

Insurance Marketing Advisory Committee 2015 Priorities

NAFA's key Insurance Marketing Advisory Committee priorities for 2015 include:

1. Supporting 2014 IMO Summit program development, conference sponsorship, attendance, and continuing historical revenue generation for the Association;
2. Overseeing the nomination process, selection and award ceremony of the Bo Johnson Spirit Award;
3. Continuing efforts to lead uPAS committee (a NAFA subcommittee of IMAC) whose purpose is to define uniform standards for data feeds related to:
 - a. Agent licensing, appointments, suitability training, and education requirements and CE;
 - b. New business processing and commission payments, chargebacks and debit balances; and,
 - c. Enforce business administration and retention.
 - d. The uniform standards will be applied to data shared between insurance carriers and independent marketing organizations. Once the format is established, NAFA will promote and educate carriers, IMOs and potential vendors with the agreed upon standards. NAFA, in conjunction with the uPAS committee members, determine the need for a NAFA-sponsored and/or owned user interface.
4. Supporting the NAFA Education Committee initiatives by engaging IMOs to promote NAFA educational initiatives and publications;
5. Supporting the NAFA Membership Committee initiatives by engaging IMOs and Carriers to join NAFA.
6. Developing the value added proposition for IMO membership in NAFA and talking points paper IMAC members can use to recruit new NAFA members;
7. Working with the Director of Development & Membership to solicit and select vendors to provide NAFA benefits that aid IMOs in their sales and distribution of fixed annuities through cost and/or labor efficiencies;
8. Advocating for NAFA membership with annuity insurance companies, marketing organization principals and additional distributors of fixed annuities for Premier Partner membership; and,
9. Recommending dues and membership criteria to the NAFA Board of Directors.