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## MetLife NewsDaily

June 9, 2009

### MetLife Sponsors AALU's Advocacy Efforts, "Capitol Hill Club"

The Association for Advanced Life Underwriting (AALU) held its 2009 annual meeting in Washington DC in May. More than 40 MetLife associates from Individual Business, Institutional Business and Government & Industry Relations Department (GAIRD) participated in the conference.



*Lisa Weber delivers a main platform address to the AALU.*

Individual Business (IB) and Auto & Home, kicked things off with a main platform address. Urging the crowd to take part in the day's event, Lisa concluded, "What could be more important to defer these uncertain economic times than products that simultaneously provide long-term savings, protection and guarantees? Today, your expertise, client insight and passion are essential ingredients in driving this point home with policymakers."

On the Hill, Lisa and a contingent from IB and GAIRD met with U.S. Senators Mike Crapo (R-ID) and Sheldon Whitehouse (D-RI) and U.S. Representatives Charles Boustany (R-LA) and Rodney Frelinghuysen (R-NJ). Senator Crapo and Representative Boustany serve on the tax-writing committees, while Senator Whitehouse and Representative Frelinghuysen have significant industry presence in their state and district respectively.

The meetings proved timely since, a week later, the Obama Budget "Green Book" contained proposals that would adversely impact industry products and company taxation, and several of the meeting participants have been in important positions to speak against the provisions. Lisa and her team made the case that this is exactly the wrong time to be considering adverse changes in the industry to products that provide protection and guarantees.

In addition to Lisa's meetings, a number of other MetLife associates fanned out over Capitol Hill for similar sessions as part of the AALU-coordinated effort. Overall, during the course of the afternoon more than 400 AALU conference attendees visited with 221 members of Congress. Following the Capitol Hill meetings, MetLife hosted a debrief and networking reception for all participants, followed by a dinner for key MetLife business partners.

AALU focuses on promoting, preserving and protecting advanced life insurance planning on behalf of the industry, financial advisor and their clients. The association advocates on important public issues related to the business environment for life insurance as the tax treatment of death benefits and inside build-up of value. As part of its mission, AALU helps its members become active and involved in the political process.

And that's exactly what happened one afternoon at the conference. AALU provided a forum for its constituents to speak directly to members of the U.S. Congress. MetLife sponsored this event, as "Capitol Hill Club," for the first time in a straight year. Lisa Weber, president of Individual Business (IB) and Auto & Home, kicked things off with a main platform address. Urging the crowd to take part in the day's event, Lisa concluded, "What could be more important to defer these uncertain economic times than products that simultaneously provide long-term savings, protection and guarantees? Today, your expertise, client insight and passion are essential ingredients in driving this point home with policymakers."

"AALU's advocacy programs represent important opportunities to demonstrate industry unity & remind policymakers of the important role our products play in the lives of millions of America said Paul LaPiana, senior vice president, Product Wholesaling & Marketing in IB's Life & Protect Solutions group. "MetLife's sponsorship of the Capitol Hill Club demonstrated our industry lead and commitment to the political process."



*From left, Paul LaPiana, Tom Zimmermann, Jay Kaduson and David Moore – all from IB's Life Protection Solutions group – staff the MetLife booth at the AALU meeting.*



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