



NAIFA'S GOVERNMENT RELATIONS PROGRAM:

THE CORNERSTONE OF THE INDUSTRY SINCE 1890



WHAT IT MEANS TO YOUR ADVISORS

NAIFA members make more money and have a much higher probability of succeeding in the business when they belong to their professional association that provides a supportive community.

WHAT IT MEANS TO YOUR COMPANY

The voice of the producer helps to further protect your company's products and prosperity

WHAT IT MEANS TO THE U.S. ECONOMY

NAIFA members serve more than 90 million American households in providing products and services that promote financial security for all.

FEDERAL

We are the only producers' association whose focus spans the entire spectrum of the financial services industry. Our advocacy runs the full gamut, impacting laws and regulations critical to risk mitigation, retirement planning, employee benefits, investments, wealth management, and everything crucial to our industry.

NAIFA's access and influence extends through all three branches of the federal government: the Executive (SEC, DOL, HHS, OMB, IRS, and the office of the President), Legislative (the industry's largest association PAC, largest Day on the Hill, and NAIFA members who are personal contacts with all 535 members of Congress), and Judicial (success in federal lawsuits). NAIFA has advocated and brought passage of the SECURE 2.0 retirement legislation, tax-protection of the inside build-up of life insurance, defeat of "Rothification" of retirement plans, and legislation to simplify registration of Registered Index-Linked Annuities, among many other advocacy victories.

INTERSTATE

We are in the trenches, attending the meetings and conference calls of NAIC and NCOIL, helping draft model regulations and legislation used by insurance commissioners and state legislatures BEFORE the proposals are introduced. We are on the various subcommittees of each of those organizations, give testimony at those meetings, and submit well-researched comment letters and wording suggestions so that we have our fingerprints on the model rules and codes/legislation before they even come up for discussion.

STATE

We are the only producers' association present at the state level across the country. Our 50 state PACs maximize our influence and support friendly candidates. Legislative Days and state conferences create awareness, engagement, and presence in every statehouse. We have forged relationships over decades with local and state officials, many of whom later move on to the U.S. Congress.

A strong NAIFA-ACLI partnership confronts the most pressing issues in states across the country. NAIFA is influencing laws and regulations on all the top issues, including government-run retirement programs, state-run LTCL in WA and other states, independent contractor classification bill in numerous states, and senior financial protection laws in 32 states. NAIFA, working with ACLI, has been the driving force behind 33 states adopting the consumer- and producer-friendly NAIC model on annuity transactions.



Advocacy



NAIFA DELIVERS

NAIFA REPRESENTS

NAIFA has members in every congressional district. NAIFA members maintain relationships with every member of Congress.

NAIFA SUPPORTS

NAIFA's political action committee, IFAPAC, advances the legislative interests of NAIFA members on both the state and federal levels, preserves a favorable governmental climate, and promotes the best interests of consumers by supporting the campaigns of carefully selected candidates for elected office.

DURING THE 2022 ELECTION CYCLE:

AMONG THE LARGEST ASSOCIATION PACS in the industry

\$3.2 MILLION raised for federal and state candidates

EVERY STATE has its own PAC

NAIFA ORGANIZES

Every year, NAIFA brings **~800 NAIFA members** to meet with federal lawmakers & staff during NAIFA's Congressional Conference, the largest legislative fly-in for the financial services industry.

Each year, NAIFA typically participates in:

- 800** more than **800 in-district** political events.
- 1,500** meetings with federal lawmakers in Washington and in-district.
- 200** hosted or co-hosted **200 fundraisers** in Washington, D.C.
- 1,500** relationships with members of Congress.

NAIFA PARTICIPATES

NAIFA contributes to NAIC and NCOIL organizations, helping to formulate model statutes and regulations that shape the insurance and financial services industry. NAIFA influences the design of these model rules and laws from start to finish.

NAIFA participates in important advocacy coalitions, including:

- Joint Trades Coalition**, focusing on fiduciary/standard of care
- Save Our Savings Coalition**, focusing on preserving current tax rules for retirement savings
- National Coalition on Benefits (NCB)**, focusing on health and other workplace benefits
- Retirement Security Network (RSN)**, focusing on employer-provided retirement programs

NAIFA TESTIFIES



NAIFA leaders are regularly invited to testify at important state and federal hearings.

Dec 2022 : NAIFA-WA Past President Chris Bor testified before a state Senate committee on LTC planning.

June 2022 : NAIFA leader Josh O'Gara represented NAIFA at a DOL forum on worker classification.

Nov 2022 : NAIFA-NM's Chad Cooper and Mike McCaffrey testified before a state Senate committee supporting financial literacy legislation.

Sept 2022 : NAIFA Trustee Chris Gandy was on a DEI panel at the NAIC 2022 Insurance Summit.

NAIFA COLLABORATES

NAIFA has advocacy partnership agreements with organizations important to the insurance and financial services industry:

