resort.

Expanded Membership Benefits

NAIFA Membership Fees Include:

- Professional lobbyists advocating on your behalf at the state, interstate, and federal levels with grassroots training and opportunities for civic engagement
- Printed and digital platform of *Advisor Today* which includes the magazine, podcast, webinars, and blog
- Monthly members-only NAIFA Live webinar program with top speakers providing sales & marketing techniques
- Consumer-facing directory of NAIFA advisors located at financialsecurity.org.
- Centers of Excellence in specialty areas such as long-term care & employee benefits
- Volunteer leadership opportunities at the local, state, and national level with award programs
- Signature events of Congressional Conference and Apex
- The LUTCF designation and LACP certification
- Leadership in Life Institute
- Access to NAIFA's Membership Marketplace of discount programs for travel, insurance, business software, and lifestyle products
- Access to discounted CE courses through WebCE
- Access to an online career center
- Specific programs for college students & young advisors
- Access to marketing content from Life Happens and library of marketing videos to build your brand

FSP Membership Fees Include:

- Access to expert-led professional development webinars, seminars, and online summits
- Access to CE, CLE, PACE, and CFP credits through programming
- Specialty newsletters that cover: employee benefits, estate planning, financial and retirement planning, insurance and risk management, practice management
- *The Journal of the Society of Financial Service Professionals* is delivered to members six times per year
- On-demand access to webinars and content online
- Networking with cross-disciplinary professionals that adhere to the highest ethical standards
- Annual meeting of the FSP Institute to provide world-class education
- Member benefits program that includes preferred pricing on insurance and ancillary products
- Subscription to FSP NewsBrief that provides curated content

Now, You Get it All!

Being a member of NAIFA has never been better! NAIFA members can now enjoy the FSP benefit package and vice-versa! If you haven't looked at all of your benefits in awhile, please do so at:
members.naifa.org