



Excelsior

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Ethical Market Conduct Issues for Presidents and Senior Executives

Eight More Companies Renew IMSA Membership

It's great to see IMSA's 3-year cycle coming to an end with so many companies renewing their membership. On February 23, IMSA Executive Director Brian Atchinson congratulated the following companies for successfully completing the rigorous, independent review of their marketing, sales and compliance practices required every three years to qualify for renewed IMSA membership:

- American Fidelity Assurance Company, Oklahoma City, OK;
- Beneficial Life Insurance Company, Salt Lake City, UT;
- Annuity Investors Life Insurance Company, Cincinnati, OH;
- Great American Life Insurance Company, Cincinnati, OH;
- Loyal American Life Insurance Company, Cincinnati, OH;
- Pioneer Mutual Life Insurance Company, Fargo, ND;
- USAA Life Insurance Company, San Antonio, TX; and

- USAA Life Insurance Company of New York, Highland Falls, NY.

"IMSA qualification is a tangible demonstration of a company's ongoing commitment to high standards of ethical business practices and fair and honest service to customers," Atchinson said. "We applaud these companies and their dedication to IMSA's high standards and quality business practices that safeguard the consumer."

The value of IMSA membership is going up as IMSA approaches a decade of service to the industry. An important credential only a select number of insurers have attained, the IMSA seal is a guidepost of excellence and integrity for consumers. The IMSA website is www.IMSAethics.org.

IMSA's New Home!



IMSA is Moving!!

Where:
4550 Montgomery Avenue
Suite 700 N
Bethesda MD 20814

When:
Wednesday, March 1, 2006

New Main Phone:
240-744-3030

New Fax:
240-744-3031

**E-mail and Website
Addresses remain
unchanged**

IMSA Standards Committee Meets in Washington

We were pleased to be a part of the first meeting of the IMSA Standards Committee Meeting at the IMSA offices on Thursday, January 19, 2006. The purpose of the meeting was to consider changes to the Assessment Handbook and the IMSA process as discussed at the Handbook Forum held on September 8, 2005.

Attendees from about 15 companies and two QIA's attended. IMSA was represented by Brian Atchinson, Don Walters, John Dohmen, Susan Beach and Margie Lopez. They laid out the parameters beginning with a recap of 2005 events including a strong message from IMSA's Board of Directors to refine the Strategic Plan. The message was to focus on being the BEST, and doing the BEST for member companies.

This means a focus change from regulatory information to information companies can use on a day to day basis. We kept this in mind as Don Walters described the ongoing process for looking at the Handbook and IMSA assessment process in terms of this focus change and the direction given by the IMSA Board of Directors.

The reviewing process will be conducted through 3 committees:

1. The Standards Review Committee: This will be a group that considers and offers recommendations concerning policy issues affecting IMSA's future direction. The group will also attempt to identify future compliance challenges facing the life insurance industry.

2. Subject Matter Committee: Subject Matter Committee: This group will work on the policy recommendations from the Standards Review Committee, draft changes to the Assessment Handbook and Assessment Manual, as necessary, and consider comments offered by the Standards Advisory Committee. .

3. Standards Advisory Committee: This is a group comprised of representatives from various organizations representing a variety of regulatory, financial rating, producer, consumer and policy making interests that will review the work products of the Subject Matter Standards Committee. The Committee will offer comments to the Subject Matter Committee but will not draft modifications to IMSA standards.

These groups will meet regularly between now and September on a 4 to 6-week cycle. The plan is to have recommendations ready to present to member companies by the fall so that training can take place before the end of the year with changes to be effective as soon as practical in 2007.

We felt the first meeting was very productive and look forward to this continuous improvement element of the IMSA process. I believe IMSA will emerge stronger and more important than ever as a result of this broad cooperative effort that involves so many knowledgeable and experience insurance professionals.

Assessment Review Process Continues

We are enjoying our time on the Standards Review Committee and helping IMSA "raise the bar" for the 2007 assessment cycle. IMSA is doing a great job in keeping the process moving along. Here is the timetable we are working from:



IMSA Standards Development Process Timeline

February 15, 2006	Assignments Due - Subject Matter Committee
March 2, 2006	Standards Advisory Committee Meeting
March 13-14, 2006	Subject Matter Standards Committee Meeting
March 29, 2006	Standards Review Committee Meeting
April 10-11, 2006	Subject Matter Standards Committee Meeting
April 25, 2006	Standards Advisory Committee Meeting
May 8-9, 2006	Subject Matter Standards Committee Meeting
May 17, 2006	Standards Review Committee Meeting
June 5-6, 2006	Subject Matter Standards Committee Meeting
June 15, 2006	Standards Advisory Committee Meeting
July 10-11, 2006	Subject Matter Standards Committee Meeting
July 11, 2006	Standards Review Committee Meeting
August 11, 2006	Comments Due
August 21, 2006	Standards Review Committee Meeting
August 24, 2006	Materials Sent to IMSA Board of Directors
September 6, 2006	IMSA Board of Directors' Meeting Conf Call

IMSA Assessor Fees Paid for 2006

February 28 was the last day for IMSA Assessors to pay their fees for 2006. We've paid our fees and are ready to move ahead with our assessment schedule. We are currently working on assessments for several companies who are renewing under the current assessment process. Already, several other companies have contacted us about renewing their membership in 2007. Those whose assessments are completed early in 2007 may be able to do so under the current assessment process, that is before the changes made to the Assessment Handbook and the methodology to raise the bar for the next cycle become effective.

IMSA Meetings for 2006

IMSA will be exhibited at several industry events throughout the year. If you are at the meeting, please stop by the IMSA booth to show your support, say hello to the IMSA staff and see copies of our new brochures. They usually have some good "stuff" as well.

February 26 - March 1, 2006
Intercompany LTCI Conference
Hilton Anaheim - Anaheim, CA



March 19-22, 2006
LAMP 2006
Orlando World Center - Orlando, FL



August 26-30, 2006
NAIFA
San Francisco, CA

October 22-24, 2006
ACLI Marketplace
Omni - Orlando, FL



LHCA Meeting at Panama City Beach

The Kenneth J. Kalis Company sponsored a lunch on Thursday, January 12, 2006 for about 150 attendees of the Life & Health Compliance Association. The lunch was excellent as was the entire meeting. These are great get-togethers where we always learn a lot.

This time, we hosted a breakout session on Thursday afternoon making a presentation on the Changes to the IMSA Process and the KJKC Approach to the IMSA Assessment Process. This was a good opportunity for us to communicate to many people who are not familiar with IMSA, either because their companies are not members or because they are new to their compliance jobs.

We look forward to other opportunities like this in the future.

2007?

We've already written a number of proposals for companies who will be renewing their IMSA membership in 2007. No, that's not a typo, 2007. It's great to see companies are planning for this well in advance. It's evidence that IMSA has become an established part of the business landscape. It's also evidence that companies are give IMSA a high priority and taking the necessary steps to identify and secure resources to assure a smooth and successful process leading to membership renewal.

IMSA?

Ken Kalis!

We have renewed our advertising with Best's Review. Please keep an eye out for it. The ad is simple and to the point, but the same as last year's. Is it still OK? Should we change it? Let us know what you think.



Kalis Anniversary

I'm happy to announce that today is the 19th wedding anniversary for my wife Claudia and me. In case you didn't know, the gift for the 19th wedding anniversary is aquamarine. I was able to get a great aquamarine necklace to keep my record intact. Lest I forget, I operate by this list from Wedding Channel Magazine, <http://www.weddingbells.com/anniversary/#traditional>. You may want to hang on to this one! It's saved me a couple of times. I'm also interested in hearing from anyone who can plug in those gaps between years 20 and 25, 26 – 29, etc.

Follow these traditional wedding anniversary gift suggestions and choose the perfect gift for your loved one.

1st: paper	15th: crystal
2nd: cotton	16th: peridot
3rd: leather	17th: watch
4th: fruit and flower; linen	18th: cat's eye
5th: wood	19th: aquamarine
6th: sugar and sweet; iron	20th: china
7th: wool; copper	25th: silver
8th: bronze and rubber	30th: pearls; ivory
9th: pottery and willow	35th: coral; jade
10th: tin; aluminum	40th: rubies
11th: steel	45th: sapphires
12th: silk and fine linen	50th: gold
13th: lace	55th: emeralds
14th: ivory	60th: diamonds

And now for our non-IMSA close. Here's a great poem that celebrates those of us who married later in life. Please do NOT read any political, size, ear nose or weight issues into the elephant image! You can bring to mind sagacity, wisdom, mental capacity and never forgetting, if you like!

The Elephant Is Slow To Mate

The elephant, the huge old beast,
is slow to mate;
he finds a female, they show no haste
they wait

for the sympathy in their vast shy hearts
slowly, slowly to rouse
as they loiter along the river-beds
and drink and browse

and dash in panic through the brake
of forest with the herd,
and sleep in massive silence, and wake
together, without a word.

So slowly the great hot elephant hearts
grow full of desire,
and the great beasts mate in secret at last,
hiding their fire.

Oldest they are and the wisest of beasts
so they know at last
how to wait for the loneliest of feasts
for the full repast.

They do not snatch, they do not tear;
their massive blood
moves as the moon-tides, near, more near
till they touch in flood.

D.H. Lawrence –

<http://www.poetryconnection.net/poets/D.H.Lawrence/1155>



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