



For Immediate Release

## **NAFA's IMO Summit Brings Together Top Insurance Distribution and Carriers**

Milwaukee, WI (August 7, 2012) – The Insurance Marketing Advisory Committee (IMAC) of the National Association for Fixed Annuities (NAFA) will host the 2012 IMO Summit October 17-19, 2012, at the Hyatt Regency Scottsdale Resort and Spa at Gainey Ranch in Scottsdale, AZ. The IMO Summit focuses on the unique issues facing Insurance Marketing Organizations (IMOs) and assembles the largest gathering of IMO principals and executives in the fixed annuity industry. The companies represented are responsible for generating over \$40 billion of annuity premium in a given year.

"It's the perfect opportunity for IMOs and insurance carriers to maximize their face-to-face and networking time, while accessing information on key issues facing the fixed annuity industry," stated NAFA President and CEO Kim O'Brien.

Specific topics on the agenda include a keynote address from Jeff Bush of *The Washington Update*, succession planning, the IMO of the future, compliance approaches that protect your business, new revenue sources, and many more.

Attendee registration is now open and a limited number of sponsorships are still available. Visit [www.nafa.com](http://www.nafa.com) for more information.

IMAC will also present the NAFA Bo Johnson Spirit Award for Lifetime Achievement at this conference. The award recognizes courage, spirit and determination that challenges the status quo, inspires others to achieve, contributes unselfishly to others, and works ethically and conscientiously to improve the fixed annuity marketplace.

As an active NAFA committee, IMAC is a resource of information, support and advocacy efforts surrounding insurance marketing and distribution.

The event's diamond-level sponsors are Allianz Life Insurance Company of North America, Aviva, Forethought, North American Company for Life and Health and The Standard.

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, insurance marketing organizations, and vendors represents over 114,000 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)