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### **GAMA International Announces New Initiatives**

FALLS CHURCH, VA – GAMA International, the only association dedicated to the professional development of field leaders in the insurance and financial services industry, announces several high-impact initiatives that will be introduced to its members throughout 2008. The catalyst for these changes comes from GAMA's strategic planning process as the organization initiates steps to take its growth and success to a new level of support for its members. GAMA's new initiatives reflect its continued dedication to helping field leaders find, grow and retain sales and management talent.

As part of this process, GAMA recently introduced its new logo and mission statement. The new logo is aspirational in design, recognizing the increasing breadth and sophistication of the financial services industry and the energy and dynamism of its field leaders. The new mission statement, Building the Leaders Who Build the Financial Services Industry, reflects GAMA's continued dedication to the support and development of field leaders and managers at all levels of role and responsibility.

Other initiatives that will be introduced throughout the year include:

- Leaders of Today and Tomorrow (LoTT)** – The LoTT program is designed for frontline managers 40 years of age and younger or with fewer than five years of experience in field management. LoTT is a resource and networking portal, focusing on the needs and issues critical to up-and-coming field leaders. Participants in the LoTT program will be able to take advantage of career development resources, networking, recognition and leadership opportunities.
- GAMA Source** – This new learning and networking portal is a state-of-the-art site that will give GAMA's members access to highly-rated audio, video and other resources online at their convenience.
- Leadership Team Development** – GAMA recognizes that a team approach to leading a profitable face-to-face distribution organization is often necessary and desirable in today's world. Many of GAMA's products, programs and experiences provide a wide variety of opportunities for team development on a regular basis. In addition, GAMA is customizing some of its current resources and will offer leadership team-specific resources as part of its new initiatives.
- gamaweb.com** – GAMA's redesigned website includes practical and relevant information in an easy-to-search and easy-to-explore format. Purchasing resources online will also be easier through the GAMA marketplace.

Teaching leadership skills to the leaders of today and tomorrow, providing a source of online, on-demand professional development opportunities and offering team-building resources to a changing industry are all ways that GAMA will continue to play its critical role in helping its members and the industry grow and prepare for the challenges to come.

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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](http://www.gamaweb.com).*

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