

SAMPLE – GovAlert – Take Action

Sent: Tuesday, December 01, 2015

To: NAIFA Members

Subject: Please Support Bipartisan Fiduciary Legislation that Preserves Choices

Dear NAIFA Members:

Every Insurance & Financial Advisor in our profession enjoys NAIFA benefits -- while only a few of us actually contribute financially. *So what are your NAIFA dues dollars doing for YOU??*

Getting results. We have communicated on issues from Long Term Care, Obamacare, Taxation, Life Insurance, Annuities and, of course, the White House/DOL efforts to impose and unreasonable Fiduciary Standard by regulative fiat.

Your dues dollars provide consistent, trusted contact with ALL Maine Member of Congress --- delivering a clear and concise message on behalf of Insurance and Financial Advisors, 48,000 strong across the US. *The question is, are you doing your part by 1) BEING A MEMBER and paying dues and 2) TAKING PART in NAIFA GovAlerts?*

It takes about a minute to join NAIFA online here:

<https://member.naifa.org/Services/NAIFA/Join/NAIFA/Join.aspx>

It take less than 30 seconds to respond to the current GovAlert Here:

[Take Action!](#)

The results are below and achieved by YOUR NAIFA Advisors Political Involvement Committee (APIC), dedicated NAIFA Staff, Government Relations Team -- and an incredible grass roots volunteer effort. Take a moment and review the letter below from Maine United States Senator Angus King. We have similar results with Senator Susan Collins through her detailed testimony before the Congress last summer -- to be follow this week by testimony by NAIFA President Jules Gaudreau.

Please take a moment more, join NAIFA and respond to the GovAlert. It matters now more than ever. Thank you for your support!

Dave Spellman



The NAIFA National website lists you as a Federal Coordinator, and it's time to set up the August in-district meetings. There has never been a more important time to tell the NAIFA story. This is truly what "grassroots advocacy" is all about. Your legislators need to hear from you – their constituent.

We have included information below regarding how to schedule a district meeting and talking points for the meeting.

How to Schedule a District Meeting:

<http://www.naifa.org/NAIFA/media/GovRel/PIC-PAC%20Flyers/HowtoSetUpaDistrictMeeting.pdf>

Talking Points:

<http://www.naifa.org/advocacy/apic/talking-points>

Please report your meetings to NAIFA at:

<https://docs.google.com/forms/d/1ZRk8RB7KPkH78LbsjehjjEVDAXT8eJBZlgWNSleraw/viewform?c=0&w=1>

Also, please report your meetings to the NAIFA California office at info@naifacalifornia.org

If we may be helpful in any way, please don't hesitate to contact us.

We appreciate your efforts on behalf of NAIFA and the clients we all serve. Thank you!

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IF INSURANCE IS YOUR PROFESSION, POLITICS IS YOUR BUSINESS.

Setting Up District Meetings

You are the recipient of this email because of your involvement with NAIFA and its advocacy program.

During this year's Congressional recess, we are trying to meet with all members of the Virginia Congressional delegation.

Here is our game plan:

- Meetings with each Virginia Representative and Senator will be coordinated and arranged by the NAIFA Virginia staff.
- Once the meeting is set, we will reach out to you based on your district and to all in the case of Warner and Kaine. We will ask for a commitment to meet and details of the meeting.
- We are trying to arrange individual meetings but may have to piggy back on district meetings.
- If we run into problems scheduling the meetings, we will come to those of you who have strong contacts with the Representatives or Senators.
- Focus of these sessions will be the DOL Fiduciary Standard. Much has changed since the Congressional Conference and now seems a critical time in this process.

We will update as information becomes available. Please keep an eye open to announcements you may see about district meetings which might be held. For some reason, these aren't showing up on public calendars.

Please let me or Marie know if you have questions.

Jay Denny
NAIFA VA
APIC chair

APIC SAMPLES

WI PIC TEAM LEGISLATIVE MEETINGS TRACKING CHART CALENDAR YEAR 2014-2015

The Political Involvement's Federal Legislative Committee is best displayed by showing the activity of our members in our Congressional Districts and U. S. Senate office contacts.

Legislators name	District #	Meeting Dates	Federal Coordinator	Key Contact	Event and attendees
Paul Ryan	1	10.27.14	Terry Nolan	Peter Valeri	Terry Nolan and Dick Koob were hosts at fund raising event
Paul Ryan	1	11.13.14			PIC/PAC Training meeting, Ken Specht, Leroy Haeuser, Jo Steinberg
Paul Ryan	1	03.04.15			Secure Family.org event, Dick Koob, Terry Nolan.
Mark Pocan	2	10.30.14	Steve Penn		Fundraiser: Jay Hinkens, Jane LeMere, Nick Krey, Tim Topol.
Mark Pocan	2	03.2015			Steve Penn met in Madison
Ron Kind	3	03.04.15	Mark Miller	Mark Miller	Secure Family.org event, Mark Miller
Gwen Moore	4	03.27.15	Tim Dwyer	Tim Dwyer	Tim Dwyer, Nicole Straughter, Steve Gardiner, Laura DeGolier w. Congresswoman in her office in Milwaukee
Gwen Moore	4	04.19.15			Fundraiser, Birthday Party, Nicole Straughter, Tim Dwyer, Laura DeGolier
J. Sensenbrenner	5	11.13.14	Mike Smith	Dick Koob	PIC/PAC Training meeting, Ken Specht, Jo Steinberg
Glenn Grothman	6	02.2015	Laura DeGolier	Leroy Haeuser	Greg Lentz and Laura DeGolier attended Town Hall Meetings.
Glenn Grothman	6	3.30.15			Greg Lentz, Mike Immel, Larry Poch, Jan Picard, Laura DeGolier
Sean Duffy	7	7.26.14	Rebecca Gonzalez	Juli McNeely	Dan Conrad attended event in Hayward
Sean Duffy	7	9.23.14			Juli McNeely, Rebecca Gonzalez, Paul McNeely, Dan Flees. Milwaukee event attended by Mike Smith
Sean Duffy	7	9.24.14			Leon Woller and spouse attended Fundraiser in Wausau
Sean Duffy	7	10.9.14			Mark Miller attended event in Rice Lake
Sean Duffy	7	10.31.14			Dan Conrad attended meet & greet in Superior.
Sean Duffy	7	03.04.15			Secure Family.org, Juli McNeely
Reid Ribble	8	8.11.14	Pat Mongin	Pat Mongin	Pat Mongin, Heather Lindsley, Brad Schlafer
Reid Ribble	8	10.8.14			Fundraiser attended by Pat Mongin, Kris Alfheim, Health Lindsley, Richard Balch, ross Schmelzer, Band and Dave Borchardt, Don Schleicher
Reid Ribble	8	02.23.15			District Meeting with Pat Mongin, Heather Lindsley, Kris Alfheim. Met w. field staff.
Ron Johnson	Senator	7.18.14	Jan Picard	Walter Scott	Walter Scott, Greg Lentz, Laura DeGolier, Jan Picard, Brad Schlafer,
Ron Johnson	Senator	9.15.14			Dave Barber organized a meeting with NYL agents and Tim Dwyer, Andrew Bird, Dick Koob, Steve Gardiner and Laura DeGolier
Ron Johnson	Senator	9.27.14			Mark Miller attended a strategic planning event
Tammy Baldwin	Senator	11.13.14	Tim Dwyer		PIC/PAC Training meeting, Ken Specht, Leroy Haeuser, Jo Steinberg

In addition to the meetings noticed above, NAIFA members in the 6th Congressional District vetted the candidates in the Primary and the General election. The information was made available to all NAIFA members in the District.

Thirty members for NAIFA WI including 100% of the NAIFA WI Board of Directors will be attending the Congressional Conference in Washington, D.C. on May 19 and 20. Four members of NAIFA WI will participate in the Influence Meeting on May 18.

Respectfully Submitted by
Laura P DeGolier, CLU, LUTCF, FSS
NAIFA WI APIC Chairman

SAMPLE – GOV ALERT – TAKE ACTION

From: John E Pauley
Sent: Thursday, December 10, 2015
To: Magenta Ishak
Subject: NAIFA-WV Legislative Alert! Take Action NOW on the Unworkable DOL Fiduciary Rule



LEGISLATIVE ALERT!

Your Action is Needed on the Proposed DOL Fiduciary Rule!

To date, only 25 NAIFA-WV members have responded to this Alert!!! If you are in the retirement market and want to continue to have the ability to work with your clients and/or prospects, **YOU NEED TO TAKE 5 MINUTES AND DO THIS ... NOW!!!**

I just returned from another round of Congressional visits and this is a very serious issue that could effectively exclude all agents from the retirement market and ***prohibit payment of commissions or the sale of "proprietary products"***.

Please click [HERE](#) and follow the prompts to send a message to our Legislators that you are opposed to the DOL Fiduciary proposal. If you want, you can personalize the letter that is provided. Otherwise, just enter your information and submit.

Time is critical ... we need to be heard ... 25 responses is just not going to get it done!!!

Thank you for your help and support of our Industry.

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ACT NOW!

Action Is Urgently Needed: The Department of Labor (DOL) needs to hear from you **TODAY** about your clients' right to continue to work with you.

The DOL recently proposed a controversial [regulation](#) that would dramatically expand who is considered a fiduciary when advising retirement savers. The rule is complicated, confusing and will be costly to implement. Most importantly, the rule, if enacted as written, will dramatically reduce access to education and professional advice, and will both increase costs to retirement savers and limit the choices in how they choose to pay for much needed retirement planning services.

The regulation needs significant revisions. The DOL needs to know why.

If you currently help employers set up 401(k) kinds of plans, you will be prohibited from receiving any third party compensation if the new rule is enacted as written.

If you currently identify the investment option that meets a common portfolio model, you will be deemed an investment advice fiduciary, not just an advisor offering investment education, and will be subject to strict fiduciary obligations.

If you sell proprietary products to IRA account owners, you may fail to satisfy the "best interest" rules under the proposed regulation.

It is vitally important that the DOL hear from you [NOW](#). Our ability to successfully fix the rule depends on the volume of the "noise" your letters generate.

Please personalize the letter provided. Add a paragraph that describes how you serve a specific client now and what the consequence would be to your client if this unworkable rule stands.

EXAMPLE: Recently, I helped Jane decide what to do with her 401(k) account when she terminated employment. The decision was made that rolling the assets into an Individual Retirement Account (IRA) was the best choice for Jane. I helped Jane decide how to invest the IRA account to best meet Jane's risk tolerance, financial situation, tax status, investment objectives, liquidity needs, and risk tolerance. I received commissions from the purchase of mutual funds and an annuity. Under the current rule, I would be prohibited from providing any of those services. The likely result would be that Jane would instead just cash out her 401(k) and would suffer the tax and the early withdrawal penalty, a wrong decision but one likely if she hadn't had access to my services.

[Write to the DOL TODAY!](#) Tell them why those results are wrong for your clients.

Urge your friends and colleagues to make their voices heard. Remember to complete the Tell-a-Friend feature after you email the DOL!

SAMPLE -Article on Congressional Conference Participation (May 2016)



Advisors Visits Federal Lawmakers

Discusses middle market access to financial advice and service

NAIFA Tennessee members joined hundreds of other professional insurance agents, advisors, brokers, consultants and employee benefit specialists from across the country in Washington, D.C. on May 25 to meet with U.S. Senate and U.S. House members and their staff as part of the National Association of Insurance and Financial Advisors's Annual Congressional Conference.

The members joined NAIFA leaders, including Government Relations Chairs; State Association Presidents and Executives; NAIFA President Jules O. Gaudreau, Jr.; NAIFA President-Elect Paul R. Dougherty and members of NAIFA's Board of Trustees for the event.

Congressional Conference attendees talked with their members of Congress about the importance of life insurance, annuities, retirement savings, and employee benefits for their clients and the U.S. economy. Life insurance products account for 20 percent of Americans' long-term savings. The life insurance industry pays out \$1.5 billion each day and supports 2.5 million jobs.

It's vital to let our Representatives and Senators know how important the insurance and financial services are that we provide to our clients, who are their constituents. We work with our community's families and businesses every day to plan for the future, save for retirement, and protect against financial risks.



**SECURING AMERICA'S
FINANCIAL FUTURE**