



WSIA's U40 Value Proposition

The Value Proposition for individuals joining U40:

- Access to U40 webinars;
- Receipt of the U40 newsletter with updates and critical information about the industry and educational opportunities;
- Pathway to service on a WSIA committee;
- Role in reaching out to students in RMI programs as the next generation of insurance professionals;
- Eligibility to attend the WSIA U40 Annual Meeting and bi-annual International Summit; and
- Opportunity to develop leadership skills and industry knowledge through service on the U40 Board.

The Value Proposition for executives considering their employees' involvement with U40:

- Ensure future leaders of your organization are familiar with the value of WSIA and initiated in WSIA participation and contribution;
- Leverage WSIA opportunities and resources to ensure your future leaders are informed of key issues, educational opportunities, and WSIA initiatives;
- Access to a forum for your employees to develop formal and informal ties which will result in expansion of their productivity and your firm's book of business; and
- The opportunity to place advocates of your firm at the forefront of WSIA initiatives and outreach targeted at students.