



**National Association of Insurance and
Financial Advisors – Los Angeles**

LOS ANGELES

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Winter 2022

Dear Valued Member of NAIFA-Los Angeles and Friend of NAIFA-LA:

The Will G. Farrell Public Service Award has been a Los Angeles tradition since 1949. We are proud to announce the 70th Annual Will G. Farrell Public Service Award and Leaders Recognition Event will be presented on February 23, 2023 on Zoom. NAIFA-Los Angeles partners with the Los Angeles-Pasadena Chapter of the Society of Financial Service Professionals for this special event. This year we are honored to have Rhonda Sher as our keynote speaker. We look forward to seeing you at this Zoom event, nominating candidates, and supporting the event with sponsorships.

Speaker:

Rhonda Sher, the LinkedIn Diva, Author of four books, Foremost Expert on Business Networking
Presenting: *"Marketing In The Modern Age – What Used To Work Doesn't Anymore So Learn How To Adapt"*

Nominations

- (a) The Recipient of the Will G. Farrell Public Service Award is nominated by peers and must demonstrate dedication to the Financial and Insurance Industry and serve the community at large on a voluntary basis.
- (b) Awardees of the Year Awards are presented after being selected by their GAs, managers, or companies..
- (c) Please use the nomination forms located at naifala.org/wfa if you would like to nominate people.

Sponsorship

- (a) Sponsors – there are 2 tiers of sponsorship with an early bird discount based on date sponsorship is submitted. For more information, please see form online.
- (b) Would you and/or your organization consider being a sponsor for this event? Please use the Sponsorship Form available online.

Reservation Form

- (a) Don't miss this invaluable once-a-year opportunity to join with your Southern California region colleagues. This exceptional day will leave you highly motivated and proud of your profession and industry. Please join with NAIFA-Los Angeles and the Los Angeles-Pasadena Chapter of the Society of FSP in supporting this special and most prestigious event. Make your reservations now to be part of this exceptional event.
- (b) Reservations can be made securely online at the NAIFA-Los Angeles website naifala.org/wfa or with the Reservation Form that can be printed from the site..

If you have any questions, please contact the NAIFA-Los Angeles office at 213-500-4946 or email Janet Fishman, NAIFA-LA Executive Director, at janet@naifala.org.

Sincerely,

Alvin Parra
President, NAIFA-Los Angeles, 2022/2023, and

Don Harrington, CLU, ChFC, CFP
Chair, Will G. Farrell Public Service Award and Agents of the Year Awards Event