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## **NAFA Appoints New Director of Membership and Development**

### **Organization Adds Resources to Strengthen Foothold in Fixed Annuity Education and Advocacy Efforts**

**WASHINGTON** (Dec. 2, 2015) — NAFA, the National Association for Fixed Annuities, announced today that Joe Grecu will join the team to help enhance the organization's value to current members while expanding its reach to a growing number of prospective members. Joe Grecu brings to NAFA a wealth of business development, strategic planning, leadership and distribution experience that will be integral to his success in this role.

Formerly the Executive Vice President of InSource, Inc. and USAnnuity Partners, Grecu is intimately familiar with the marketing and wholesaling of life insurance and annuities. He has developed key relationships with broker-dealers, banks and credit unions that will be valuable as NAFA seeks to increase membership within these three specific channels in the years ahead. Grecu will build on his knowledge of industry challenges and opportunities to help identify ways NAFA can more successfully educate firms throughout the fixed annuity marketplace about the benefits of membership and the avenues for getting involved in its advocacy work.

"The Director of Membership and Development is an essential part of the NAFA team, and we couldn't have hand-picked a more qualified candidate than Joe Grecu," said Chip Anderson, Executive Director of NAFA. "For several years, Joe has given his time and talent to our organization as a member, working group participant and, most recently, co-chair of our

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Membership Committee. His familiarity with the inner-workings of NAFA and the membership issues at hand will make his transition into this role seamless, and we look forward to the enormous positive impact we foresee him having in the growth of NAFA.”

As key regulatory and legislative issues hang in the balance, building and strengthening the NAFA membership base will remain an important part of its grassroots efforts to protect fixed annuity products and the livelihood of those who sell them. Grecu recognizes that the task at hand is integral to fulfilling NAFA’s mission and welcomes the challenge.

“It’s an honor and a privilege to join the NAFA team,” said Grecu. “I look forward to working closely with Chip, Janet, Bailey and our extended team to continue this wave of positive change that has been happening throughout NAFA. I strongly believe that this opportunity will help me serve many of my former clients in exciting new ways while building respected relationships with a growing number of professionals who understand the value and importance of fixed annuities in helping consumers retire well.”

Joe Grecu will work remotely from Indianapolis and can be reached at 414.332.9306, ext. 2 or [joe@nafa.com](mailto:joe@nafa.com).

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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).