

Financial Services Marketing Association

January 2007 – Issue 2



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OUR MISSION

To provide a forum through which individuals, who have a primary company affiliation with a financial services organization, may exchange ideas, share common interests and discuss pertinent issues affecting the financial services industry.

PRESIDENT'S LETTER

As your President, I am pleased to report that we had one of our best years ever in 2006. Membership is at an all time high and attendance at our 2006 annual meeting was the highest ever!! We are a unique organization that helps foster relationships and promulgate ideas that we can all use to better our business. The caliber of speakers and quality of members that we have create the perfect environment for our organization to bring distinct value to our membership.

I would like to thank all of the board members for the time and energy that they have donated to help bring FSMA to new heights. We have added many features to our website including online dues renewal, meeting pictures, and a password protected membership list. We will continue to leverage the website to help us organize and grow our organization. Special thanks goes to our executive director, Lynette Owens. Lynette continues to bring strong value to our organization every year.

In 2007 the annual meeting will be December 2-4 at Ginn Hammock Beach Resort in Palm Coast, FL. The board is currently working on a world class speaker line up which will be announced soon. I look forward to seeing all of you in December and wish you a great 2007!

Best regards,
John M.E. Saad CLU,ChFC,CLF

MEMBER BENEFITS

Increased Knowledge of Timely Issues Affecting Our Industry
Exchange of Ideas and Sharing Common Interests
Career Growth and Personal Development
Opportunity to Network with Fellow Professionals
Study Group Environment
Top Speakers from throughout
the Financial Services Industry
Annual Meeting at Outstanding Resorts

BECOME A MEMBER

If you are interested and would like more information, please send this portion of the newsletter with your contact information to our Membership Chairman, Dennis Goeders, at Penn Mutual Life Insurance, 800 Blue Gentian Rd. Ste. 170, Eagan, MN 55121 or contact him at goeders.dennis@plmmail.com. Yearly Membership is \$150.

NAME _____
TITLE _____
COMPANY _____
PHONE _____ EMAIL _____

2007 MEMBERSHIP MEETING

GINN, Hammock Beach Resort, Palm Coast, FL – December 2-4, 2007

PROPERTY HIGHLIGHTS:

210 Ocean view Suites, 2 three or four Bedroom Private Homes, 35 two or three bedroom Golf View Villas

Dreams really do come true at this new destination resort, a rare sanctuary of sapphire ocean views, Old World charm and pampering service. Set upon one of the most pristine stretches of Atlantic coastline in Northeast Florida, the private resort is a haven of refined elegance. You'll enjoy all suite accommodations that feature balconies overlooking ocean and golf course views and a superior guest experience that you won't find at other resorts. Your personal concierge arranges activities to your preferences, from ocean front tee times to treatments at the luscious spa, so that everything is taken care of for you. Additional amenities include; full service marina with boating and fishing, 9 hole putting green, a fantasy pool complex complete with a lazy river and direct access to the Atlantic Ocean. An easy drive from historic St. Augustine, Daytona Beach, and even Walt Disney World®, The Club at Hammock Beach is the ultimate Florida paradise.



Ginn

HAMMOCK BEACH RESORT



Be sure to visit the FSMA website to register for the 2007 Membership Meeting.

Meeting and Hotel Registration are available online at www.f-s-m-a.com.

We look forward to receiving your registration and more importantly the opportunity to enjoy a breathtaking resort with incredible amenities among fellow members and

DIRECTORS

John Saad – President

Rick O'Reilly – Vice President

Bob Arzt – Secretary/Treasurer

Dennis Goeders – Membership Chairman

Wayne Wilkerson – Associate Membership Chairman

Lee Mowry – Past President

Lynette Owens – Executive Director

Sandy Melendi – At Large Director

Danny Anderson – At Large Director

Lawrence Fullerton – At Large Director

BOARD OF ADVISORS

Pat Martin

Kevin Leahy

Denny Dickensheets

LYNETTE OWENS & ASSOCIATES

Hotel/Site Selection Firm

The timing of FSMA meetings allows members to conduct their company's business in conjunction with the Association meetings. This format makes attendance at meetings both productive and cost effective! As FSMA's designated site coordinator, Lynette Owens & Associates, a hotel marketing firm specializing in the insurance market, is able to provide special rates for our meetings at premier locations.

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