



A new NAIFA reaffirms value of membership for Ohio National

To our valued financial professionals at Ohio National:

The National Association of Insurance and Financial Advisors (NAIFA) is moving forward with major steps to transform the association with stronger member services and a streamlined structure to create a more powerful and collective voice in insurance and financial services. The new NAIFA will benefit you, our company, the industry and consumers.

First: NAIFA is modernizing the federation structure with chapter relationships across the states. This serves to simplify operations and position NAIFA as a forward-thinking, nimble organization poised to meet the evolving business needs of members while leveraging new opportunities to grow our industry and serve consumers. These changes standardize dues and unify membership under one NAIFA.

Second: NAIFA has created new professional training and development programs with curricula designed specifically for insurance agents and advisors to enhance their knowledge in areas like [professional prospecting](#) and [time management](#). These state-of-the art workshops – along with the new [NAIFA Learning Center](#), professional [certifications](#) and additional programs in the works – will engage you in breakthrough thinking to take your practice to the next level. NAIFA's recent launch of a new consumer website, www.advisorsyoucantrust.org, will raise the visibility of NAIFA members through the new agent/advisor [locator](#). NAIFA has also taken an industry lead with a focus on building diversity and inclusion within our industry.

Third: The revised structure – with state and large local chapters – fortifies NAIFA's distinction as *the only financial services association* that advocates for good policy at both the *federal and state levels*.

On the federal level, the decision by the [Fifth Circuit Court](#) to vacate the Department of Labor's fiduciary rule was a historic win for our industry and consumers. Working with the American Council of Life Insurers (ACLI), NAIFA leveraged all three branches of government to deliver this critical outcome.

Ohio National currently ranks just inside the top 20 among companies in terms of NAIFA membership. It is important for us to see that number grow closer to the top. It's time for you to re-engage with NAIFA and [join](#).

A stronger NAIFA breeds successful insurance and financial advisors, and a financially secure America for decades to come.

Sincerely,

Gary (Doc) Huffman
Chairman and CEO
Ohio National