

FOR IMMEDIATE RELEASE
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GAMA International Announces Leaders of Today and Tomorrow Initiative

FALLS CHURCH, VA – As part of its three-year strategic plan, GAMA International announces the introduction of its Leaders of Today and Tomorrow (LoTT) initiative at the LAMP conference in San Francisco, March 16–19, 2008.

To accelerate the professional development of the industry's rising field leaders, GAMA International is expanding its outreach to all members of field leadership who are directly involved in recruiting, developing and retaining financial representatives in their agencies and firms. The LoTT initiative includes special programs, networking opportunities and benefits for this important industry group.

Who Is a LoTT Member?

The LoTT program is designed specifically for field leaders who are 40 years or younger or within their first five years in a field leadership role. This group includes first-line leaders such as firm or agency heads, frontline leaders such as sales or unit managers and specialists such as recruiters.

Why LoTT?

The great retirement wave of the Boomer generation and the increasing pace of change in business and culture require that younger and recently appointed field leaders at all levels accelerate their preparation to lead the industry. GAMA International provides the professional development resources and solutions to ensure that acceleration.

Why LAMP?

The best time and place to launch this important initiative is in conjunction with LAMP, GAMA International's Leadership and Management Program. Participating in the LoTT events and activities at the annual conference will be a high-energy learning and networking experience for all field leaders who attend, either individually or with their management teams.

Visit www.gamaweb.com/lamp/ to learn more about LoTT and how to register for the LAMP conference.

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GAMA International is a worldwide professional association serving 5,500 field leaders in the insurance and financial services industry. Its members recognize their critical role in finding, building and inspiring the next generation of top performers who will, in their turn, lead the industry into the future. To help build these leaders, the association provides its members with professional development resources and opportunities, including educational, networking and leadership. GAMA International's Web site is located at www.gamaweb.com.

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