



The LIC Bullet

- Straight
- To
- The
- Point!

That's a Wrap . . . Or Is It Just the Beginning?

By Tammy L. Schultz, LIC Board Chair and EVP/President Global Preneed, Assurant

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When was the last time you took the time to clean off your desk, close email, put away your phone and just think about the future of your business? It seems in today's fast paced world, it's easy to say you are too busy to do that. Yet, every day we are faced with new challenges that make us rethink our business and the model that has made us successful today.

The Life Insurers Council (LIC) held its annual meeting "Execution in Flight" in Paradise Valley, Arizona earlier this year. We had over 90 people in attendance and representation of over 20 vendors that support small life insurance companies in growing and operating their business. Everyone (and I mean *everyone*) walked away from this event with connections to new people facing similar challenges, with new and fresh ideas on how to think about their business (from marketing to technology), assessment on the role they play as leaders in their organization, and more importantly clear things they can EXECUTE immediately!

The LIC's mission is to provide for small to midsize life insurance companies to improve their performance by sharing best practices. Executive Director Jeff Shaw and Associate Director Audrey Wittenburg are intensely focused on making sure all of the events, committee meetings, and webinars the LIC hosts provide value that you can implement immediately in your business.

The LIC is at its best when we have a full house - which increases interaction, questions and perspectives. Please mark your calendars for February 6 - 8, 2019 to attend the LIC Annual Meeting & Marketing Conference at the Henderson Beach Resort in Destin, Florida. Let's make Destin's Annual Meeting spectacular! For those that have never attended an LIC Annual Meeting, put it in your budget for next year and come check it out. The challenge for those that have attended: invite someone new to help make Destin the best Annual Meeting in LIC history!



LIC Annual Meeting
The Henderson Beach Resort, Destin, Florida
February 6-8, 2019

For More Information, visit www.loma.org/licannual