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## **NAFA Promotes Bailey Sorensen to Director of Membership**

### **Tenured Employee Assumes Role in Facilitating Association Growth**

**WASHINGTON** (Apr. 25, 2019) — NAFA, the National Association for Fixed Annuities, is pleased to announce that Bailey Sorensen has been promoted to director of membership effective April 1. Having spent nearly nine years with NAFA, she will leverage her institutional knowledge of the association and long-standing relationships across the industry to increase existing engagement, expand the membership benefits available, and recruit new Premier and Supporting Partner members. Sorensen will also serve as the staff liaison for NAFA's Membership Committee.

“For almost a decade, Bailey has been integral to the growth and evolution of NAFA. In the short time that we've been working together, it's become crystal clear that this promotion will be a win-win for NAFA staff, as well as its current and prospective members. Bailey is a committed, driven employee who is passionate about the current and continued success of the fixed annuity industry as a whole, and consistently goes above and beyond to ensure our members are heard, respected and supported. Her energy and ambition will be essential to achieving our collective vision for the future of this association,” said Chuck DiVencenzo, president and CEO of NAFA.

Sorensen initially joined NAFA as a part-time employee in 2010. She spent four years providing administrative and operational support to the staff and board of directors before being hired on full time as the operations coordinator in July 2014. In the past five years, she took on an increasing level of responsibility in analyzing and improving organizational processes, and overseeing management of the membership database. As operations manager, she assumed

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the lead role in providing membership support, and working to improve quality, productivity and efficiency within the association. Sorensen draws upon customer service and communication skills obtained during previous roles within the hospitality and fitness industries to work through challenges and creatively execute positive outcomes for everyone she serves.

Sorensen can be reached via email at [bailey@nafa.com](mailto:bailey@nafa.com) or phone at 414.332.9306 extension 0.

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### **About NAFA**

NAFA, the National Association for Fixed Annuities, is the premier trade association exclusively dedicated to fixed annuities. Our mission is to promote the awareness and understanding of fixed annuities. We educate annuity salespeople, regulators, legislators, journalists, and industry personnel about the value of fixed annuities and their benefits to consumers. NAFA's membership represents every aspect of the fixed annuity marketplace covering 85% of fixed annuities sold by independent agents, advisors and brokers. NAFA was founded in 1998. For more information, visit [www.nafa.com](http://www.nafa.com).