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## **Non-profit annuity advocacy organization created by industry leaders**

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By Editor Test      *Wed, Jun 27, 2012*

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*In its developmental stage, SAFE has been closely affiliated with NAFA, the National Association for Fixed Annuities. With the approval of SAFE as a 501(c)3 organization, it will operate independently, according to a release.*

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The latest retirement industry acronym is SAFE, which stands for The Society for Annuity Facts & Education. The new organization, whose board includes Lowell Aronoff of Cannex and Sheryl Moore of AnnuitySpecs.com, intends to advocate for annuities. Incorporated in Wisconsin, it has filed for 501(c)3 non-profit status there.

“SAFE’s primary focus is to provide factual information about the benefits, features and uses of annuities to the general public,” said the group’s introductory press release, which said that SAFE intends to:

- Provide consumers and the media with an accurate, comprehensive, and unbiased source of information, in order to help them make informed decisions;
- Limit the amount of misinformation the general public and media are exposed to;
- Communicate important facts about annuities;
- Provide a forum for the exchange of information;
- Provide opportunities for education through town hall meetings, website communications and content, social media, publications, as well as other programs and activities.

Current SAFE board members include:

Lowell Aronoff, Chief Executive Officer, CANNEX Financial Exchanges Limited

Pam Heinrich, Esq., Heinrich Law

Rich Lane, National Director of Sales and Marketing, The Standard

Rod Mims, Senior Vice President and National Sales Manager, Athene Annuity

Gregory L. Mitchell, Senior Vice President & Chief Financial Officer, The Lafayette Life Insurance Company

Sheryl J. Moore, President and Chief Executive Officer, AnnuitySpecs.com and Moore Market Intelligence

Joe Spillman, President, ECA Marketing

Mark T. Stone, Principal & Marketing Strategist, Insurance Insight Group

Eric J. Thomes, Senior Vice President of Sales, Allianz Life

SAFE's officers include:

President, Mark T. Stone

Treasurer, Gregory L. Mitchell

Secretary, Pam Heinrich

SAFE is currently seeking additional board members from the variable industry and consumer advocacy groups.

In its developmental stage, SAFE has been closely affiliated with NAFA, the National Association for Fixed Annuities, a 501(c)6 organization because it provided the initial resources and guidance in establishing SAFE. However, with the approval of SAFE as a 501(c)3 organization, it will operate independently.

Founded in 1998, NAFA's role is to provide education and promote the understanding and awareness of fixed annuities to the insurance industry; including; financial professionals, insurance companies, vendors, members of the media and consumers for the purpose of selling fixed annuities.

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