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National Association of Insurance and Financial Advisors - Jacksonville

OCT. 2011



*Gaining members to have our voices heard
in Tallahassee and Washington.*

Jax Advisors Online

NAIFA-Jacksonville Membership Newsletter

Official Family

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Register Today!

NAIFA-Jacksonville Membership Luncheon: Wednesday, October 26, 2011

The University Club

1301 Riverplace Blvd, 27th Floor, Jacksonville, FL 32207
([DIRECTIONS](#))

The Health of Florida's Financial Industries is Key to Florida's Economic Recovery and Success

Guest Speaker: **Jeff Atwater**
Florida's Chief Financial Officer



Join us for this special Membership Luncheon when we'll invite the members of our allied organizations the Society of Financial Service Professionals, Jacksonville Association of Health Underwriters, and surrounding NAIFA locals!

Registration and Check-In: **11:15 a.m.**
Buffet Lunch: **11:30 a.m.**
Program Speaker: **12:00 - 1:00 p.m.**

Register early and save! The cost is **\$20.00**. Members who register by 12:00 Noon on Friday, October 21st pay only **\$15.00!**

[CLICK HERE TO REGISTER ONLINE!](#)

ABOUT OUR GUEST SPEAKER:

MARK YOUR CALENDARS!

Visit the [Event Calendar](#) page on our website for the latest updates!



SAVE THE DATE!
NAIFA Jacksonville's 10th Annual
Golf Tournament
Monday, Nov. 7, 2011
St. Johns Golf and Country Club
CLICK [HERE](#) FOR
COMPLETE DETAILS!



OCT. 12, 2011
4-Hour Long Term Care NAIC Ongoing
Training

OCT. 26, 2011
Membership Luncheon
Guest Speaker:
Florida CFO Jeff Atwater

NOV. 7, 2011
10th Annual Golf Tournament
St. Johns Golf and Country Club
CLICK [HERE](#) FOR COMPLETE
DETAILS, OR CLICK [HERE](#) FOR
REGISTRATION FORM!

NOV. 16, 2011
Membership Luncheon
*Joint Meeting with the Society of
Financial Service Professionals,
Northeast FL Chapter*

Jeff Atwater, a fifth-generation Floridian, was elected Florida's Chief Financial Officer November 2, 2010. Guided by his family's time-honored tradition of serving the community, CFO Atwater was inspired by his parents' values, instilling a hard work ethic, a commitment to family, and a deep sense of appreciation for service to community.

His late father, John Stafford Atwater, was a World War II fighter pilot and accomplished FBI agent who later became police chief of the Village of North Palm Beach. His mother was a teacher and continues to serve as a community volunteer. CFO Atwater's commitment to public service first began in 1993 when he served as Vice Mayor of North Palm Beach.

In 2000, he began his legislative service as a member of the Florida House of Representatives. Two years later, he ran for and was elected to the Florida Senate where he continued to serve the people of Broward and Palm Beach Counties. After chairing high profile Senate committees, CFO Atwater gained the unanimous support of his fellow Senators in becoming Senate President and led the Senate from 2008 through 2010. In the Legislature, CFO Atwater dedicated his 10 years of service to improving the lives of Floridians by lowering taxes, protecting key investments in early childhood education, raising school performance standards and establishing incentives that attract emerging industries to Florida.

As a community banker of more than 25 years, his background provides him with unique insights in banking, insurance, finance, fiscal responsibility and the burden that taxes and regulations place on small businesses and families. CFO Atwater's belief that Florida can best prosper through its people rather than its government is the cornerstone of his platform to reduce the burden on Florida's families by spending every taxpayer dime in the most efficient and effective manner.

CFO Atwater received his Bachelor's degree in Finance and Masters of Business Administration from the University of Florida. CFO Atwater has been an active member of the community, serving on several advisory boards including United Way of Palm Beach County, Boy Scouts of America, Children's Home Society of Broward County, 5-Star Magnet Program of Palm Beach Gardens High School and Roger Dean Stadium. Additionally, he served on the Board of Directors of the Northern Palm Beaches Chamber of Commerce.

CFO Atwater and his wife, Carole, have four children.

[CLICK HERE TO REGISTER ONLINE!](#)



Guest Speaker:

Tom Hegna, CLU, ChFC, CASL Plus Special Afternoon CE Opportunity featuring a Video Teleconference on Captive Insurance Companies!
[CLICK HERE FOR COMPLETE DETAILS AND REGISTRATION!](#)

JAN. 25, 2012

Membership Luncheon and Annual Awards Presentation
Announcing the 2011 C.G. Snead/J.F. Bryan, III Memorial Award and the 2011 Community Service Award recipients, plus Recognition of NAIFA Industry Awards and The Manager's Membership Award

FEB. 22, 2012

Membership Luncheon
Legislative & Florida Regulatory Update
(includes 1 hour CE)

MARCH 28, 2012

Membership Luncheon
Guest Speaker:
Joanne Wilburne
(includes 1 hour CE)

APRIL 25, 2012

Membership Luncheon
Celebrating Disability Insurance Awareness Month
Guest Speaker: Greg Mazzi
(includes 1 hour CE)

MAY 23, 2012

Membership Luncheon and Annual Meeting

JUNE 27, 2012

Membership Luncheon and Installation of our 2012-2013 Officers and Board of Directors

Message From the President



Gene Bryant
2011-2012 NAIFA-Jacksonville President

Fall is Full!

A special thanks to State Farm Agency Field Office for hosting our **4-Hour Long Term Care (CE) Class** on the 13th. Our own Jim Burkett, Burkett and Associates, instructed our class of 42. This is one of the NAIFA benefits promised and delivered... free to members.

Our next event is scheduled for **October 26, 11:30 AM**, at the University Club with special guest speaker **Chief Financial Officer Jeff Atwater**. Let me encourage you to register as quickly as

possible, as we have limited seating and will be unable to accommodate walk-ins.

On **November 7**, we are hosting our **10th Annual Golf Tournament** at St. Johns Golf and Country Club. We need players to submit their foursome registrations; sponsors to commit their sponsorship and gifts for the auction; and, volunteers to assist throughout the day. A registration form can be downloaded from our website www.NAIFA-Jacksonville.org.

Then, **November 16**, we partner with the Society of Financial Service Professionals-Northeast FL Chapter to present our National Speaker, **Tom Hegna, CLU, ChFC, CASL**. He has been a main platform speaker at MDRT, Top of the Table, and the MDRT Experience in Singapore, NAIFA, AALU and the Society of FSP. Tom's presentations ignite the crowd! This too has limited seating, so register as soon as possible. This will be at the University Club, beginning sharply at 11:30 AM-3:10pm, with lunch and a special 2-Hour Educational Program "**Captive Insurance Companies-Creating Current and Recurring Revenue: Old Idea, New Applications, Extraordinary Opportunities (for clients)**". Featuring Richard M. Weber, MBA, CLU, AEP. John Capasso, CPA, PFS. Robert Eaddy, Sr VP, the Bryn Mawr Trust Co. David M. Henderson, CPA, JD, LLM. Mary Jo Lopez. This program has been submitted for insurance, legal, accounting, CFP®, ICB and PACE credits. NAIFA and SFSP members can attend at a bargain rate of only \$35, non-members, \$50.

As you can see from above events, our committees are doing a stellar job! We can also use your help on the **Membership Committee**. Please contact **Margie Harner** at **(904) 296-2500** to assist with this year's anticipated growth and learn how you could win \$50 cash.

Do you remember the video games Pac-Man and Ms. Pac-Man? I'll put everyone on notice that we have our own **Pac-Man** and **Ms. Pac-Man**. Be sure to watch for them, coming to you live! If you choose to find them first, please give **Jayme Alfano** a call at **(904) 636-0460**. We need your support in both giving your time (Assisting) and giving your money to support our political activities to protect your career.

Thanks to our **Committee Volunteers**, their Chairs and our Officers for helping make all these things happen for your benefit and with your contributions. And, once you sign up to attend, support and assist with these things, our **Fall is Full!**

Respectfully,

Gene Bryant
NAIFA-Jacksonville President



10TH ANNUAL NAIFA-JACKSONVILLE GOLF TOURNAMENT!

Monday, November 7, 2011
St. Johns Golf & Country Club

All proceeds benefit Children's Home Society,

Wolfson Children's Hospital, and NAIFA-Jacksonville.

More prizes, more hole-in-one prizes, more fun than ever!
Limited to 100 players!

We are looking for help with this event from our members, in the form of prizes, services, gift cards, etc.! It's an opportunity for you to get with your clients and have them exchange publicity for their companies for a worthwhile event. We are looking for goody bag stuff, discount cards, anything of value, and of course, volunteers to help us before and during the event.

Come and have fun with us! Let's make this truly a union of the talent of our members and contribute greatly to 3 great causes!

CLICK [HERE](#) FOR COMPLETE DETAILS!

**** CLICK [HERE](#) FOR REGISTRATION FORM! ****



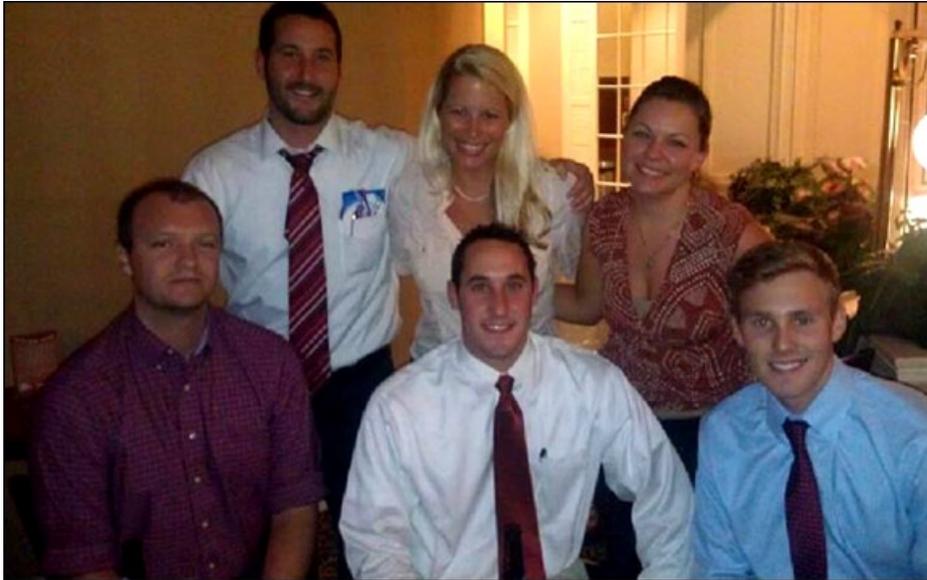
NAIFA-Jacksonville Young Advisors Team (YAT) Update



Cheryl L. Canzanella, YAT Chair

Thank you for participating in our first YAT Social at the Comedy Zone! From sports, to family, to favorite TV shows... we had a great time getting to know one another. What a fantastic way to build solid professional relationships while forming new friendships!

A few of us even continued on with the night to watch the Comedy All-stars of Jacksonville. In fact, Mark has a friend that was performing which made it even more exciting! Not to mention, that during one of the comedian's performance, he pointed out that my now husband and I had our first date at the Comedy Zone!



Seated, from left to right: **Howie Frank** (State Farm), **Philip Rogero** (Financial Design Associates), and **Mark Bailey** (New York Life). Back Row: **Nathan Rogero** (Financial Design Associates), **Lesia Steinberg** (ExamOne), and **Cheryl Canzanella** (Florida Financial Group).

YAT Budget:

We are also well on our way to increasing our YAT budget by \$100! Way to go with THE PATCH sales!! Last night, I successfully collected \$110 towards our \$250 goal. Only \$140 more to go. If you are interested in more Patches, please let me know as we have a few more available.

Next Committee Meeting:

Wednesday, October 26th at 11:00 am at the University Club, just prior to the Membership Luncheon with special guest speaker CFO Jeff Atwater. We will be discussing and confirming our next YAT event.

Robert "Bo" Trudeau, JD of Purcell, Flanagan, Hay & Greene, P.A. will be our speaker about Estate Planning and is scheduled for **Thursday, January 26th** at MassMutual at 8:30 am.

The mission of the Young Advisors Team (YAT) is to SOW the value of membership with new and young advisors, so they are empowered to SURVIVE their first years in the business, to GROW into involved NAIFA members and become successful advisors who THRIVE in the industry and our association. If you are under 40 years of age or in the business for less than five years, you're already a YAT member! For more information about the NAIFA Young Advisors Team program, please click [HERE](#).

Cherri Coombs Ohmer, LUTCF Celebrates 10 Years as Our Association Executive!

Ten plus years ago, Cherri was an active, licensed, successful insurance agent. After giving birth to her daughter, Caraline, she decided to become a stay-at-home Mom. During her time as an agent, Cherri worked tirelessly as a JAIFA volunteer. Later that fall, NAIFA-Jacksonville (then JAIFA) asked her to become the Association Executive.



In 2002, Cherri's husband, Rick, passed away suddenly and unexpectedly, leaving Cherri to raise their infant, on her own.

In spite of the challenges, Cherri continued to work as our Association Executive. During her tenure, she has been awarded the Stanley L. Stone Association Executive of the Year Award in 2007, and then again in 2010. She was awarded the coveted C.G. Snead/J.F. Bryan, III Memorial Award in 2009. Cherri completed the LILI Program in 2007. She continues to represent NAIFA-Jacksonville in many capacities, working on state and national committees, as a volunteer.

Cherri recently finished a 4-year term serving on the NAIFA National Membership Committee. She is also the Chapter Executive for the Society of Financial Service Professionals of Northeast FL and works with other NAIFA locals throughout the state.

When you can't find Cherri representing our professional organizations, you will find her in jeans and cowboy boots enjoying her horses, being with her (now) husband Pat, and helping her daughter compete in barrel racing events and Junior Youth Rodeo events throughout Florida and So. Georgia.

When asked, she'll tell you, "I'm fortunate to have been on both sides of the fence; as an agent and a widow, I've reaped benefits in this industry by commissions and proceeds from Life Insurance. I am very passionate about this industry and believe strongly in NAIFA, especially the advocacy efforts that they provide to protect this wonderful industry. Not only for the agents but for the clients as well. I have a hard time understanding why a licensed agent would not be a member."

Cherri, we all want to congratulate you on your excellent achievements as you represent us. Most of all, we want to thank you because without you, we probably could not exist as an Association!

CONGRATULATIONS AND A HUGE THANK YOU FROM NAIFA-JACKSONVILLE!

NAIFA-JACKSONVILLE'S 40-HOUR PRELICENSING COURSE

Available Live and Online! Click [HERE](#) for complete details!



UPCOMING 2011 COURSE DATES:
NOVEMBER 11-14, DECEMBER 9-12

NEW LOCATION:



Employ Florida Banner Center for Financial & Professional Services
University of North Florida, 12000 Alumni Drive, Jacksonville, FL 32224

Approved by the Dept. of Fin. Svcs. / Course ID 38274. Check our [website](#) for more information.

NAIFA-Jacksonville Blood Drive Update

NEXT NAIFA-JACKSONVILLE BLOOD DRIVE:
Thursday, October 27th, 2011 | 1:30 to 4:30 PM

*** PLEASE NOTE THE DATE CHANGE FROM NOVEMBER 3RD!**





LOCATION:

Blood Mobile, 7077 Bonneval Rd., Jacksonville, FL 32216

PLEASE REGISTER ONLINE:

<https://www.thebloodalliance.com/index.cfm?Sponsor=1178>

If you have any questions about donating blood, please contact the The Blood Alliance at **(888) 447-1479** or visit the website at www.thebloodalliance.com. If you have any questions about the blood drive, please contact Alicia Burst at AlBurst@AOL.com.

We'd like to thank, **Jeanne Peterson** (MetLife), **Keith Townsend**, **Becky Brothers** (Principal Financial), and **Karen McMillen** (National Financial Services Group) for donating blood at our August Blood Drive.

Karen was the lucky recipient of APPS' \$100 cash donation. **Congratulations, Karen!**

One lucky donor on October 27th will also win **\$100.00** in a drawing from APPS Paramedical Services! Please register today!

NAIFA's Government Relations Wins and Accomplishments

Through August 2011

August 2011: Key National Conference of Insurance Legislators (NCOIL) Committee leaders send a letter to HHS Secretary Sebelius backing NAIFA's reservations and expressing concern over the government-run Community Living Assistance Services and Supports (CLASS) program.



August 2011: NAIFA members meet with their lawmakers during August Congressional recess.

July 2011: Responding to a chorus of concern raised by NAIFA and allied organizations, the Health, Employment, Labor, and Pensions Subcommittee of the House Education and the Workforce Committee holds a hearing to grill Assistant Secretary of Labor Phyllis Borzi on the substantive and procedural deficiencies in the Department's proposed redefinition of "fiduciary" under ERISA.

July 2011: NAIFA's President, CEO and Government Relations staff meets with FINRA Chairman and CEO Rick Ketchum and FINRA senior staff members for over one hour at FINRA headquarters. NAIFA's recent decision to support FINRA as the SRO for the examination of SEC-registered investment advisers and the fiduciary duty/standard of care issue are discussed.

July 2011: National Conference of Insurance Legislators supports a resolution endorsing NAIFA-endorsed Rogers-Barrow legislation on MLR fix and," calls on state governors, insurance commissioners and legislators to urge their respective congressional delegations to secure the enactment of H.R. 1206."

July 2011: State lawmakers, with NAIFA state support and testimony, continue to enact laws designed to protect senior citizens and stop the spread of stranger-originated life insurance (STOLI). As of this date, thirty states now have anti-STOLI laws on the books.

July 2011: NAIFA-California hosts the federal Tax Challenge Coalition's Grassroots Training for Life Insurance Professionals program at its Association Leadership Conference.

June 2011: NAIC Professional Health Insurance Advisors Task Force supports a bill introduced by Rep. Mike Rogers (R-MI) and Rep. John Barrow (D-GA) that would remove commissions from the "medical loss ratio" that insurance companies must meet under the Patient Protection and Affordable Care Act. NAIFA supports both the bill and NAIC's endorsement.

June 2011: In the first half of 2011, NAIFA members complete meetings with 50 of the 78 US House of Representatives freshmen.

May 2011: Grassroots Training for Insurance Professionals training programs are held in Delaware, Ohio and Utah. Approximately 299 NAIFA members attend.

May 2011: Coverage rate for all members of Congress reaches 93%.

May 2011: The Federal Tax Challenges Coalition hosts a "Political Climate on Capitol Hill" conference call. 60 of 70 participants are NAIFA members.

April 2011: NAIFA comments on the Department of Labor's proposal to redefine "fiduciary" for purposes of ERISA and IRA accounts, warning the DOL that the proposal would negatively impact middle market access to professional investment advice, and asking the DOL to exclude IRAs from any new regulation.

March 2011: President signs into law two NAIFA-priority health reform revisions as part of a government funding measure: 1) eliminates the Free Choice Vouchers - which would have been damaging to employer group plans; and 2) reduces CO-OP program funding.

March 2011: President Obama signs bill to repeal expanded 1099 reporting enacted as part of health care reform.

March 2011: APIC Contact Coverage for freshmen members of Congress (Class of 2010) reaches 78%.

March 2011: 21 NAIFA members train at IMPACT Meeting in Washington, DC.

March 2011: NAIC adopts sample bulletin advising insurers to put suggested safeguards in place to limit their exposure to stranger-originated annuity transactions (STATs). The bulletin includes NAIFA-recommended language regarding the degree of producer involvement in STATs and company chargeback policies.

March 2011: NAIFA-Hawaii, with support from the NAIFA/ACLI State Tax Challenges Coalition, plays key role in defeating legislative proposals to impose the state excise tax on COLI/BOLI benefits and the state income tax on life insurance death benefits.

February 2011: NAIFA-South Dakota hosted Grassroots Training for Life Insurance Professionals.

February 2011: Americans to Protect Family Security hosts a conference call on the Obama Administration's 2012 budget and its attempts to target the insurance industry, its products and its policyholders. Over 55 NAIFA members participate.

January-February 2011: 172 NAIFA members and association executives attend National APIC/IFAPAC Annual Training Meeting and Legislative Summit in Washington, DC. Over 150 Capitol Hill meetings take place.

January 2011: 78 NAIFA volunteers and association staff attend an IFAPAC/APIC co-branded "The Basics" webinar.

Online CE from NAIFA-Florida and WebCE

NAIFA-Florida is pleased to be in partnership with WebCE, a leading provider of insurance continuing education services. Through this new partnership, NAIFA-Florida members are eligible for a 10% discount on fees to purchase top-notch online continuing education for insurance professionals.



WebCE's insurance CE programs are designed to allow members to choose specific topics and courses to fulfill their specific needs. WebCE courses cover beginning, intermediate, and advanced training levels, and members can choose either print correspondence courses or online correspondence courses.

Visit faifa.webce.com to enter the NAIFA-FL WebCE web page. The first time you visit the site you will need to obtain a username and password by clicking on "Sign In" on the left hand side of the main page, then clicking on the "First Time Registration" link. Once you've set up your account you're ready to go!

For more information, contact Paul S. Brawner of NAIFA-Florida at (850) 422-1701 or brawner@faifa.org.

Thank You to Our IFAPAC Contributors!

Click [HERE](#) for a list of our 2011 IFAPAC Contributors!



Thursday, October 13th is "Back the PAC" Day!

As you know, there is a considerable amount of time being spent discussing pending legislation in Washington, DC. It is very clear that our industry is a "target" of the current administration as a source of revenue to offset the increasing deficit.

NOW IS THE TIME TO BACK THE PAC!

There is proposed legislation everyday that would negatively impact our products and services as Agents and Advisors.

We are asking you to make an annual contribution or upgrade to IFAPAC that will support our advocacy efforts in Washington and West Virginia. We can't do this alone, but together we can make a difference! No contribution is too small -- **everyone is encouraged to consider a donation at the Century Club level, \$8.50 per Month or \$100 per Year.** This is a small price to pay to preserve your profession.

Additionally, NAIFA CEO Dr. Susan Waters has agreed to match the first \$2,500 raised on Back the PAC Day, October 13th, from new contributors!

To qualify for Dr. Waters' matching funds:

1. Contributions must be from first time or lapsed contributors (haven't given since 1/1/07).
2. Individual contributions must be \$300 or less.
3. Contributions must be made either online via [Contribute Online](#), or a copy of the contribution (*completed check or credit card form*) must be faxed to **703-770-8151** or emailed to mishak@naifa.org.
4. Contributions will be matched on a first come, first served basis.
5. Administrative contributions from association accounts do not qualify.

For more information about IFAPAC, please click [HERE](#).

Another Nail in STOLI's Coffin



**Submitted by Robin S. Weinberger, CLU, ChFC, CLTC
and Peter N. Katz, JD, CLU, ChFC**

In *PHL Variable vs. Price Dawe 2006 Insurance Trust Insurance Company*, the Delaware Supreme Court recently ruled that a life insurance policy issued to someone without insurable interest could be rescinded by the insurer even after the expiration of the two-year contestability period. Except for a few outliers with unique insurable interest statutes, like New York and Michigan, this is the law in most states and is consistent with the thinking of most legal scholars.

The court ruled that a policy issued to someone without insurable interest is an illegal wagering contract and is void *ab initio* (from inception). Since the contract itself is void, provisions like the contestability clause are also invalid and unenforceable. As a result, Stranger Originated Life Insurance (STOLI) policies are therefore void and illegal and can be rescinded without regard to the contestability period.

Even more significantly, the decision also confirmed that an insured has an insurable interest in their own life and may purchase and later sell that policy in a life settlement transaction.

This applies even if the insured intends to sell the policy, provided that the sale has not been pre-arranged and the insured is not simply acting as a straw man to get the policy into the hands of someone without insurable interest. The court held that the intent of the insured should not be considered, but rather, the focus should be on whether a pre-arrangement existed at the time of

issue and who paid the premium.

The decision, that intent to sell would not be a violation of insurable interest laws, is an important victory for consumers and the life settlement industry. It means that consumers and investors can buy a policy and be confident that many years later the insurer cannot challenge a policy's validity based on the insured's state of mind at the time of issue.

The life settlement industry applauds the ruling as the court distinguished STOLI from legitimate life settlement transactions. The court said:

"Over the last two decades, however, an active secondary market for life insurance, sometimes referred to as the life settlement industry, has emerged. This secondary market allows policy holders who no longer need life insurance to receive necessary cash during their lifetimes. The market provides a favorable alternative to allowing a policy to lapse, or receiving only the cash surrender value. The secondary market for life insurance is perfectly legal."

As this ruling so clearly demonstrates, legitimate life settlements continue to be an important and valuable option for consumers and one that should not be overlooked when your clients no longer want, need or can afford a policy.

For more information, please contact Robin S. Weinberger, CLU, ChFC, CLTC at (617) 451-3343 or rsw220@aol.com, or Peter N. Katz, JD, CLU, ChFC at (860) 673-3642 or pkatzlife@yahoo.com.

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Connections That Count!

Don't Lose Us in Your Spam Filter! Please add info@NAIFA-Jacksonville.org or Cherri@NAIFA-Jacksonville.org to your e-mail "Contacts" list and update your spam filters to allow us to deliver the latest NAIFA-Jacksonville news and events! For more information, contact the Association office at (904) 695-2300.

Please keep us up to date with your contact information!

To update your membership information with NAIFA, click [HERE](#).

Find us on Facebook 

View our profile on [Linked in](#)

For the latest NAIFA-Jacksonville news and events, please visit our website at www.naifa-jacksonville.org, or contact Association Executive Cherri Coombs-Ohmer, LUTCF at (904) 695-2300 or email info@naifa-jacksonville.org.



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