

NAIFA-California IFAPAC Report

The Second Annual Conference call took place on Tuesday April 21, 2009 from 9:00 am - 9:45 am.

The Moderator was Dennis Sunderman, State IFAPAC chair.

David Dellinger and Carol Nicolaysen assisted.

Dennis welcomed and thanked each participant on the call for their commitment to NAIFA and for participation on our second annual IFAPAC conference call.

Dennis asked if everyone had reviewed the First Annual IFAPAC conference call report which was distributed via email on February 24, 2009.

Dennis indicated that the report was also posted on the NAIFA-California website in the IFAPAC area, and the importance of becoming familiar with the objectives and goals of IFAPAC for 2009.

Dennis addressed the importance of identifying where we need to develop our leadership team.

We currently have 27 active locals.

We currently have 15 local IFAPAC chairs.

We need to have

- ▲ 27 PAC chairs
- ▲ 27 PIC chairs
- ▲ 27 GRC chairs

We discussed the vested interest we share to build or rebuild our State Association for the protection of Agents and consumers rights and how, as local leaders, you need to make sure each position is filled.

Dennis discussed how critical complete familiarity with the NAIFA- California website is, so that each Local IFAPAC chair has easy access to the information and tools needed to accomplish the mission which israise money now!

Dennis directed everyone to log on to the NAIFA-California website and had the participants practice logging onto various links.

The examples were specifically chosen to illustrate the importance of the PAC and how to make contributions.

Dennis asked if everyone had ordered and watched Terry Headly's video highlighting "NAIFA Advocacy at work".

It was mentioned that Terry's video might be the best visual example available to convey the crisis we face as an industry. Terry's pointed examples illustrate how the legislature views **potential lost revenue** that the government could capture by taxing accumulating values in Life and annuity values and Death Benefits!

Dennis also shared examples from the NAIFA National IFAPAC meeting in Texas illustrating...the threat of Taxing Cash Values and Death benefits vs. the reduction or elimination of Mortgage interest rate deductions. Also, how the government is exploring the taxation of all revenue generators to reduce the deficit.

The second DVD requested to watch was STRAIGHT TALK with Michael Dunn. Many of us have seen Michael speak at NAIFA National conventions.

Michael's bottom line message is very simple...

Legislator's number one concern is re-election, and only a very small percent of people actually determine the outcome of an election.

Of those, even less have any influence with the legislator.

It comes down to **those who give money** or **those that help in the election** or **both**.

There was a short discussion regarding proposed legislation in Oregon. Proposed House Bill 2845 seeks to tax the inside build-up and death benefits of Life Insurance. Specifically to subject individuals to a 9% annual tax increase on earnings received from Life Insurance *and* Annuities.

California AB1521, commission disclosure was also discussed.

Dennis restated the importance of understanding and committing to the goal.

- ▲ Local goal - 40% participation
- ▲ State goal - 40% participation
- ▲ 1,000 contributors
- ▲ \$275,000 PAC contributions
- ▲ \$25,000 Administrative contributions

Dennis outlined immediate actions to get on track.

1. You need to become familiar with our website.
2. You need to prepare programs and arrange for speakers that inform and motivate in Politics and Legislation.
3. You need to review your LOCAL STATISTICAL REPORT on the NAIFA-California website. (We had the exercise and practiced access).

It became abundantly clear that most locals have a challenge. The numbers don't lie.

4. Local Phone-A-Thon week was announced May 11 through May 15, the week before the annual meeting. Each local was instructed to choose the day that works best and schedule it now. They were asked to bring their success report to the annual meeting.

Participants were also asked to review the 2009 MONTHLY LOCAL PAC CONTRIBUTOR list on the web site. By doing so they can see who is contributing and how much more importantly, who is not.

They can also go to 2008 to cross reference last year's contributors.

Dennis reminded each participant to bring your local administrative contribution to the Annual Meeting. Usually \$1 to \$3 per member.

The next conference call date was announced, (Wednesday June 23, 2009), with a request to put it in the calendar.

Dennis expressed his appreciation for participating in the call and concluded with an invitation to the 75TH Diamond Jubilee Annual Meeting on May 19th and DOTH on May 20th in Sacramento.