



Dear NSSTA Members,

Welcome to our 8th edition of the weekly NSSTA news as we aim to keep members informed about news in the industry and help members meet the challenges we all face today. Don't forget if you have information to share in our weekly news, [email us here](#).



Federal Tax Reform Action Agenda: Gas tax relief, victory savings bonds, corporate tax rate discounts and more...

Congressman Richard Neal, Chairman of the powerful House Ways and Means Committee, says the next round of economic recovery legislation will include infrastructure and business tax incentives. Chairman Neal is focused on amendments to the "Fixing America's Surface Transportation Act," the highway bill that was passed in 2015 and is set to expire on September 30. Mr. Neal plans to move the highway bill in tandem with other stimulus measures such as business tax incentives and bond financing options for infrastructure and other Democratic priorities.

Such priorities are being developed as separate measures for now, but lawmakers in both parties also say they could be swept into talks on a second round of economic impact payments and expanded tax incentives for families with children in the House-passed \$3 trillion Health and Economic Recovery Omnibus Emergency Solutions Act, or Heroes Act. [Click here](#) to read the full report.

Deciphering Facts from Misinformation about Structured Settlements

This has become all the more difficult during the pandemic whether it is factual information about science, safety precautions, politics or even structured settlements when it comes to the Internet. We are all aware of many companies that surround our industry and market "factored annuities/periodic payments" as "structured settlements" directly to claimants and plaintiff attorneys. They write blog posts and paid-media articles to try to gain recognition. You may also recall that at last year's annual in Charleston, we had a panel session discussing this topic.

Every year it seems that new articles are published promoting factored period payments/annuities or providing false information. "What can we, as an organization, or you as individual NSSTA members, do

to correct the record? Since many of these “articles” are actually paid media (advertisements) or simple blog posts, the best thing to do in this age of algorithms is to ignore the post itself, so that it does not gain attention in online rankings. Our members should actively write their own positive posts, or articles for their local bar or trial lawyer associations and host CLEs for clients to educate them on structured settlement and to be aware of the practices of other companies who market factored periodic payments/annuities.

At NSSTA, our members are united in supporting the long term financial security of injured people with settlements. And especially, now in these uncertain times presented to us by COVID-19, it becomes ever more important to educate attorneys, claimants and claims professionals about the benefits of Structured Settlements, and 'become the source of factual information' ourselves.

Video about Structures to Share

One impactful tool to use to help educate people about structured settlements is video. Here's an example that NSSTA's Executive Director, Eric Vaughn recorded during our current 'work from home' environment.

NSSTA has made this available for you to share easily from the NSSTA YouTube Channel. [Click here](#) for the link to share on your own social media.



★ THIS WEEK ★

Special Series of Industry Resource Webinars



TODAY!

1:00-2:00PM EST/10:00-11:00AM PST

Pacific Life Webinar

**Index-Linked Annuity Payment
Adjustment
(ILAPA)**

“ILAPA gives me another arrow in my quiver. It is all about education. Every claimant and attorney should be offered this option! The upside potential speaks for itself.”
- NSSTA Member Producer

In this 1-hour webinar TODAY AT 1PM ET/10AM



TOMORROW (MAY 28)

1:00PM – 3:00PM ET

NSSTA Ethics Webinar

Featuring structured settlement industry case studies and structured settlement consultants engaging in practical ethical standards and issues that they confront every day.

This webinar is approved for two (2) Ethics CE credits accredited through State Department of Insurances nationwide. Even if your state does not require Ethics specific credits for license compliance you can attend this webinar and

PT, see how your colleagues have increased their production by incorporating ILAPA into the marketing plan. Generate higher yield potential with ILAPA.

Webinar panelists: Pacific Life Senior Regional Vice Presidents, John Meaney and Ravi Vaswani and NSSTA's Executive Director Eric Vaughn.

receive two (2) general L&H credits.

Webinar panelists: Len Blonder, Vice Chairman at Arcadia, Mike Casey, Chairman Emeritus at Ringler and NSSTA's Executive Director Eric Vaughn.

Register Now

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Up Next: Special Webinar June 9, 2020 at 2:00-3:00PM ET



MetLife Structured Settlements in the Time of Covid-19:

Short-term and longer term views on the pandemic plus a pivot to taxable product solutions which can provide opportunities during the low-interest rate response to the pandemic. MetLife's PPA and Non-Qualified Assignment Annuity have helped grow the Structured Settlement industry in the non-physical injury space. At the end of 2019 Met began piloting the Structured Installment Sale concept, which moves a step further away from the litigation space to help buyers and sellers create a tax efficient income from an appreciated asset. These tools let your firm grow the number of times you can say "yes" to your client's needs.

Webinar panelists: Bejan Shirvani, AVP Sales, Paul Marshall Sales Director and Harry Coleman, Product Director.

[CLICK HERE TO REGISTER NOW!](#)

NSSTA Capitol Hill Update

with Executive Director, Eric Vaughn

2020 Election- The United States Senate What to Watch

Two years after Democrats swept the mid-term Congressional elections by a historically wide margin and with historically high turnout, current national polls suggest Democrats have a shot at a similar election outcome in 2020. Nowhere is that more important than control for the U.S. Senate. For the Republicans, the GOP currently controls 53 Senate seats. A total of 23 of those seats are up for election in 2020. For the Democrats, they control 47 seats and 12 of those seats are up for election in 2020.



[Click Here](#) to read the full Memorial Day Election report.

NSSTA Member News

Marketing Now: Think Like an



Entrepreneur

Many of us are entrepreneurs or solopreneurs (small business owners). During a crisis you can be motivated or paralyzed and entrepreneurs/solopreneurs tend to take action, knowing how to pivot. That's also true in marketing today. You won't stay in business very long if you're idle. As the danger of COVID-19 lingers, with some scientists predicting at minimum social distancing should be in place until 2022 (read [the science here](#)), you must remember a few key words in marketing strategy now: **Empathy, Relevancy, Creativity and Agility.**

And one more word: **Data.** Now is the time to quickly and carefully measure what impact your marketing strategy is having and pivot if it isn't working. That has never been more important than now. Watch the data!



For more insights, I'm sharing this article from Entrepreneur.com on [Best Practices for Marketing During and After Covid-19.](#)

As you may know, I teach Entrepreneurship at Emerson College and this is one of the resources I require for my students, so I'm sharing it with you - hope this helps!