



For Immediate Release

## **NAFA Appoints New Membership Director**

Milwaukee, WI (March 25, 2011) – The National Association for Fixed Annuities recently appointed Theresa Meyer as Membership Director.

The position requires strengthening relationships with current NAFA members, cultivating new members, and increasing membership revenue to help support NAFA's mission. "It is my goal to spread our message and make people excited to be part of the NAFA family, while aggressively increasing the number of members, and continuing to develop our **Members Benefit Program**," said Meyer.

Meyer, a graduate of Michigan State University, brings years of insurance industry experience to her new role. Meyer served as the corporate treasurer of one of the nation's leading financial product and marketing firms for seven years. In 2006, she became Director of Operations at the Legacy Law Center, an elder law and estate planning firm, and oversaw the marketing, financial and administrative departments. After attending a recent NAFA/IMAC Summit, Meyer realized how much she missed the industry and jumped at the chance to become NAFA's new Membership Director.

"NAFA is pleased to add Theresa to the NAFA team," said Kim O'Brien, NAFA's Executive Director. "Theresa brings a lifetime of experience in the independent distribution of fixed annuities and she, along with Scott Hinds, our Training and Education Director, will add value to our operations and help our association grow its influence and impact on fixed annuities."

Bob Phillips, NAFA's Operations Chair and President of ECA Marketing added, "Following the repeal of 151A, we recognized we must take the offensive with regulators and legislators to help shape the laws and public policy impacting fixed annuities as well as work with the media and others who influence the public's understanding and awareness of fixed annuities. The Board made the decision that to help our Executive Director, Kim O'Brien, focus exclusively on these initiatives, it needed a qualified individual to take over the activities of membership recruitment, benefits and communications. Theresa Meyer fills that role perfectly and the Board enthusiastically welcomes her to NAFA."

NAFA, the National Association for Fixed Annuities, is a national trade association exclusively dedicated to promoting the awareness and understanding of fixed annuities – including income, declared rate, market value adjusted and indexed. NAFA is the only association whose sole purpose is advocating for the fixed annuity product and educating regulators, legislators, consumers, members of the media, industry personnel, and distributors about fixed annuities and their benefits to retirees and those planning retirement. NAFA's membership of fixed annuity carriers and independent marketing organizations (or field organizations) represents over 200,000 agents and registered representatives selling fixed annuities. NAFA was founded in 1998 and is headquartered in Milwaukee, Wisconsin. Get more information on annuities at [www.nafa.com](http://www.nafa.com).

###

Media Contact:

W. Scott Hinds - Education & Training Director - 414-332-9306, ext.2 - [scott@nafa.com](mailto:scott@nafa.com)