



# Coming Soon: **New Member Benefits**

Three new NTSAA initiatives set to launch in 2014 continue our core mission for members: to advocate, educate and lead. BY CHRIS DEGRASSI

**Thank you for being a member of the NTSAA.** I'm pleased to report that we've had an absolutely spectacular 2013! NTSAA has continued its advocacy winning streak and is successfully making the shift from defense to offense across the country. In fact, NTSAA is looking forward to announcing the completion of at least two successful state legislative initiatives in the coming months. Stay tuned for more!

We should all be proud of NTSAA's policy and advocacy accomplishments. But there is more good news! In 2013, NTSAA experienced tremendous growth in membership, accompanied by a sharp increase in member engagement and volunteerism. We are now a professional association of 2,600 members who provide financial and employee benefit services to public education, non-profit and governmental institutions and their employees.

Next year will mark 25 years of NTSAA leadership and excellence in providing professional education, credentialing, networking and advocacy for our members. NTSAA is grateful to the founding members and leadership that provided the vision and energy that drove NTSAA throughout the years. Because of their efforts, NTSAA is truly in a position to say that the best is yet to come!

We are very excited about several new NTSAA member benefit programs that will be launched in 2014. These new NTSAA initiatives — an enhanced website and e-magazine, the NTSAA Top Advisor program and the NTSAA Academy — are designed to continue our core mission for members: to advocate, educate and lead.

## **New Website and E-magazine**

The new website will mark the next step in the evolution of our interaction with NTSAA members, serving as the platform for NTSAA member thought leadership on the pressing issues that impact our industry. At its core, the portal will combine two of NTSAA's most popular member benefits, NTSAA Market Beat and *403(b) Advisor* magazine, into a new e-magazine and resource center.

The resource center will include a library of NTSAA research, issue briefs and articles. Members will also be able to easily access NTSAA government relations updates, legislative alerts and advocacy tools. This will enable NTSAA to flex the collective muscle of our 2,600 members. Also, look for the launch of the new "Ask NTSAA" corner by Ellie Lowder. This FAQ list will make it easier for members to answer technical questions and get practice management advice.

## **NTSAA Top Advisor Program**

The NTSAA Top Advisor program will be an annual member recognition program that will recognize the very best advisor members of the NTSAA who have done the most to help individual plan participants accumulate assets for retirement. The NTSAA Top Advisor program will be launched in cooperation with NTSAA strategic partners during the first quarter of 2014. NTSAA Top Advisors will be highlighted in practice management articles, participate in Chairman Club roundtable discussions, and receive recognition at the 2014 NTSAA 403(b) Summit.

## **NTSAA Academy**

The development of the NTSAA Academy is an expansion of our mission to deliver the highest quality professional education to our members. The NTSAA Academy will be managed by ASPPA professional staff with the support of NTSAA and ASPPA member volunteers. ASPPA has made a significant investment to build a team of skilled curriculum and instructional course development professionals and will implement a new Learning Management System (LMS) to facilitate the delivery of online and on-demand educational resources.

The NTSAA Academy will be responsible for the continued enhancement of NTSAA's traditional credentialing and continuing education programs, including the Tax-Exempt & Governmental Plan Consultant credential. And building from the success of our NTSAA 403(b) boot camps, the Academy will also develop programs and curriculum for professional development, skills training and certificate programs designed to meet the needs of our dynamic and growing membership.

These new member benefit programs represent our commitment to transform our association and find new ways to provide value for NTSAA members. We look forward to an exciting 2014! And we hope to see you at the NTSAA 403(b) Summit, Washington DC, June 22–24, 2014, to celebrate 25 years of NTSAA excellence! **b**



*Chris DeGrassi is NTSAA's executive director.*