



JAX ADVISORS ONLINE: JANUARY 2013

The Membership Newsletter of the National Association of
Insurance and Financial Advisors - Jacksonville, FL

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Message From the President

S. Roger Dominey, CLU, CFP®, ChFC



There is always something exciting about a fresh start to a new year. Beginning another year for many of us starts with New Year's resolutions. Goals to get in better physical condition, goals to lose weight, goals to take our business to new heights, and many others as well.

We have a resolution at NAIFA as well. A commitment to continue being your advocate in Washington and in Tallahassee to support the viability of your industry and your individual practice. A commitment to provide quality meetings to help you grow and learn professionally. A commitment to provide continuing education to our membership.

We need your support and your help in growing our organization. Be sure to visit our 2013 calendar of events and save the dates so you will not miss the opportunities to take your business to new heights. We are planning a Day of CE in the spring that will provide up to 8 hours of continuing education.

We will host our [Annual Awards Luncheon](#) on January 30th where we'll announce the 34th recipient of our Community Service Award and the 47th recipient of the CG Snead/JF Bryan, III Memorial Award, as well as the 2012 MDRT Qualifiers, the 2012 National Quality Award recipients, the Managers Membership Award, Membership Milestone Achievers and recognize our Past Presidents.

Our annual [Day on the Hill](#) in Tallahassee is coming up in March and we encourage all of our members to attend. The [NAIFA Congressional Conference](#) is being held in Washington, DC. April 8th & 9th. Our dates have been scheduled for the [40-Hour Prelicensing Course](#) and the [Series 6 Prep Course](#) in partnership with UNF.

Let's make a resolution together to make 2013 the best year ever for NAIFA-Jacksonville!

Annual Awards Luncheon

Wednesday, January 30, 2013

The University Club | 11:30 am - 1:00 pm

1301 Riverplace Blvd., 27th Floor



Like us on Facebook

View our profile on 

Jacksonville, FL 32207

**Announcement of the 47th Recipient of the
CG Snead/JF Bryan, III Memorial Award**

CLICK [HERE](#) FOR PAST RECIPIENTS

**Announcement of the 2012 Recipient of the
NAIFA-Jacksonville Community Service Award**

CLICK [HERE](#) FOR PAST RECIPIENTS

**Recognition of NAIFA-Jacksonville's
National Quality Award recipients**

CLICK [HERE](#) FOR COMPLETE LIST

Plus Presentation of the **Managers Membership Award**,
Recognition of our **Million Dollar Round Table members** and
long-term **Membership Milestones!**

CLICK [HERE](#) TO REGISTER ONLINE!



**Special Thanks to Our Annual
Awards Luncheon Sponsor!**



For more information, please contact NAIFA-Jacksonville
Association Executive Cheri Coombs Ohmer, LUTCF at **(904)
695-2300** or info@naifa-jacksonville.org.

Blood Drive Update

Next NAIFA-Jacksonville Blood Drive:

Friday, February 21, 2012



One lucky donor that participated in the November 29th drive
will have their name pulled for the **\$100 cash drawing**,
sponsored by **APPS**. This will occur at our Annual Awards
Luncheon on January 30th.

Our schedule for 2013 will be from **2:00 to 5:00 PM, February
21st, June 27th** and **October 10th**, all at Liberty Center,
located at 7077 Bonneval Drive. This is the Center State Bank
Building at the north west corner of I-95.

For more information on saving lives, or to register for a blood
drive, please click [HERE](#). For more information, please contact
Alicia Burst at alicia@appsjax.com.

Series 6 Prep Course

Build Client Wealth With Securities.

NAIFA-Jacksonville has partnered with UNF Division of Continuing Education and the Banner Center for Financial & Professional Services to present the Series 6 Prep Course.



Pass the Investment Company Products/Variable Contracts Representative Exam, commonly referred to as the Series 6, and be licensed to conduct business in financial products.

Dates: **February 7-9, 2013**

Days: **Thursday, Friday, Saturday** (3 Sessions)

Times: **8:00 AM - 5:00 PM**

Hours: **24.00**

CEUS: **2.40**

Location: **UNF University Center** (Building 43)

Instructor: **Robert Markwalter**

Registration Fee: **\$295.00**

Click [HERE](#) for complete details and registration!

For more information about the Banner Center for Financial & Professional Services and other available courses, please visit www.FPsFL.org.

National Committeeperson Report

Submitted by **Maureen Kirschhofer**



Dear NAIFA-Jacksonville Members,

**** This is time sensitive information ****

The NAIFA Congressional Conference is set for **April 8 - 9, 2013** in Washington DC. NAIFA has set participation goals for each state, and Florida's is 58 attendees. As of today we have 44 registered, so we need just 14 more to hit our target! However, we're not limited by how many can attend so if you can go please make sure to register as soon as possible.

If you've already registered, **Thank You and see you in DC!!**

What is the NAIFA Congressional Conference?

The NAIFA Congressional Conference is a day and a half event that provides NAIFA members with a platform to communicate their expertise and concerns to their elected officials in a meaningful and impactful way. The Conference is an opportunity for NAIFA members to build new relationships and strengthen existing connections in order to establish a basic level of education among **all members of Congress** and their

staff about the value of life insurance, annuities, retirement savings and employee benefits.

Whether you are a first-time visitor or a seasoned Capitol Hill constituent, the NAIFA Congressional Conference offers a critical opportunity for NAIFA members to advocate for the issues important to our industry, to learn how government impacts your business, and to continue to grow relationships with elected officials and other NAIFA members from across the country.

To submit your name and e-mail, click here:

<http://naifa.org/advocacy/caphill/index.cfm>

If you have any questions or need any additional information please contact:

Mike Peters, CLU, ChFC, CASL, LUTCF
NAIFA-Florida APIC Chair
727-862-3519
Mike@MikePetersAgency.com

IFAPAC Report

Submitted by Jayme G. Alfano



Greetings Friends and Colleagues! Here is a brief report NAIFA-Jacksonville PAC:

In 2011 we set a goal of increasing IFAPAC contributions for NAIFA Jacksonville, by 15% and actually hit 17.3% or around \$8,600 dollars. For 2012 we set a goal (a bit ambitious) of 25% or around \$11,600...

Good news!! The final 2012 numbers are unofficial, we know we exceeded \$10,000, but have not confirmed that we obtained our goal of \$11,600. This is a result of your efforts, to do more than simply believe in NAIFA and its lobbying efforts but it helped to support and defend our institution before not only Washington but Tallahassee as well.

The reason why we need to contribute to NAIFA-IFAPAC:

- * NAIFA PAC contributes more than \$1.4 million to federal candidates who support the important role of insurance agents and advisors.
- * The taxation of life insurance and protection products was not impacted by Congressional efforts to address national debt crisis.
- * Proposals in the President's proposed budget to tax life insurance products were once again defeated.
- * Numerous state efforts to impose increased or new taxes on insurance products and services were derailed.
- * A Congressional amendment that would have undermined the state regulation of insurance and decreased industry competition was defeated.

* NAIFA testified before Congress about the need to protect investors and address the inability of the Securities and Exchange Commission (SEC) to conduct routine investment adviser compliance reviews.

* The U.S. House passed legislation to limit a SEC proposal which would force many NAIFA members to register as municipal advisors.

* The U.S. House passed a repeal of an ill-conceived Affordable Care Act requirement to establish federal long-term care insurance program (CLASS Act).

* The U.S. House Committee on Energy and Commerce passed legislation to exempt agent compensation from the Affordable Care Act's Medical Loss Ratio calculation.

* The 30th state passed NAIFA-supported laws to curb Stranger Originated Life Insurance

Click [HERE](#) to view our 2012 contributors. A very sincere **THANK YOU** to those who gave of their hard earnings. Our IFAPAC membership started over January 1st; I encourage each of you to be a member of the PAC all year long.

Blessings to all,

Sincerely,

Jayme G. Alfano, IFAPAC Chairman, Jacksonville

YAT "Dessert First" on February 27th!

"Breaking into the DI Market"



Join YAT for another special session of "Dessert First," February 27th at 11:00 AM.

Just as life is not a guarantee, neither is good health. Unfortunately disability income insurance is largely undersold, especially among young/new advisors. Fortunately for us, our guest speaker, **Howard Rosenblatt**, will be addressing how this largely underserved market can result into a tremendous opportunity for you as you build your business.

"Dessert First" is geared specifically towards YAT and is **FREE** to attend. It will be held 30 minutes prior to the general NAIFA-Jacksonville Membership Luncheon in February.

SAVE THE DATE!

YAT Panel of Peers:

Thursday, March 21, 2013

BlackFinn American Grille

4840 Big Island Drive, Suite 05

Jacksonville, FL 32246

5:30 - 7:30 pm

COMPLETE DETAILS TBA



YAT AWARENESS MONTH

March 1 kicks off the NAIFA's Annual YAT Awareness Month, which is devoted to promoting the YAT mission, highlighting the work of YAT groups in the Federation and promoting NAIFA membership to young and new advisors. YAT groups across the country will be hosting special YAT events and highlighting the importance of NAIFA membership. YAT Jacksonville will be hosting a **Panel of Peers** at BlackFinn in March. More details will soon follow so be sure to check back soon!

For more information, please contact:

YAT Chair Cheryl Canzanella
ccanzanella@massmutualbrokerage.com

YAT Co-Chair David Northrup:
dnorthrup@ft.newyorklife.com

realLIFEstories

What could be a more powerful marketing tool than a **professionally produced video** of you and a client you've helped with life, disability or long-term care insurance?



Submit your client's story to **LIFE's realLIFEstories Client Service Recognition Program**, and if your story is chosen, you and your client will be featured in an exclusive realLIFEstories video.

PLUS

You and your client will receive an all-expense paid trip for two to the **NAIFA National Conference** in San Antonio, Texas, Sept. 28 - Oct. 3, 2013, and more!

But Hurry!

Submit your client's story before the deadline: **Jan. 31, 2013**

CLICK [HERE](#) FOR COMPLETE DETAILS!

Membership Committee Update

Submitted by Margie Harner

Your NAIFA-Jacksonville Membership Committee is hard at work continuing to grow our membership for all licensed agents. We want every agent to be able to use all the valuable resources that only NAIFA provides. NAIFA is the only professional organization that supports agents in everything we do. There are other organizations that support a part of our business, however NAIFA is there to keep us in business so we can be there for our clients at their most vulnerable time.



Every year there are new legislative issues that arise that threaten our businesses and our industry. Thank goodness we

threaten our businesses and our industry. Thank goodness we have the leadership in place through NAIFA as it protects our businesses, our products, and moreover our clients.

I want to say **THANK YOU** to those of you who are members of this very dynamic group of individuals that make up NAIFA-Jacksonville. What a great group of professionals you are. I don't know about you, but frankly, I think everyone should be a member of this organization. Why is it that every agent in our industry is not a member? Some folks are getting the great benefits of our membership and leadership through the advocacy efforts, without supporting this vital organization.

With that I challenge you to recruit at least one licensed agent that you know that is getting the benefits without contributing! We need to become stronger as an industry and we all know there is power in numbers. Please invite your fellow agents to become members, come to a monthly luncheon, attend one of our outstanding CE events, our golf tournament, or one of our legislative events. We also have an amazing Young Advisors Team that has had some very fun events to get our less tenured agents some great networking opportunities.

Please refer anyone who may have a question or would like additional information to me, Margie Harmer, Membership Chair at **904-296-2500**. I look forward to the opportunity to explain the benefits of membership. We also have several other folks who are a part of our committee who are also ready and able to answer questions and get folks the necessary paperwork to become members. So, feel free to contact **Cindi Cook, Gene Bryant, Patrick Leuschen, Cheryl Canzanella, Cherri Combs-Ohmer, or KC Padget**. Let us know if you are having an agency event and we would be happy to come and explain all the benefits of membership.

Member Benefit of the Month

Submitted by Cheryl Canzanella



NAIFA offers a range of opportunities to enhance professional skills, increase your knowledge base and attain professional designations. Did you know the **NAIFA Virtual Library** is just one of the benefits of membership?

<http://www.naifa.org/benefits/vsa/>

As a member you have FREE, unlimited 24/7 access to the NAIFA Virtual Library. Whether you are a new advisor or agent, or an experienced producer, the NAIFA Virtual Library is your key to a myriad of sales support tools and resources that will help you grow and succeed in your business.

Planning Concepts, Specimen Documents, Fact Finders, Tax Information, Client Presentations, Building Your Practice Book, Concept Pages, Articles & Quotes, Referred Lead Generator, RealLIFESupport (LIFE Foundation), Target Market Generator, Product Specialty Tools, and more!

"No one limits your growth but you. If you want to earn more, learn more." - Tom Hopkins

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



Life Settlements and the "Fiscal Cliff"

Now that we've survived the "Fiscal Cliff," we know that the Estate Exclusion Amount for 2013 and beyond, indexed for inflation, will likely be set at around \$5,250,000 per person (with portability, \$10,500,000 per couple). With this significant development, you owe it to your clients to review their existing insurance and estate plans because it is quite likely that some of their insurance needs will have changed.

Undoubtedly, you will be hearing things like:

- * "Our estate is only \$7,000,000 and so I no longer want to keep that policy I bought a few years ago,"
- * "I no longer need all the insurance that I have and could use the money for other things," or
- * "What should I do with my extra insurance?"

Assuming that your clients can afford the premium payments, keeping their insurance may still be the best financial alternative because there are many other benefits provided by life insurance besides just paying estate taxes. With that said, **if the decision gets made to terminate coverage, then the right thing to do for your clients is to help maximize the salvage value of their policies by considering a life settlement as an alternative to lapse or surrender.**

As you go through your review process, in addition to focusing on estate taxes, you should also look for other changes in the financial situation of your clients. Other indicators of a need for less insurance could be:

- * **Business** - Retirement or selling or terminating a business could mean that business insurance policies or fringe benefit policies paid for the business may no longer be needed or affordable.
- * **Family** - Divorce or the death of a spouse or other beneficiary might be a sign that some existing coverage is no longer needed.
- * **Assets** - Sale of illiquid assets could reduce the need for policies purchased for estate liquidity or creditor protection. Overall finances - Declining finances like business or investment setbacks or the loss of a job could make some policies unneeded and unaffordable.
- * **Policy Performance** - Policies not performing as planned might imply that they are no longer affordable or desirable.
- * **Term Insurance** - Term insurance reaching the end of its conversion period or the end of the premium guarantee period may mean the policy has reached the end of its intended purpose or that continuing the coverage may no longer be

affordable.

The "Fiscal Cliff" has given you a wonderful reason to contact all your clients and prospects, as well as their accountants, attorneys and trust officers. **As the question of "what do I do with my extra insurance" comes up, you want to be the invaluable resource that finds a better alternative to lapse or surrender.**

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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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](#).



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.