



## FELLOW TALK

October, 2010

## A Message from Our President

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*"We'll also honor those who have earned LOMA designations in the past year."*



**LuAnn Maxfield, President**  
FLMI, ACS, FALU

Greetings to existing members, new members, and recipients of new designations. Another year is winding down and my term as President of the LOMA Society of the Twins Cities is coming to a close. I want to thank you all for allowing me to serve as president this past year. I am partial – we have the best LOMA Society, great group of Board members and a wonderful group of members.

The Nominating Committee has made their recommendations and at the October 5<sup>th</sup> dinner meeting our members will vote in new officers; a new slate of officers looking forward to serving the Society and your needs.

We'll also honor those who have earned LOMA designations in the past year. It is a time to celebrate the fruits of their labor.

This year I have shared the facts and figures reflecting the benefits to taking LOMA courses and extolling the perks of Society membership. A scholarship will be awarded to a member's child (promoting the value of education). A current member will share what impact her LOMA education has had on her professional career.

A wealth of information is available by visiting the LOMA website at LOMA.org. Studies and reports are available to LOMA company members and non-members (see specifics and possible expenses on the website). A couple of years ago LOMA and LIMRA merged to better serve their members. In browsing the LOMA website, you can see how this partnership provides benefits galore from industry tools, to facts, to surveys, to reports, to the various conferences addressing specific needs of those in the insurance and financial industries.

So if you think earning a LOMA designation completes your education and career growth, take a stroll through the LOMA.org website and come to the October 5<sup>th</sup> member dinner meeting to learn more about what LOMA has to offer. We are fortunate to host a speaker from LOMA's Business Development Department, a speaker enlightening us of what is on the LOMA horizon. See you all at the meeting, Tuesday, October 5th.



*Labor Day*  
*Monday, September 6, 2010*



Mark your calendars:

### [Insurance Immersion](#)

September 8–10, 2010  
Bankers Life and Casualty  
Chicago, Illinois

### [2010 LOMA Annual](#)

### [Conference & Conferment](#)

September 12–14, 2010  
The Mirage Hotel  
Las Vegas, Nevada

### [Managing in a Virtual World](#)

September 15–16 & 22–23  
11:00 a.m.–12:30 p.m.  
Virtual Classroom

### [Policyowner Service](#)

### [Seminar & Contact Center](#)

### [Workshop](#)

September 15–16, 2010  
The Mirage  
Las Vegas, Nevada

### [Enterprise Risk](#)

### [Management for Smaller](#)

### [Companies](#)

September 16, 2010  
Webinar

### [Critical Illness Insurance](#)

### [Forum](#)

September 21–22, 2010  
Walt Disney World Dolphin  
Orlando, Florida

### [DI & LTC Insurers' Forum](#)

September 22–24, 2010  
Walt Disney World Dolphin  
Orlando, Florida

## [LOMA Society of the Twin Cities Fall Recognition Dinner Meeting](#)

- Date: Tuesday, October 5, 2010
- Location: Ramada Plaza Minneapolis  
1330 Industrial Boulevard  
Minneapolis, MN 55413
- Cost: Members - \$35  
Non-members - \$45
- Charity: Junior Achievement
- Program: 5:30 Registration & Social Hour/Cash Bar  
6:00 Dinner Buffet  
6:45 Business Meeting  
7:00 Keynote Speaker  
Judy Schott, Assistant Vice President,  
Business Development, LOMA  
“**LOMA - The Trusted Source for Industry Knowledge**”  
7:30 Recognition Ceremony
- Buffet: Garden Salad with French and Ranch Dressings  
Marinated Vegetable Pasta Salad  
Seasonal Fruit Salad  
Grilled Flank Steak, Wild Mushroom Merlot Sauce  
Roasted Chicken Breast, Red Pepper Cream Sauce  
Six Grain Pilaf  
Roasted Yukon Gold Potatoes  
Fresh Seasonal Vegetables  
Warm Rolls & butter  
Fresh Baked Fruit Pies  
Cakes and Tortes  
Fresh Brewed Coffee, Hot Tea, Iced Tea or Milk

### [DIRECTIONS](#)

**From the North:** Follow I-694 to I-35W South. Take the Industrial Blvd exit – Exit 22. Go left on Industrial Blvd. The hotel will be on the right.

**From the South:** Follow I-494 to I35W North. Take the Industrial Blvd exit – Exit 22. The hotel will be on the right.

**From the East:** Follow I-94 West towards Minneapolis. Take Highway 280 North. At the first stoplight, Broadway Street, take a left. Take a right on Industrial Blvd. The hotel will be on the left.

**From the West:** Follow I-394 to I94 East. Take I-35W North to Industrial Blvd exit – Exit 22. The hotel will be on the right side as you exit.

## Fall Recognition Meeting Guest Speaker

### Judy Schott, Assistant Vice President Business Development

Judy is the Assistant Vice President of LOMA's Business Development Department. In her role, Schott is responsible for working directly with LOMA member companies in support of Industry Training and Development initiatives. She also provides leadership and direction for LOMA's Business Development Team.

LOMA is an international association of financial services, life and health insurance companies, founded in 1924, with more than 1,200 member companies around the world. It provides education, research, information sharing and resources to help insurance and financial service companies manage and operate their companies more effectively.

Prior to joining LOMA, Schott was National Accounts Manager for WebCT, an enterprise e-learning software provider for domestic and international markets. Prior to WebCT, Judy has held senior sales and marketing management positions at leading companies in the e-learning and information services industries.

A graduate of Adelphi University Schott holds a BS degree in Biology. Judy attended the Duke University, Fuqua School of Business, Manager Development Program in 1998, and the American Management Association, Leadership Development, Financial Development in 1997 & 1998.

#### **LOMA - The Trusted Source for Industry Knowledge**

LOMA is committed to a business partnership with our worldwide members in the insurance and financial services industry to improve their management and operations through quality employee training and development, research, information sharing, and related products and services.

How has LOMA kept pace with industry needs, technology enhancements and learning styles?

How can your company take full advantage of the benefits of your LOMA membership?

LOMA will answer these and other questions about the new directions in employee professional development.

This year the designated charity for the Fall Recognition Dinner is Junior Achievement of the Upper Midwest, Inc. (JAUM). JAUM's mission is "to inspire and prepare young people to succeed in a global economy." JAUM strives to provide innovative, fundamental learning opportunities preparing students grades K-12 for a lifetime of success. Junior Achievement is the world's largest organization dedicated to educating students in grades K-12 about entrepreneurship, work readiness, and financial literacy through experiential, hands-on programs.

## Congratulations to our New Designees!

If you received a designation since August 2010 & are not listed below, contact LuAnn Maxfield, LOMA Society President.

### ACS

ALLIANZ LIFE  
Laura Grenander  
Abbie Ziegler

AMERIPRISE FINANCIAL  
Travis Rako

ASSURANT  
Marie Tuschy

BLUE CROSS BLUE SHIELD OF MN  
Barbara Larson

CC SERVICES INC  
Mary Fresonke

CONTINENTAL WESTERN GROUP  
Jean Hamann  
Marcia Mueller

### FEDERATED LIFE INSURANCE CO.

Jolaine Burmeister  
Jessie Cowell  
Kathleen Drickson  
Denise Eads Oliver  
Deborah Ellis  
Darin Finch  
Melissa Jensen  
Lori Jordison  
Michelle Jorgenson  
Amy Hanson  
Cynthia Manthe  
Brian McNulty  
April Meyer  
Sara Meyer  
Denise Mueller  
Paulette Nelson  
Vicki Oatway  
Tara Qualey  
Timothy Raadt  
Nick Rooda  
Carrie Rossing  
Deborah Rubidor  
Kelli Rupprecht  
Barbara Schaffner  
Kelly Upadel  
Angela Warwick  
Wendy Welsinski  
Melissa Wrolson  
Katherine Youngberg

### AFSI

CC SERVICES INC  
Paul Kuhlman

SECURIAN FINANCIAL GROUP  
Kim Odens  
Jennifer White

THRIVENT FINANCIAL FOR LUTHERANS  
Jamie Zwiers

### AIRC

ALLIANZ LIFE  
Rebecca Huerta  
Jill Moore  
Jennifer Pike  
Abbie Ziegler

### AIRC (continued)

ASSURANT  
Marie Tuschy

CC SERVICES INC.  
Shannon Aussieker

ING RELIASTAR LIFE INSURANCE  
Jacqueline Taradash Bennett

THRIVENT FINANCIAL FOR LUTHERANS  
David Shepard

### ALMI

ALLIANZ LIFE  
Erin Hadrits  
Marsha Hopwood  
Jane Mattson  
Craig Parker  
Kristina Walch  
Gregory Walter

AMERIPRISE FINANCIAL  
Gregory Davenport  
Laurie Janssen  
Travis Rako

ASSURANT  
Robert Brophy  
Nancy Buffington

COGNIZANT TECHNOLOGY SOLUTIONS  
Suprujo Sarkar

FEDERATED LIFE INSURANCE CO.  
Debra Elisson  
Darin Finch  
Kyro Lantzberger

HARTFORD LIFE  
Daniel Fitch  
Jordan Wilhelm

INFOSYS TECHNOLOGIES LTD  
Ashish Kastogi

ING RELIASTAR LIFE INSURANCE  
John Pankratz  
Jacqueline Taradash-Bennett

PRUDENTIAL LIFE  
Lishi Huang

SECURIAN FINANCIAL GROUP  
Jesse Cregan  
Ryan Flannery  
Kristen Gjovik  
Connie Heinzer  
John Leonard  
Christine Maki  
Kim Odens  
Jason Yost

TA&A CONSULTANCY SERVICES  
Guru Subremanian Karatholuvu Shankaran

THRIVENT FINANCIAL FOR LUTHERANS  
Elizabeth Franz  
Carole Rapach  
Keith Tate

### ARA

ALLIANZ LIFE  
Dawn Anderson

PRUDENTIAL LIFE  
Vicki Hughes

THRIVENT FINANCIAL FOR LUTHERANS  
David Shepard

### FLMI

AMERIPRISE FINANCIAL  
Laurie Janssen  
Travis Rako

ASSURANT  
Robert Brophy  
Brian Johnson

FEDERATED LIFE INSURANCE CO.  
Darin Finch

FIRST COLONY LIFE INSURANCE CO.  
Catherine Cook

HARTFORD LIFE  
Gwen Watkins

SECURIAN FINANCIAL GROUP  
Krista Schuebel

THRIVENT FINANCIAL FOR LUTHERANS  
Elizabeth Franz  
Keith Tate

### PCS

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Laura Grenander  
Loie Mashuga

CC SERVICES INC  
Paul Kuhlman

FEDERATED LIFE INSURANCE CO.  
Tyler Blackman  
Renea Carroll  
Erica Coan  
Mark Heupel  
Jeanne Knutson  
Kimberly Reuvers  
Jason Thayer

### UND

ASSURANT  
Jennifer Wilcox

HCC LIFE INSURANCE CO.  
Jon Pfannenstain

SECURIAN FINANCIAL GROUP  
Cynthia Lokola

## 2010 Scholarship Announcement



The 2010 Scholarship Committee is pleased to announce that this year's recipient of the LOMA Society's scholarship is Kelsey Wegner, the daughter of Gail Mullaney.

Kelsey will be attending Winona State University and plans to major in elementary education and minor in Spanish. She believes teaching is a profession where you can truly make a difference. Kelsey has received academic achievement awards and has also been very involved in extra-curricular activities and community volunteer work.

Gail Mullaney works in Quality Assurance at Thrivent. She earned her FLMI designation in 1989 and also holds the ACS designation. Gail has been a long-time member of the LOMA Society of the Twin Cities.

## Spring Seminar Recap

**The LOMA Society of the Twin Cities of Minneapolis and St. Paul hosted its half-day Spring Seminar on Tuesday, May 18 at Thrivent Financial for Lutherans in Minneapolis, Minnesota.** Following a breakfast buffet, Society President LuAnn Maxfield welcomed the attendees and introduced the first of four speakers.

### **Rochelle LeTourneau spoke on "Regulatory Issues Affecting the Industry"**

To prepare for her presentation she spoke with three current regulators and asked them what issues they felt were most important today. Here are the responses she received.

1. Health care Reform
  2. Secondary Market for annuities
  3. Solvency issues and legislation
- 
1. Solvency issues and legislation
  2. Restrictions on rates
  3. Rates vs. privileges vs. law
- 
1. Health care reform
  2. Federal Financial Services reform
  3. Solvency issues and legislation

Rochelle then talked more extensively on:

- Financial Services Regulatory Reform  
President Obama suggested reform a year ago. In December a bill was passed by the senate that gives regulators more authority. Financial firms will be required to hold more in reserve. Regulators will be able to take over a firm if the reserves are too small. Derivatives will be regulated. They are also planning to create a Federal Insurance office within the Treasury.
- Health care Reform  
Passed March 2010 and covered the following issues of portability, no pre-existing conditions, free preventative services, and anti-healthcare fraud provision.
- Suitability  
Regulators are currently working on a Buyer's Guide and illustrations. (Continued on page 6.)

## Spring Seminar Recap (continued)

### **Gary Veazie from “Ready for Success”**

Gary spoke for a few minutes about the featured charitable organization, Ready for Success. He focused on the Men’s program which provides men entering the work force with interview and work appropriate clothing, accessories, and toiletries.

### **Steve Nieno “Life Insurance Strategies”**

Steve covered three main strategies for reducing the impact of estate taxes.

- Credit Shelter trusts
- Irrevocable Life Insurance Trusts (ILITs) – These involve positioning assets outside of your control to pass life insurance tax free to beneficiaries.
- Buy Sell Agreements – Three different options: One-way, Cross purchase, and Entity purchase.

### **Dana Erickson “Charitable Giving: How to Make a Difference by Giving Back”**

Dana discussed how to increase donations to charitable organizations through the use of life insurance. In addition to her presentation she provided everyone in the room with a booklet titled ‘Charitable Giving: How to make a difference by Giving Back.’

She talked about how stewardship is the responsible management of the resources that are given to each of us. Being a good steward involves making intentional choices that are based on our personal values.

### **Jill Deuel “Thrivent at Home”**

The Thrivent Financial at Home program is a fun, casual way to provide financial education to the mass market.

Their mass market is:

- People earning \$50-60k or less
- Lower income families and households
- Young people just starting out

The financial guides from Thrivent use games to help individuals and families understand basic financial concepts. The guides work on the concept of achieving a financial balance instead of a budget.

They suggest that people divide their income up according to the following percentages:

50% are must haves (house, food, car insurance, etc.), 30% for wants (leisure, eating out), and 20% for savings.

Goals:

1. Get spending into balance.
2. Save \$1,000 for emergencies.
3. Pay down credit card debt.

She also recommends that people have 10 times their income in life insurance.

Thank you, Spring Seminar attendees! 20 donators provided clothing and accessories as well as \$180 in cash and gift cards to the “Ready for Success” program.

## Spring Seminar Photos



LuAnn Maxfield, President, LOMA Society of the Twin Cities

### **2011 LOMA Society of the Twin Cities Officer & Board Nominees**

The Nominating Committee of the LOMA Society of the Twin Cities recommends the following slate of officers and society committee representative for 2011 be placed in nomination for election at our next membership meeting on October 5, 2010:

President – Dixie Carroll (Ameriprise Financial)  
 Vice President – Julie Printz (Thrivent Financial for Lutherans)  
 Treasurer – Claudia Wiebold (Securian Financial Group)  
 Secretary – Leah Reckin-Mahoney (Securian Financial Group)  
 Society Committee Representative – Michaela VoorVart (Ameriprise Financial)  
 Past President – LuAnn Maxfield (Hartford Life)

The following society members will continue service on the Board:

Member at Large, Chair of Membership & Scholarship Committees – Rolf T. Anderson (New York Life)  
 Member at Large – Anne Randazzo (Catholic Aid)  
 Communication Chair – Barb Prinz (Ameriprise Financial)  
 Education Chair – Genevieve Stadtler (Prudential)

**2010 LOMA Twin City Board Members**

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