



NAIFA at 130



**TOGETHER  
WE CAN TAKE ON  
ANYTHING**



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FinancialSecurity.org

# NAIFA Code of Ethics

PREAMBLE: Helping my clients protect their assets and establish financial security, independence and economic freedom for themselves and those they care about is a noble endeavor and deserves my promise to support high standards of integrity, trust and professionalism throughout my career as an insurance and financial professional. With these principles as a foundation, I freely accept the following obligations:

- To help maintain my clients' confidences and protect their right to privacy.
- To work diligently to satisfy the needs of my clients by acting in their best interest.
- To present, accurately and honestly, all facts essential to my clients' financial decisions.
- To render timely and proper service to my clients and ultimately their beneficiaries.
- To continually enhance professionalism by developing my skills and increasing my knowledge through education.
- To obey the letter and spirit of all laws and regulations which govern my profession.
- To conduct all business dealings in a manner which would reflect favorably on NAIFA and my profession.
- To cooperate with others whose services best promote the interests of my clients.
- To protect the financial interests of my clients, their financial products and my profession, through political advocacy.



*Adopted July 2019, NAIFA Board of Trustees*





## NAIFA LOCAL CHAPTERS

CA-Central Coast

CA-Greater Foothills

CA- Los Angeles

CA-Bay Area

CA-San Francisco

CA-Silicon Valley

CO-Denver

FL-Broward

FL-Central Florida

FL-Northeast Florida

FL-Miami Dade

FL-Palm Beaches

FL-Tampa

GA-Atlanta

IA-Eastern Iowa

IA-Quad Cities

IL-Chicagoland

KS-Wichita

KS-Heartland

KY-Louisville

MI-West Michigan

MO-St. Louis

NJ-North Central Jersey

NY-Syracuse

OH-Cincinnati

OH-Cleveland

OH-Columbus

PA-Greater Harrisburg

PA-Greater Philadelphia

SC-Upstate

TN-Memphis/West  
Tennessee

TX-Dallas

TX-Fort Worth

TX-Houston

TX-Pineywoods  
of East Texas

TX-San Antonio

VA-Northern Virginia

VA-Richmond

VA-Tidewater

## Introduction

The past year was a very exciting year for NAIFA as its transformation under the NAIFA 20/20 Strategic Plan flew into high gear and brought changes to the association's structure and programming in order to provide every NAIFA member with a high-quality membership experience.

As NAIFA worked to move the association to a higher level of success, it secured many advocacy victories, including the passage of the Senior Safe Act (allowing financial professionals to protect older clients against financial abuse) and the SECURE Act (encouraging small businesses to offer retirement benefits and giving retirement savers more opportunities and greater flexibility).

NAIFA also worked successfully on the repeal of the so-called "Cadillac tax" on some employer-provided health insurance plans, among many other issues vital to its members' success.

In addition, NAIFA implemented many programs designed to enhance the member quality experience. These include the New Member Orientation & Member Benefit Program, the highly popular NAIFA Live, the Ambassador Advisor Program, and the creation of Centers of Excellence.

This snapshot of NAIFA at 130 years highlights some of these state-of-the-art programs and the association's plans for moving forward in 2020 and beyond. As NAIFA embarks on its 130th year anniversary celebrations this year, it remains committed to providing a favorable business climate for all of its members and helping them build successful practices.

During the course of preparing our "NAIFA at 130" update, we all have become part of the global COVID-19 pandemic. It is in challenging times that consumers most need trusted financial services professionals, trusted policymakers, and political leaders. Now more than ever, financial services professionals who adhere to a Code of Ethics and put their clients' best interests first are needed. For 130 years NAIFA has served Main Street and in today's challenging times, our members have stepped up to support the individuals, families, and businesses to lead them back to financial security.

TOGETHER WE CAN TAKE ON ANYTHING

# CEO Report



This year marks 130 Years since 70 delegates from state and local associations of life insurance agents gathered in Boston to form the national organization today known as NAIFA.



**Kevin M.  
Mayeux, CAE**

**NAIFA CHIEF  
EXECUTIVE  
OFFICER**

They combined their efforts and resources to “advance the best interests of the cause of true life insurance throughout the country,” as the minutes from the first convention noted, and to promote laws requiring ethical sales practices and allowing agents to best serve their clients. The NALU members of 1890 realized as do the NAIFA members of 2020: Together We Can Take on Anything.

## NAIFA IS REBORN

As we celebrate our illustrious history, we also forge ahead with a new beginning. Our association’s 130<sup>th</sup> year is also the second year of the “New NAIFA,” which we ushered in on January 1, 2019, when we restructured and implemented a new set of bylaws. The emphasis of the New NAIFA is to provide value and a quality experience to every member from a structure that includes a home office, 53 state and territorial chapters and roughly 40 local chapters.

Just as NAIFA members serve American consumers at every income level, NAIFA serves every insurance and financial professional, regardless of practice specialty, career stage, or tenure in the business.

With webinars, NAIFA Live virtual meetings, the NAIFA Ambassador Advisor Program, our online centers, and social media, NAIFA is making it easier for members to access programs and network with successful peers. No longer is the value of your NAIFA membership limited by where you live. You get the most out of your membership, whether you live in New York, Arkansas, Idaho, Hawaii, or anywhere else.

## WE WELCOME FRESH FACES

NAIFA saw explosive growth in first-time members over the past year. This means more than 1,500 individuals are now forming their first impressions of what it means to be a NAIFA member. These are 1,500 new members to benefit from NAIFA’s education, training, and networking, helping them maximize their career success. These are 1,500 new members to get excited about grassroots advocacy and serve as key contacts for legislators.

NAIFA is our industry’s grassroots army, and many of these new members are eager to learn how political involvement is an important part of serving the best interests of their clients, promoting their industry, and reaching their professional peak.

In 2020, due to the COVID-19 outbreak, NAIFA is holding NAIFA Nation Impact Week, a series of online advocacy events including messages from members of Congress, in lieu of our Congressional Conference gathering, which is typically the largest legislative fly-in in the industry. We will follow up in August by emphasizing in-district meetings for NAIFA members with their lawmakers. These are great chances for NAIFA members, both new and existing, to get involved. I hope you will participate, and we appreciate your support of our community of producers.





# NAIFA BRINGS THE INDUSTRY TOGETHER

NAIFA has been the leading, unifying force in our industry, as well as the voice of the profession, for 130 years. It's a legacy that has endured and will continue. It's exciting that so many new members are joining to add to our strength and discover first-hand how NAIFA membership leads to professional success.

Our 130th year will be our best year yet, because,  
Together We Can Take On Anything.



# MEMBERSHIP

## ONE NAIFA

### Restructured Association

Prior to January 1, 2019, NAIFA was structured as a federation of 600 distinct legal and financial entities. The voting membership elected to end this structure after 128 years and adopt a new set of bylaws that created a national association with 53 state and territorial chapters and 40 local chapters. This new national-state-local chapter model required the dissolution of many previous entities and the creation of one standardized membership fee structure used by all chapters. This work was completed in 2019 and in our 130<sup>th</sup> year, NAIFA now stands as a completely restructured and revitalized association.

The new structure affords NAIFA the ability to quickly distribute information, programs and products from national to local chapter levels, as well as rapidly respond to legislative or regulatory alerts. Each state chapter has a professional association manager responsible for carrying out the brand, program and product standards set by national. All chapters participate in Congressional Conference and Performance+Purpose, and hold educational and legislative events.



# 25,560

members in 2019

## CUSTOMIZED PLANS

### Membership Types

- ▲ Producer
- ▲ Industry Professional
- ▲ Student



Retention



Growth in New Members in Q4 2019

## FLEXIBLE DUES STRUCTURE

# Career Friendly Fees

This year we introduced career-friendly fees to make NAIFA more accessible and inclusive to advisors who are new to the industry. The new fee structure allows agency managers to bring in new advisors with confidence and allow new advisors an economical way to ensure their success.

Year 1	Year 2	Year 3	Year 4	Year 5+
\$10/month*	\$20/month	\$30/month	\$40/month	\$56/month

## NEW TO NAIFA

For individuals that have never been a member of NAIFA and have 3+ years in the industry, you can now join for \$30/month and then graduate up. If you were a member at another point in your career and let your membership lapse, you can be reinstated.

## AGENCIES & COMPANIES

We introduced new group sales models, in addition to the ledger deduct programs that we've always offered. We are working with all facets of the financial services industry to design programs that provide value to their particular population while sticking to our mission of advocating for the producer and his/her client.

## NAIFA'S NEW Orientation & Member Benefit Program

NAIFA has implemented a 12-month New Orientation & Member Benefit Program designed to welcome new members to NAIFA and guide them through to the many programs and services the association offers.

Every member receives a welcome email and kit that includes a membership card, Code of Ethics for framing, and program outline. Members also receive a NAIFA lapel pin when they come to an in-person meeting. We wear these pins proudly—especially when involved in our state and federal advocacy work. Members receive access to online communities, the GovTalk newsletter and are listed in our "Find an Advisor" search on our consumer sites. Additionally, members can partake in a variety of volunteer opportunities, including speaking and writing for our *Advisor Today* magazine, Big Ideas webinar series, Advisor Ambassador Program, and Performance + Purpose Annual Meeting.

NAIFA holds a monthly meeting for all members called NAIFA Live that is a hybrid event—meaning you can attend either in-person or virtually. This meeting is hosted by a state chapter where the speaker addresses a live audience, but chapters across the country hold face-

to-face watch parties where participants watch the livestream and then participate in discussion. NAIFA Live has allowed NAIFA to get rid of geographic barriers, as well as consistently provide high quality professional development.

Leadership is a key part of NAIFA and members can choose from dozens of volunteer opportunities. Whether someone wants a microvolunteer opportunity, or to earn their way into a local, state or national president role, NAIFA is a great way for advisors to differentiate themselves while keeping their passion for their profession. In addition, there are multiple award programs including the National Quality Awards, Diversity Champion Award, Young Advisors Team Leader of the Year Award, and the John Newton Russell Memorial Award for outstanding services to the institution of life insurance.





Month

1

## PLANNING YOUR YEAR

Start your membership off right with a guided tour of the programs, services and volunteer opportunities that come with membership. Subsequent months will provide a deeper dive into other programs, but use this New Member Orientation to map out top areas of interest and save key dates for 2020.

Month

2

## YOU ARE THE BRAND

Make 2020 your best year yet! Join us as we provide a tip-packed session on how you can present yourself the best way possible. From understanding your body language, to tips on listening, speaking, dressing, your brand on social media and more, this session will help you elevate your game and work at the speed of trust.

Month

3

## ADVOCACY 101

As a member, you are helping to protect our industry and your clients. Increase grassroots efforts with training from NAIFA's Government Relations team. Learn how to talk to representatives and build relationships with policy makers on Capitol Hill and in your state legislature.

Month

4

## PERSONAL COACHING SESSION

Ever wonder how some advisors really take it to the next level? The secret is having a personal business coach! NAIFA's membership includes a whole network of professional coaches who would love to provide a free session on what's involved and why so many advisors make the investment in themselves and in their practice.

Month

5

## PUBLICATIONS, PAPERS & RESEARCH

NAIFA authors publications and reports that the media cite as the go-to voice of the industry. This month we will review the publications to ensure they match your interests. Know what content applies to your own practice and your clients.

Month

6

## IFAPAC

Each year, NAIFA's Political Action Committee (PAC) is the largest in the industry. This session will introduce you to the PAC, explain how it works, why it is critical to NAIFA and the industry, and how you can participate and be recognized.

Month

7

## PROFESSIONAL DEVELOPMENT

Create your summer reading list by joining us to get an overview of all of the educational opportunities that come with your membership. From Big Ideas webinars to NAIFA Live meetings, find what's right for you.

Month

8

## DESIGNATIONS & CERTIFICATIONS

LUTCF & LACP are recognized marks of distinction for insurance agents and advisors. A panel of top producing designees will tell how the designations helped them write more business and distinguish them from the competition.

Month

9

## YOU, NAIFA AND THE MEDIA

Membership in NAIFA affords media access. Boost your personal brand and that of your firm by presenting yourself in print, social media and on camera. Benefit from the NAIFA National Communications team that will provide a session to help you take advantage of today's media and reach new audiences.

Month

10

## LILI

Members credit the Leadership in Life Institute (LILI) as "life changing" when it comes to improving their business performance. This month you will hear from LILI grads who will explain the program and help to expand your network.

Month

11

## VOLUNTEER OPPORTUNITY TOUR

Members say that taking on a leadership role at NAIFA helps set them apart from other advisors, but how do you get there? This month will focus on how you can map a path to NAIFA leadership. The sky's the limit with NAIFA as you build your plan for personal growth.

Month

12

## THE CENTERS

NAIFA offers Centers of Excellence that focus on talent development, business performance and specialty areas such as long-term care. The Centers provide resources such as webinars, articles, expert interviews & discussion groups.

# ADVOCACY

## LOOKING FORWARD

### Facts and Figures

Every year, NAIFA brings ~800 NAIFA members representing every state to meet with federal lawmakers and staff during NAIFA's Congressional Conference, the largest legislative fly-in for the financial services industry.

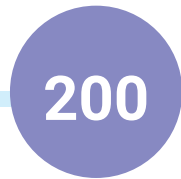
Each year, NAIFA typically participates in:



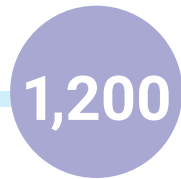
more than **800 in-district** advocacy meetings.



**meetings** with federal lawmakers in Washington and in-district.



hosted or co-hosted **200 political events** in Washington, D.C.



**relationships** with members of Congress.

## SUPPORTING THE INDUSTRY

### NAIFA's Political Action Committees (IFAPAC)

IFAPAC advances the legislative interests of NAIFA members on both the state and federal levels, preserves a favorable governmental climate, and promotes the best interests of consumers by supporting the campaigns of carefully selected candidates for elected office.



DURING THE CURRENT 2018 CYCLE:

**LARGEST FEDERAL PAC** in the industry

**\$4 MILLION+** raised for federal and state candidates

**EVERY STATE** has its own NAIFA PAC

## WORKING TOGETHER Coalition Partners

As the leading advocacy voice of insurance and financial services professionals, NAIFA has also partnered with other agent, advisor, and broker membership organizations to represent producers, consumers and the insurance and financial-services industry.

These organizations include the Asian American Insurance & Financial Professional Association (AAIFPA), Latin American Association of Insurance Agencies (LAAIA), National African American Insurance Association (NAAIA), National Association of Independent Life Brokerage Agencies (NAILBA), and Women in Insurance and Financial Services (WIFS).

NAIFA also has a strong relationship and advocacy partnership with the American Council of Life Insurers (ACLI).



## STRONG PARTNERSHIPS Advocacy Coalitions

NAIFA participates in important advocacy coalitions, including:

### JOINT TRADES COALITION

focusing on fiduciary/standard of care

### SAVE OUR SAVINGS COALITION

focusing on preserving current tax rules  
for retirement savings

### NATIONAL COALITION ON BENEFITS (NCB)

focusing on health and other workplace benefits

### RETIREMENT SECURITY NETWORK (RSN)

focusing on employer-provided  
retirement programs



## POWER OF THE PIN

# Wins and Accomplishments

### FEDERAL

We are the only producers' association whose focus spans the entire spectrum of the financial services industry. Our advocacy runs the full gamut, impacting laws and regulations critical to risk mitigation, retirement planning, employee benefits, investments, wealth management, and everything crucial to our industry.

NAIFA's access and influence extends through all three branches of the federal government: the Executive (SEC, DOL, HHS, OMB, IRS, and the office of the President), Legislative (the industry's largest association PAC, largest Day on the Hill, and NAIFA members who are personal contacts with all 535 members of Congress), and Judicial (success in federal lawsuits). NAIFA has advocated and brought passage of the SECURE Act and Senior Safe Act, protection of the current tax treatment of life insurance, defeat of "Rothification" of retirement plans, and a permanent repeal of the Cadillac Tax, among many other advocacy victories.

### INTERSTATE

NAIFA contributes to the National Association of Insurance Commissioners (NAIC), National Council of Insurance Legislators (NCOIL), and other interstate organizations, helping to formulate model statutes and regulations that shape the insurance and financial services industry. NAIFA influences the design of these model rules and laws from start to finish. We are in the trenches, attending the meetings and conference calls of these organizations, helping draft model regulations and legislation used by insurance commissioners and state legislatures BEFORE the proposals are introduced. We are on the various subcommittees of each of those organizations, give testimony at those meetings, and submit well-researched comment letters and wording suggestions so that we have our fingerprints on the model rules and legislation before they even come up for discussion.

### STATE

We are the only producers' association present at the state level across the country. Our 50 state PACs maximize our influence and support friendly candidates. Legislative Days and state conferences create awareness, engagement, and presence in every statehouse. We have forged relationships over decades with local and state officials, many of whom later move on to the U.S. Congress.

A strong NAIFA-ACLI partnership confronts the most pressing issues in states across the country. We have restructured our advocacy staff to maximize our impact on state issues that pose the greatest threats. NAIFA is influencing laws and regulations on all the top issues, including fiduciary proposals in MA, MD, and NJ; government-run retirement plans in WA and other states; and genetic testing in FL.



PROTECTING THE INDUSTRY

# NAIFA Testifies

NAIFA leaders are regularly invited to testify at important state and federal hearings.

<p><b>Jan. 7, 2020</b></p>	<p>NAIFA CEO Kevin Mayeux testified on a Massachusetts Securities Division fiduciary proposal.</p>
<p><b>July 25, 2019</b></p>	<p>NAIFA Trustee Connie Golleher testified at a public meeting of the Federal Interagency Task Force on Long-Term Care Insurance.</p>
<p><b>July 18, 2019</b></p>	<p>NAIFA Trustee Dennis Cuccinelli testified on a New Jersey Bureau of Securities fiduciary proposal.</p>
<p><b>March 13, 2019</b></p>	<p>NAIFA-Maryland President Brian Jolles testified on a Maryland legislative fiduciary proposal.</p>



NAIFA Trustee and NAIFA-Maryland member, Connie Golleher, testifies at the Federal Interagency Task Force on Long-Term Care Insurance. NAIFA was the only association representing insurance and financial professionals invited to attend.



Kevin Mayeux, CEO, NAIFA testifies at the Massachusetts Division of Securities on a recently submitted proposal on fiduciary responsibility. NAIFA was the association that used the judicial system to take action against a Department of Labor proposed fiduciary standard. NAIFA's work succeeded in having the DOL vacate the rule and we will continue to advocate against fiduciary standards that impair our members' ability to practice. NAIFA members already adhere to a Code of Ethics that includes a client best interest standard.

# THE CENTERS

## ADVOCACY & PROFESSIONAL DEVELOPMENT

# Helping Members Enhance Their Skills



[advocacy.naifa.org](https://advocacy.naifa.org)

This center provides information about the association's advocacy programs and offers financial professionals the tools to become politically active and involved. The Center is available to NAIFA members and members of NAIFA's advocacy partner organizations, as well as to other members of the insurance and financial services profession.

"NAIFA's Advocacy Action Center is a resource available to all financial professionals, empowering them to exert their political influence and join with NAIFA's grassroots army to encourage public policy favorable to agents, advisors, and their clients," said NAIFA CEO Kevin Mayeux.

"Many NAIFA members view political influence and action as important parts of their jobs. They promote the best interests of consumers with members of Congress and state legislators, just as they do when helping clients achieve financial security and prosperity."



[tdc.naifa.org](https://tdc.naifa.org)

"With a current workforce seeing massive numbers of professionals leaving the industry each day to retire, we're faced with the need to grow a new generation of financial services professionals who adhere to a Code of Ethics and work to serve the more than 90 million American families that NAIFA serves," stated Kevin Mayeux, CEO of NAIFA. "We asked ourselves. Who better than NAIFA—the association for producers—to lead the way in developing the next generation of talent and modernizing the current workforce?"

In addition to offering individual and corporate programs for diversity and inclusion, the Talent Development Center provides several programs, such as the NAIFA Advisor Ambassador Program, which focuses on new advisors, as well as the LUTCF and LACP credentials. NAIFA's popular leadership-development program, LILI, is also housed in the Talent Development Center.

"Our supporting companies asked us to reinvent NAIFA," stated Mayeux. "Putting our accredited and FINRA-list LACP under the umbrella of the Talent Development Center, along with all of the other complementary programs therein, is a re-invented member experience—allowing members to create their own journey of professional excellence."





[bpc.naifa.org](http://bpc.naifa.org)

It's one thing to manage yourself, it's quite another thing to build a business that is profitable. We created the Business Performance Center for advisors and agents that want to scale past a one-person business.

This center focuses on information that goes straight to the heart of an advisor's business--best practices in prospecting, marketing and client-acquisition, as well as state-of-the-art solutions for operating and managing a financial practice in today's ever-evolving business environment.

The Business Performance Center offers webinars, special symposiums and sessions at our Performance + Purpose event. Online discussion groups complement in-person learning events.



[lecp.naifa.org](http://lecp.naifa.org)

The Limited & Extended Care Planning Center is the first of our centers of excellence to focus on a specialty topic within insurance and financial services.

The Center covers the continuum of issues encountered in short, extended and long-term care and includes information on a variety of funding options that a planner needs to consider. From reverse mortgages to robotics, the Limited & Extended Care Planning Center features webinars, white papers, interviews and more.

# MEDIA

IN THE SPOTLIGHT

## Media Mentions

NAIFA's articles and statements are often picked up by both trade and consumer media. NAIFA received 211 hits in earned media in 2019 and expects to substantially grow in 2020 with our revised association structure.



1,033,973

NAIFA.org

unique page views\*

24,849

FOLLOWERS

across social media\*



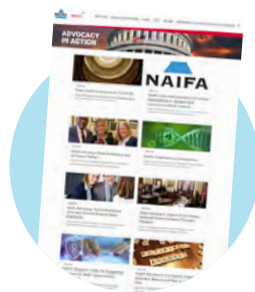
\*NOTE: these numbers are only for NAIFA Home Office and are not the aggregate of all chapter websites and social media. Our new structure affords us the opportunity to now aggregate this information together to amplify our reach even further.



# Keeping NAIFA Nation Informed

## ADVOCACY IN ACTION BLOG

NAIFA amasses its updates on its federal, interstate and state advocacy efforts in one blog that users can choose their frequency of receipt.



## LEADERS AND MEMBERS NEWSLETTERS

NAIFA is a member-driven organization with over 1,500 members who undertake volunteer leadership roles to guide the organization at the local, state and national levels. Volunteer leadership roles include President, President-Elect, Treasurer, Government Relations, Membership, Political Involvement, Young Advisors and Political Action Committee roles. Leaders are privy to a separate website and communications in addition to training and recognition opportunities and are our most dedicated members. Members receive regular communications on all of the programs at NAIFA and are encouraged to get active in leadership.



## GOVTALK NEWSLETTER

Members are provided monthly legislative and regulatory details each month in this online newsletter as well as timely updates when policymakers take action in between the regularly scheduled newsletters.



## PARTNER NEWSLETTERS

NAIFA maintains partnerships with industry and professional associations, as well as corporations. Each month, partners receive a newsletter to keep abreast of what's happening at NAIFA as well as materials to make it easy to market through to partner constituents. Partners receive a customized GovTalk newsletter as well as pre-written materials to allow for easy posting to internal portals and communications.



## ADVISOR TODAY

Since its first appearance in September, 1905, as Life Association News, *Advisor Today* has been the publication of choice for forward-thinking NAIFA members who are looking for best practices to enhance the financial performance of their practice. The magazine continues today in digital format on a bi-monthly basis and is available to both members and non-members as a service to the industry. The publication includes original articles on current topics, sales tips from members, and inspirational stories of work that members are doing in their communities. The magazine is also available as a mobile app. The AT Blog provides timely articles, member recognition and updates as to what is happening across NAIFA Nation. Both the magazine and the blog offer paid advertisement opportunities.



## SMARTBRIEF NEWSLETTER

NAIFA offers a daily newsletter that aggregates industry news and includes NAIFA news. The 30,000+ subscriber list is opt-in and includes both members and non-members.

