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➤ Sponsoring organizations of donor advised funds and controlling organizations as defined in section 512(b)(13) must file Form 990. All other organizations with gross receipts less than \$500,000 and total assets less than \$1,250,000 at the end of the year may use this form.

➤ *The organization may have to use a copy of this return to satisfy state reporting requirements.*

Department of the Treasury  
Internal Revenue Service

**A For the 2009 calendar year, or tax year beginning 01-01-2009 , and ending 12-31-2009**

<b>B</b> Check if applicable <input type="checkbox"/> Address change <input type="checkbox"/> Name change <input type="checkbox"/> Initial return <input type="checkbox"/> Terminated <input type="checkbox"/> Amended return <input type="checkbox"/> Application pending	<b>Please use IRS label or print or type. See Specific Instructions.</b>	<b>C</b> Name of organization NATIONAL ASSOCIATION FOR FIXED ANNUITIES		<b>D</b> Employer identification number 54-1877987
		Number and street (or P O box, if mail is not delivered to street address) 2300 E Kensington Blvd		<b>E</b> Telephone number (414) 332-9306
		City or town, state or country, and ZIP + 4 Milwaukee, WI 53211		<b>F</b> Group Exemption Number

**❖ Section 501(c)(3) organizations and 4947(a)(1) nonexempt charitable trusts must attach a completed Schedule A (Form 990 or 990-EZ).**

**G** Accounting method ☒ Cash ☐ Accrual  
Other (specify) ☐




**I Website:** \_\_\_\_\_ **H Check** ☒ ☐ if the organization is **not** required to attach Schedule B (Form 990, 990-EZ, or 990-PF)


**J Tax-Exempt status** (check only one)—☒ 501(c)(6) ☐ (insert no.) ☐ 4947(a)(1) or ☐ 527

**K Check**  if the organization is not a section 509(a)(3) supporting organization **and** its gross receipts are normally **not** more than \$25,000. A Form 990-EZ or Form 990 return is not required, but if the organization chooses to file a return, be sure to file a complete return.

**L** Add lines 5b, 6b, and 7b, to line 9 to determine gross receipts, if \$500,000 or more, file Form 990 instead of Form 990-EZ \$ 481,753

**Part I** **Revenue, Expenses, and Changes in Net Assets or Fund Balances** (See the instructions for Part I )

Revenue					
1	Contributions, gifts, grants, and similar amounts received . . . . .	1		0	
2	Program service revenue including government fees and contracts . . . . .	2		175,178	
3	Membership dues and assessments . . . . .	3		306,575	
4	Investment income . . . . .	4		0	
5a	Gross amount from sale of assets other than inventory . . . . .	5a		0	
b	Less cost or other basis and sales expenses . . . . .	5b		0	
c	Gain or (loss) from sale of assets other than inventory (Subtract line 5b from line 5a) . . . . .	5c		0	
6	Special events and activities (complete applicable parts of Schedule G) If any amount is from <b>gaming</b> , check here 				
a	Gross revenue (not including \$ <u>0</u> of contributions reported on line 1) . . . . .	6a		0	
b	Less direct expenses other than fundraising expenses . . . . .	6b		0	
c	Net income or (loss) from special events and activities (Subtract line 6b from line 6a) . . . . .	6c		0	
7a	Gross sales of inventory, less returns and allowances . . . . .	7a		0	
b	Less cost of goods sold . . . . .	7b		0	
c	Gross profit or (loss) from sales of inventory (Subtract line 7b from line 7a) . . . . .	7c		0	
8	Other revenue (describe  _____)	8		0	
9	<b>Total revenue.</b> Add lines 1, 2, 3, 4, 5c, 6c, 7c, and 8 . . . . . 	9		481,753	

Expenses	<b>10</b>	Grants and similar amounts paid (attach schedule)	<b>10</b>	0
	<b>11</b>	Benefits paid to or for members	<b>11</b>	0
	<b>12</b>	Salaries, other compensation, and employee benefits	<b>12</b>	0
	<b>13</b>	Professional fees and other payments to independent contractors	<b>13</b>	294,890
	<b>14</b>	Occupancy, rent, utilities, and maintenance	<b>14</b>	12,200
	<b>15</b>	Printing, publications, postage, and shipping	<b>15</b>	95,337
	<b>16</b>	Other expenses (describe  )	<b>16</b>	122,908
	<b>17</b>	<b>Total expenses.</b> Add lines 10 through 16	<b>17</b>	525,335

<b>Net Assets</b>	<b>18</b>	Excess or (deficit) for the year (Subtract line 17 from line 9)	<b>18</b>	-43,582
	<b>19</b>	Net assets or fund balances at beginning of year (from line 27, column (A)) (must agree with end-of-year figure reported on prior year's return)	<b>19</b>	144,529
	<b>20</b>	Other changes in net assets or fund balances (attach explanation)	<b>20</b>	0
	<b>21</b>	Net assets or fund balances at end of year Combine lines 18 through 20	<b>21</b>	100,947

**Part II Balance Sheets**—If Total assets on line 25, column (B) are \$1,250,000 or more, file Form 990 instead of Form 990-EZ

(See the instructions for Part II )

(See the instructions for Part II )		(A) Beginning of year	(B) End of year
22	Cash, savings, and investments . . . . .	144,529	22 100,947
23	Land and buildings . . . . .	0	23 0
24	Other assets (describe _____)	0	24 0
25	<b>Total assets</b> . . . . .	144,529	25 100,947
26	<b>Total liabilities</b> (describe _____)	0	26 0
27	<b>Net assets or fund balances</b> (line 27 of column (B) <b>must</b> agree with line 21) .	144,529	27 100,947

<b>Part III Statement of Program Service Accomplishments</b> (See the instructions for Part III )		<b>Expenses</b> (Required for section 501(c)(3) and 501(c)(4) organizations and section 4947(a)(1) trusts, optional for others )	
What is the organization's primary exempt purpose? NAFA provides education and training opportunities for those who distribute and sell fixed annuities NAFA promotes the awareness and understanding of fixed annuities with regulators, legislators, the media and consumers			
Describe what was achieved in carrying out the organization's exempt purposes In a clear and concise manner, describe the services provided, the number of persons benefited, and other relevant information for each program title			
<b>28</b> Completed annuity testimonial booklet, Annuities Securing Retirement Real Life Stories, for publication at year-end Purchased rights to www.nafa.com and established it as the organization's official web site Published the NAFA "Weekly Wire" email to keep members abreast of current legislative, regulatory, and other actions of significance to Insurance Carriers, Independent Marketing Organizations and Producers Initiated IMAC, the Insurance Marketers Advisory Council, to provide direction and initiatives for NAFA to better promote fixed annuities through the IMO distribution channel Published numerous articles for trade publications and responses to media articles correcting misinformation and inaccuracies about fixed annuities Procured space in Fortune Magazine annuity advertising section and provided article content Participated in Joint Executive Committees conference to leverage relationships, association management practices, and resources with other trades including NAILBA, NAIFA, MDRT, AHIA, AALU, and GAMA Spoke at over 35 industry and trade conferences to promote NAFA Increased Premier Partner membership by 23% (Grants \$ 0) If this amount includes foreign grants, check here . . . <input type="checkbox"/>		<b>28a</b>	0
<b>29</b> Completed NAFA Market Conduct Principle Papers on Suitability, Advertising and Education for publication in 2010 Sponsored IMO Conference this past October with program geared toward IMO issues and initiatives 2010 Meeting is already scheduled Held first annual IMO Summit with over 100 IMO's in attendance and which generated 45% revenue over 2008 conference Established Premier Partner update conference calls to inform members about current regulatory and other market developments and to allow for a question and answer session Created Education Committee Strategic plan to be executed in 2010 providing ongoing conferences, web-based training, and educational publications for IMO's to utilize for their producers Created three CE training courses now approved in 50 states a 4-hour modeled after Iowa Indexed Certification requirements, a 3-hour Understanding Indexing course, and a 1-hour Understanding the Suitability Review process course available for NAFA members to brand as their own "NAFA -approved" course Hosted IMO staff training session on Suitability with 3 hours earned CE at the first annual NAILBA Institute for agency staff members (Grants \$ 0) If this amount includes foreign grants, check here . . . <input type="checkbox"/>		<b>29a</b>	0
<b>30</b>  (Grants \$ ) If this amount includes foreign grants, check here . . . <input type="checkbox"/>		<b>30a</b>	
<b>31</b> Other program services (attach schedule) . . . . . (Grants \$ ) If this amount includes foreign grants, check here . . . <input type="checkbox"/>		<b>31a</b>	
<b>32 Total program service expenses</b> (add lines 28a through 31a) . . . . .		<b>32</b>	0

<b>Part IV List of Officers, Directors, Trustees, and Key Employees.</b> List each one even if not compensated (See the instructions for Part IV )				
(a) Name and address	(b) Title and average hours per week devoted to position	(c) Compensation (If not paid, enter -0-.)	(d) Contributions to employee benefit plans & deferred compensation	(e) Expense account and other allowances

Part V		Other Information (Note the statement requirements in the instructions for Part V.)		Yes	No
33	Did the organization engage in any activity not previously reported to the IRS? If "Yes," attach a detailed description of each activity . . . . .			33	No
34	Were any changes made to the organizing or governing documents? If "Yes," attach a conformed copy of the changes . . . . .			34	No
35	If the organization had income from business activities, such as those reported on lines 2, 6a, and 7a (among others), but <b>not</b> reported on Form 990-T, attach a statement explaining why the organization did not report the income on Form 990-T . . . . .				
a	Did the organization have unrelated business gross income of \$1,000 or more or was it subject to section 6033 (e) notice, reporting, and proxy tax requirements? . . . . .			35a	No
b	If "Yes," has it filed a tax return on <b>Form 990-T</b> for this year? . . . . .			35b	
36	Did the organization undergo a liquidation, dissolution, termination, or significant disposition of net assets during the year? If "Yes," complete applicable parts of Schedule N . . . . .			36	No
37a	Enter amount of political expenditures, direct or indirect, as described in the instructions ▶		37a	0	
b	Did the organization file <b>Form 1120-POL</b> for this year? . . . . .			37b	No
38a	Did the organization borrow from, or make any loans to, any officer, director, trustee, or key employee <b>or</b> were any such loans made in a prior year and still outstanding at the end of the period covered by this return? . . . .			38a	No
b	If "Yes," complete Schedule L, Part II and enter the total amount involved .		38b		
39	Section 501(c)(7) organizations. Enter				
a	Initiation fees and capital contributions included on line 9 . . . . .		39a		
b	Gross receipts, included on line 9, for public use of club facilities . . . . .		39b		
40a	Section 501(c)(3) organizations. Enter amount of tax imposed on the organization during the year under section 4911 ▶ _____, section 4912 ▶ _____, section 4955 ▶ _____				
b	Section 501(c)(3) and 501(c)(4) organizations. Did the organization engage in any section 4958 excess benefit transaction during the year or is it aware that it engaged in an excess benefit transaction with a disqualified person in a prior year, and that the transaction has not been reported on any of the organization's prior Forms 990 or 990-EZ? If "Yes," complete Schedule L, Part I . . . . .			40b	
c	Section 501(c)(3) and 501(c)(4) organizations Enter amount of tax imposed on organization managers or disqualified persons during the year under sections 4912, 4955, and 4958 . . . ▶ _____				
d	Section 501(c)(3) and 501(c)(4) organizations Enter amount of tax on line 40c reimbursed by the organization . . . . . ▶ _____				
e	All organizations. At any time during the tax year, was the organization a party to a prohibited tax shelter transaction? If "Yes," complete Form 8886-T . . . . .			40e	No
41	List the states with which a copy of this return is filed ▶ _____				
42a	The organization's books are in care of ▶ Kim O'Brien _____ Telephone no ▶ (414) 332-9306 2300 E Kensington Blvd Located at ▶ Milwaukee, WI _____ ZIP + 4 ▶ 53211				
b	At any time during the calendar year, did the organization have an interest in or a signature or other authority over a financial account in a foreign country (such as a bank account, securities account, or other financial account)? If "Yes," enter the name of the foreign country ▶ _____ See the instructions for exceptions and filing requirements for <b>Form TD F 90-22.1, Report of Foreign Bank and Financial Accounts</b> .			42b	No
c	At any time during the calendar year, did the organization maintain an office outside of the U S ? If "Yes," enter the name of the foreign country ▶ _____			42c	No
43	Section 4947(a)(1) nonexempt charitable trusts filing Form 990-EZ in lieu of <b>Form 1041</b> —Check here . . . . . ▶ <input checked="" type="checkbox"/> and enter the amount of tax-exempt interest received or accrued during the tax year . . . . ▶ 43				
44	Did the organization maintain any donor advised funds? If "Yes", Form 990 must be completed instead of Form 990-EZ.			44	No
45	Is any related organization a controlled entity of the organization within the meaning of section 512(b)(13)? If "Yes", Form 990 must be completed instead of Form 990-EZ.			45	No

Part VI

Section 501(c)(3) organizations and section 4947(a)(1) nonexempt charitable trusts only.  
All section 501(c)(3) organizations and section 4947(a)(1) nonexempt charitable trusts must answer questions 46-49b and complete the tables for lines 50 and 51.

46	Did the organization engage in direct or indirect political campaign activities on behalf of or in opposition to candidates for public office? If "Yes," complete Schedule C, Part I	Yes	No
47	Did the organization engage in lobbying activities? If "Yes," complete Schedule C, Part II		
48	Is the organization a school described in section 170(b)(1)(A)(ii)? If "Yes," complete Schedule E		
49a	Did the organization make any transfers to an exempt non-charitable related organization?		
49b	If "Yes," was the related organization a section 527 organization?		

50 Complete this table for the organization's five highest compensated employees (other than officers, directors, trustees and key employees) who each received more than \$100,000 of compensation from the organization. If there is none, enter "None "

(a) Name and address of each employee paid more than \$100,000	(b) Title and average hours per week devoted to position	(c) Compensation	(d) Contributions to employee benefit plans & deferred compensation	(e) Expense account and other allowances

50(f) Total number of other employees paid over \$100,000 . . . . . ▶

51 Complete this table for the organization's five highest compensated independent contractors who each received more than \$100,000 of compensation from the organization. If there is none, enter "None "

(a) Name and address of each independent contractor paid more than \$100,000	(b) Type of service	(c) Compensation

51(d) Total number of other independent contractors each receiving over \$100,000 . . . . . ▶

Please Sign Here	Under penalties of perjury, I declare that I have examined this return, including accompanying schedules and statements, and to the best of my knowledge and belief, it is true, correct, and complete. Declaration of preparer (other than officer) is based on all information of which preparer has any knowledge.			
	Signature of officer ▶		2010-05-17 Date	
Paid Preparer's Use Only	Mike Tripses NAFA Chair Type or print name and title			
	Preparer's signature ▶	Date	Check if self-employed ▶ <input type="checkbox"/>	Preparer's identifying number (See instructions)
	Firm's name (or yours if self-employed), address, and ZIP + 4 ▶			EIN ▶
				Phone no ▶
May the IRS discuss this return with the preparer shown above? See instructions . . . . . <input type="checkbox"/> Yes <input type="checkbox"/> No				

Additional Data

Software ID:  
Software Version:  
EIN: 54-1877987  
Name: NATIONAL ASSOCIATION FOR FIXED ANNUITIES

Form 990EZ, Part IV - List of Officers, Directors, Trustees, and Key Employees

(A) Name and address	(B) Title and average hours per week devoted to position	(C) Compensation (If not paid, enter -0-.)	(D) Contributions to employee benefit plans & deferred compensation	(E) Expense account and other allowances
Steve Kerns 2300 E Kensington Blvd Milwaukee, WI 53211	Director 4	0	0	0
Derek Ferguson 2300 E Kensington Blvd Milwaukee, WI 53211	Director 4	0	0	0
Bob Phillips 2300 E Kensington Blvd Milwaukee, WI 53211	Director 4	0	0	0
Michael Tripses 2300 E Kensington Blvd Milwaukee, WI 53211	Chair 6	0	0	0
Brian Williams 2300 E Kensington Blvd Milwaukee, WI 53211	Director 3	0	0	0
Ann Black 2300 E Kensington Blvd Milwaukee, WI 53211	Secretary 7	0	0	0
Jason Kestler 2300 E Kensington Blvd Milwaukee, WI 53211	Director 4	0	0	0
Rob Stone 2300 E Kensington Blvd Milwaukee, WI 53211	Treasurer 2	0	0	0
Malott Nyhart 2300 E Kensington Blvd Milwaukee, WI 53211	Past Chair 6	0	0	0
Nick Gerhart 2300 E Kensington Blvd Milwaukee, WI 53211	Director 4	0	0	0
Eric Thomes 2300 E Kensington Blvd Milwaukee, WI 53211	Vice Chair 5	0	0	0
Brian Grigg 2300 E Kensington Blvd Milwaukee, WI 53211	Director 4	0	0	0
David Whitehead 2300 E Kensington Blvd Milwaukee, WI 53211	Director 4	0	0	0

**TY 2009 General Explanation Attachment****Name:** NATIONAL ASSOCIATION FOR FIXED ANNUITIES**EIN:** 54-1877987**Software ID:** 09000073**Software Version:** v1.00

Identifier	Return Reference	Explanation
F99Z_P05_S00_L35	Form 990-EZ, Part V, Line 35	Program Service revenues from membership for conference sponsorships and support

**TY 2009 Other Expenses Schedule****Name:** NATIONAL ASSOCIATION FOR FIXED ANNUITIES**EIN:** 54-1877987**Software ID:** 09000073**Software Version:** v1.00

Description	Amount
Conference Travel of conference staff	23,097
Speaker Fees for Conferences	14,000
Website Consultation	54,000
Office Expenses - phone, fax, internet	31,811