

March 22, 2011 Portland Actuarial Club Luncheon

- Title:** *Effective Actuarial Communication: Conveying complex issues and possible solutions to the public*
- Speaker:** *Bradley M. Smith, FSA MAAA FLMI – Chairman of Milliman and President-Elect of The Society of Actuaries*
- When:** Tuesday March 22, 2011 at 12:00 noon Heathman Hotel – Broadway Room
- Where:** 1001 SW Broadway Portland, OR 97205
- RSVP:** Please RSVP by **March 18th at 10:00 am** at our website:
www.PortlandActuarialClub.org/contact/rsvp/
RSVPs received later than the deadline will incur an additional \$5 fee.

About the Speaker



Brad previously served as vice chairman of The Actuarial Foundation and served on the Financial Reporting, Product Development, and Non-Traditional Marketing Section Councils of the Society of Actuaries.

He currently serves as president-elect of the Society of Actuaries.

Brad is a frequent speaker and has written for numerous industry publications, including *Transactions of the Society of Actuaries* and *Best's Review*. He is a co-author of *US GAAP for Life Insurers*, published by the Society of Actuaries.

Brad joined Milliman in 1986 and was elected chairman of the firm in May of 2000. Prior to assuming his current role, Brad assisted many companies with their surplus management strategies, quantifying the financial reporting as well as the economic impact of such tactics as financial reinsurance, merger, acquisition, demutualization, and divestiture. His primary area of expertise is individual life, annuity, and health insurance, including the development of products as they relate to the overall strategic direction of a company. Brad has significant experience in the successful development and implementation of nontraditional distribution systems, including direct response marketing.