



See a Social Security Number? Say Something!
Report Privacy Problems to <https://public.resource.org/privacy>
Or call the IRS Identity Theft Hotline at 1-800-908-4490



Form 990  Department of the Treasury Internal Revenue Service	Return of Organization Exempt From Income Tax Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code (except black lung benefit trust or private foundation)	OMB No 1545-0047 2011 Open to Public Inspection
	▶ The organization may have to use a copy of this return to satisfy state reporting requirements	

A For the 2011 calendar year, or tax year beginning 01-01-2011 and ending 12-31-2011		D Employer identification number 54-1877987	
B Check if applicable ☐ Address change ☐ Name change ☐ Initial return ☐ Terminated ☐ Amended return ☐ Application pending	C Name of organization NATIONAL ASSOCIATION FOR FIXED ANNUITIES		E Telephone number (414) 332-9306
	Doing Business As		G Gross receipts \$ 869,006
	Number and street (or P O box if mail is not delivered to street address) 2300 E Kensington Blvd	Room/suite	
	City or town, state or country, and ZIP + 4 Milwaukee, WI 53211		
	F Name and address of principal officer Allianz Life 5710 Golden Hills Drive Minneapolis, MN 55416		H(a) Is this a group return for affiliates? ☐ Yes ☒ No
I Tax-exempt status ☐ 501(c)(3) ☒ 501(c) (6) ◀ (insert no) ☐ 4947(a)(1) or ☐ 527		H(b) Are all affiliates included? ☐ Yes ☐ No If "No," attach a list (see instructions)	
J Website: ▶ www.nafa.com		H(c) Group exemption number ▶	
K Form of organization ☒ Corporation ☐ Trust ☐ Association ☐ Other ▶		L Year of formation 1998	M State of legal domicile WI

Part I		Summary		
Activities & Governance	1 Briefly describe the organization's mission or most significant activities 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.			
	2 Check this box ☐ if the organization discontinued its operations or disposed of more than 25% of its net assets			
	3 Number of voting members of the governing body (Part VI, line 1a)	3	112	
	4 Number of independent voting members of the governing body (Part VI, line 1b)	4	112	
	5 Total number of individuals employed in calendar year 2011 (Part V, line 2a)	5	0	
	6 Total number of volunteers (estimate if necessary)	6	182	
7a Total unrelated business revenue from Part VIII, column (C), line 12		7a	0	
b Net unrelated business taxable income from Form 990-T, line 34		7b	0	
Revenue			Prior Year	Current Year
	8	Contributions and grants (Part VIII, line 1h)	0	0
	9	Program service revenue (Part VIII, line 2g)	703,049	869,006
	10	Investment income (Part VIII, column (A), lines 3, 4, and 7d)	0	0
	11	Other revenue (Part VIII, column (A), lines 5, 6d, 8c, 9c, 10c, and 11e)	0	0
	12	Total revenue—add lines 8 through 11 (must equal Part VIII, column (A), line 12)	703,049	869,006
Expenses	13	Grants and similar amounts paid (Part IX, column (A), lines 1–3)	0	0
	14	Benefits paid to or for members (Part IX, column (A), line 4)	0	0
	15	Salaries, other compensation, employee benefits (Part IX, column (A), lines 5–10)	0	0
	16a	Professional fundraising fees (Part IX, column (A), line 11e)	0	0
	b	Total fundraising expenses (Part IX, column (D), line 25) ☐ 0		
	17	Other expenses (Part IX, column (A), lines 11a–11d, 11f–24e)	519,611	878,719
	18	Total expenses. Add lines 13–17 (must equal Part IX, column (A), line 25)	519,611	878,719
	19	Revenue less expenses. Subtract line 18 from line 12	183,438	-9,713
	Net Assets or Fund Balances			Beginning of Current Year
20		Total assets (Part X, line 16)	284,385	274,672
21		Total liabilities (Part X, line 26)	0	0
22		Net assets or fund balances. Subtract line 21 from line 20	284,385	274,672

Part II		Signature Block		
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.				
Sign Here	Signature of officer		2012-05-15 Date	
	Eric Thomes Chair Type or print name and title			
Paid Preparer's Use Only	Preparer's signature	Date	Check if self-employed ☐	Preparer's taxpayer identification number (see instructions)
	Firm's name (or yours if self-employed), address, and ZIP + 4			EIN
				Phone no

Part III

Statement of Program Service Accomplishments

Check if Schedule O contains a response to any question in this Part III

1

Briefly describe the organization's mission

NAFA provides education and training opportunities for those who distribute and sell fixed annuities. NAFA promotes the awareness and understanding of fixed annuities with the media, producers, regulators, legislators, and consumers

2

Did the organization undertake any significant program services during the year which were not listed on the prior Form 990 or 990-EZ?

Yes

No

If "Yes," describe these new services on Schedule O

3

Did the organization cease conducting, or make significant changes in how it conducts, any program services?

Yes

No

If "Yes," describe these changes on Schedule O

4

Describe the organization's program service accomplishments for each of its three largest program services, as measured by expenses. Section 501(c)(3) and 501(c)(4) organizations and section 4947(a)(1) trusts are required to report the amount of grants and allocations to others, the total expenses, and revenue, if any, for each program service reported

4a

(Code) (Expenses \$ 35,000 including grants of \$) (Revenue \$ 35,000)

Education and Communications - NAFA focused on proactive means to communicate factual information about fixed annuities to consumers and the news media. In 2011, NAFA created and launched www.fixedannuityfacts.org. This website serves as a resource center for the public to learn about and understand fixed annuities. The website is designed with three portals for consumers, the media and producers. The portals are constructed with fact-based information about fixed annuities, how they work, what they can do for retirees and how consumers should approach buying a fixed annuity. The website is designed to be interactive with various financial planning calculators.

4b

(Code) (Expenses \$ 99,680 including grants of \$) (Revenue \$ 183,540)

NAFA hosted two, successful national conferences in 2011, which provided innovative and breaking news presentations by leaders in the industry. Both conferences resulted in net revenue gains to the association and record attendance.

4c

(Code) (Expenses \$ 40,000 including grants of \$) (Revenue \$ 40,000)

NAFA participated in the Indexed Annuity Leadership Council (IALC), a group of insurers and companies dedicated to promoting the benefits of indexed annuities to the media and consumers through an aggressive and focused public relations strategy. The highlights of this initiative are: NAFA was heard on over 14 major radio markets which reached over 4 million listeners delivering more information to the public and mainstream media about the value and benefits of indexed annuities. The IALC outlined potential media, academic and financial planning influencers, monitoring and reporting positive messages from allies that can be amplified through social media channels and negative messages for response consideration or education. The IALC completed a new consumer survey on retirement perceptions that was used to create press releases, articles and blog posts placed in 126 print publications and 133 online placements reaching over 5 million readers. Created www.indexedannuityinsights.org blog for consumers and initiated the consumer advocate awareness forum at the NAIC spring conference giving consumer advocates an overview of indexed annuities, producer/product training and suitability. The consumer forum featured IALC members Wendy Waugaman, American Equity, Nick Gerhart, Sammons, Jim Poolman, IALC and Kim O'Brien and Jack Marnon, NAFA.

(Code) (Expenses \$ 110,091 including grants of \$) (Revenue \$ 110,091)

1. NAFA focused on proactive means to communicate factual information about fixed annuities to consumers and the news media. In 2011, NAFA created and launched www.fixedannuityfacts.org. This website serves as a resource center for the public to learn about and understand fixed annuities. The website is designed with three portals for consumers, the media and producers. The portals are constructed with fact-based information about fixed annuities, how they work, what they can do for retirees and how consumers should approach buying a fixed annuity. The website is designed to be interactive with various financial planning calculators.

(Code) (Expenses \$ 38,500 including grants of \$) (Revenue \$ 38,500)

With a goal to better serve the information and education needs of its members, NAFA introduced a new website at www.nafa.com in 2011. The new interactive platform provides a robust "members-only" section with beneficial resources, industry data and information available only to registered NAFA members. The website provides easy navigational tools members and non-members can use for fixed annuity information, educational resources, and NAFA activities.

(Code) (Expenses \$ 90,000 including grants of \$) (Revenue \$ 90,000)

NAFA participated in the Indexed Annuity Leadership Council (IALC), a group of insurers and companies dedicated to promoting the benefits of indexed annuities to the media and consumers through an aggressive and focused public relations strategy. The highlights of this initiative are: NAFA was heard on over 14 major radio markets which reached over 4 million listeners delivering more information to the public and mainstream media about the value and benefits of indexed annuities. The IALC outlined potential media, academic and financial planning influencers, monitoring and reporting positive messages from allies that can be amplified through social media channels and negative messages for response consideration or education. The IALC completed a new consumer survey on retirement perceptions that was used to create press releases, articles and blog posts placed in 126 print publications and 133 online placements reaching over 5 million readers. Created www.indexedannuityinsights.org blog for consumers and initiated the consumer advocate awareness forum at the NAIC spring conference giving consumer advocates an overview of indexed annuities, producer/product training and suitability. The consumer forum featured key NAFA members.

(Code) (Expenses \$ 86,000 including grants of \$) (Revenue \$ 183,000)

NAFA hosted two, successful national conferences in 2011, which provided innovative and breaking news presentations by leaders in the industry. Both conferences resulted in net revenue gains to the association and record attendance.

(Code) (Expenses \$ 379,448 including grants of \$) (Revenue \$ 379,448)

NAFA's board and membership continued to see a great need for NAFA to remain vigilant on the government relations front, even though SEC Rule 151A was defeated. The board researched options for a Washington, D.C.-based lobbyist firm to assist NAFA with federal legislative and regulatory issues. In 2011, NAFA hired CapCity Advocates to assist in educating and informing federal regulators, legislators and policymakers about fixed annuities and their role in financial planning, increase awareness of NAFA and its mission to promote fixed annuities, and work with agencies and other trade associations in activities that further our mission and the number of Americans who own a fixed annuity. State legislative and regulatory issues continued to be an active and important role for NAFA in 2011. In order to stay current on all fixed annuity developments on a state-by-state basis, NAFA researched, developed and annotated a 50-State Survey on each state's Uniform Security Act adoption and interpretation related to investment advice on source of funds. The survey is available at www.nafa.com and is used by members to develop advocacy positions and compliance guidelines for advertising, marketing and selling fixed annuities. At the request of the Deputy Insurance Commissioner in Iowa, NAFA worked with the American Academy of Actuaries on the Annuity Illustration Model ensuring that annuity illustrations were not mandated at the carrier, product or producer level and that indexed annuity illustrations were not competitively disadvantaged or misrepresented by the Model's requirements. NAFA was pleased to be publically thanked by Mr. Mumford at the A Committee meeting adopting the model. 4. NAFA's Government Relations Committee and Source of Funds Working Group researched the source of funds history at the state level including legal precedence, judicial action, regulations and disciplinary actions (using in part the 50-State Survey) and drafted the Permitted Activities Guidance Memo utilized by Iowa Insurance Division as a Bulletin. It is also being considered for use by the Illinois Insurance Department.

4d

Other program services (Describe in Schedule O)

(Expenses \$ 704,039 including grants of \$ 0) (Revenue \$ 801,039)

4e

Total program service expenses

\$ 878,719

Part IV

Checklist of Required Schedules

		Yes	No
1	Is the organization described in section 501(c)(3) or 4947(a)(1) (other than a private foundation)? <i>If "Yes," complete Schedule A</i>	1	No
2	Is the organization required to complete <i>Schedule B, Schedule of Contributors</i> (see instructions)?	2	No
3	Did the organization engage in direct or indirect political campaign activities on behalf of or in opposition to candidates for public office? <i>If "Yes," complete Schedule C, Part I</i>	3	No
4	Section 501(c)(3) organizations. Did the organization engage in lobbying activities, or have a section 501(h) election in effect during the tax year? <i>If "Yes," complete Schedule C, Part II</i>	4	
5	Is the organization a section 501(c)(4), 501(c)(5), or 501(c)(6) organization that receives membership dues, assessments, or similar amounts as defined in Revenue Procedure 98-19? <i>If "Yes," complete Schedule C, Part III</i>	5	No
6	Did the organization maintain any donor advised funds or any similar funds or accounts for which donors have the right to provide advice on the distribution or investment of amounts in such funds or accounts? <i>If "Yes," complete Schedule D, Part I</i>	6	No
7	Did the organization receive or hold a conservation easement, including easements to preserve open space, the environment, historic land areas or historic structures? <i>If "Yes," complete Schedule D, Part II</i>	7	No
8	Did the organization maintain collections of works of art, historical treasures, or other similar assets? <i>If "Yes," complete Schedule D, Part III</i>	8	No
9	Did the organization report an amount in Part X, line 21, serve as a custodian for amounts not listed in Part X, or provide credit counseling, debt management, credit repair, or debt negotiation services? <i>If "Yes," complete Schedule D, Part IV</i>	9	No
10	Did the organization, directly or through a related organization, hold assets in temporarily restricted endowments, permanent endowments, or quasi-endowments? <i>If "Yes," complete Schedule D, Part V</i>	10	No
11	If the organization's answer to any of the following questions is 'Yes,' then complete Schedule D, Parts VI, VII, VIII, IX, or X as applicable		
a	Did the organization report an amount for land, buildings, and equipment in Part X, line 10? <i>If "Yes," complete Schedule D, Part VI.</i>	11a	No
b	Did the organization report an amount for investments—other securities in Part X, line 12 that is 5% or more of its total assets reported in Part X, line 16? <i>If "Yes," complete Schedule D, Part VII.</i>	11b	No
c	Did the organization report an amount for investments—program related in Part X, line 13 that is 5% or more of its total assets reported in Part X, line 16? <i>If "Yes," complete Schedule D, Part VIII.</i>	11c	No
d	Did the organization report an amount for other assets in Part X, line 15 that is 5% or more of its total assets reported in Part X, line 16? <i>If "Yes," complete Schedule D, Part IX.</i>	11d	No
e	Did the organization report an amount for other liabilities in Part X, line 25? <i>If "Yes," complete Schedule D, Part X.</i>	11e	No
f	Did the organization's separate or consolidated financial statements for the tax year include a footnote that addresses the organization's liability for uncertain tax positions under FIN 48 (ASC 740)? <i>If "Yes," complete Schedule D, Part X.</i>	11f	No
12a	Did the organization obtain separate, independent audited financial statements for the tax year? <i>If "Yes," complete Schedule D, Parts XI, XII, and XIII</i>	12a	No
b	Was the organization included in consolidated, independent audited financial statements for the tax year? <i>If "Yes," and if the organization answered 'No' to line 12a, then completing Schedule D, Parts XI, XII, and XIII is optional</i>	12b	No
13	Is the organization a school described in section 170(b)(1)(A)(ii)? <i>If "Yes," complete Schedule E</i>	13	No
14a	Did the organization maintain an office, employees, or agents outside of the United States?	14a	No
b	Did the organization have aggregate revenues or expenses of more than \$10,000 from grantmaking, fundraising, business, investment, and program service activities outside the United States, or aggregate foreign investments valued at \$100,000 or more? <i>If "Yes," complete Schedule F, Part I</i>	14b	No
15	Did the organization report on Part IX, column (A), line 3, more than \$5,000 of grants or assistance to any organization or entity located outside the U S ? <i>If "Yes," complete Schedule F, Part II and IV</i>	15	No
16	Did the organization report on Part IX, column (A), line 3, more than \$5,000 of aggregate grants or assistance to individuals located outside the U S ? <i>If "Yes," complete Schedule F, Part III and IV</i>	16	No
17	Did the organization report a total of more than \$15,000, of expenses for professional fundraising services on Part IX, column (A), lines 6 and 11e? <i>If "Yes," complete Schedule G, Part I</i>	17	No
18	Did the organization report more than \$15,000 total of fundraising event gross income and contributions on Part VIII, lines 1c and 8a? <i>If "Yes," complete Schedule G, Part II</i>	18	No
19	Did the organization report more than \$15,000 of gross income from gaming activities on Part VIII, line 9a? <i>If "Yes," complete Schedule G, Part III</i>	19	No
20a	Did the organization operate one or more hospitals? <i>If "Yes," complete Schedule H</i>	20a	No
b	If "Yes" to line 20a, did the organization attach its audited financial statement to this return? Note. All Form 990 filers that operated one or more hospitals must attach audited financial statements	20b	

Part IV

Checklist of Required Schedules (continued)

21	Did the organization report more than \$5,000 of grants and other assistance to governments and organizations in the United States on Part IX, column (A), line 1? <i>If "Yes," complete Schedule I, Parts I and II</i>	21		No
22	Did the organization report more than \$5,000 of grants and other assistance to individuals in the United States on Part IX, column (A), line 2? <i>If "Yes," complete Schedule I, Parts I and III</i>	22		No
23	Did the organization answer "Yes" to Part VII, Section A, questions 3, 4, or 5, about compensation of the organization's current and former officers, directors, trustees, key employees, and highest compensated employees? <i>If "Yes," complete Schedule J</i>	23		No
24a	Did the organization have a tax-exempt bond issue with an outstanding principal amount of more than \$100,000 as of the last day of the year, that was issued after December 31, 2002? <i>If "Yes," answer questions 24b-24d and complete Schedule K. If "No," go to line 25</i>	24a		No
b	Did the organization invest any proceeds of tax-exempt bonds beyond a temporary period exception?	24b		
c	Did the organization maintain an escrow account other than a refunding escrow at any time during the year to defease any tax-exempt bonds?	24c		
d	Did the organization act as an "on behalf of" issuer for bonds outstanding at any time during the year?	24d		
25a	Section 501(c)(3) and 501(c)(4) organizations. Did the organization engage in an excess benefit transaction with a disqualified person during the year? <i>If "Yes," complete Schedule L, Part I</i>	25a		
b	Is the organization 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? <i>If "Yes," complete Schedule L, Part I</i>	25b		
26	Was a loan to or by a current or former officer, director, trustee, key employee, highly compensated employee, or disqualified person outstanding as of the end of the organization's tax year? <i>If "Yes," complete Schedule L, Part II</i>	26		No
27	Did the organization provide a grant or other assistance to an officer, director, trustee, key employee, substantial contributor, or a grant selection committee member, or to a person related to such an individual? <i>If "Yes," complete Schedule L, Part III</i>	27		No
28	Was the organization a party to a business transaction with one of the following parties? (see Schedule L, Part IV instructions for applicable filing thresholds, conditions, and exceptions)			
a	A current or former officer, director, trustee, or key employee? <i>If "Yes," complete Schedule L, Part IV</i>	28a		No
b	A family member of a current or former officer, director, trustee, or key employee? <i>If "Yes," complete Schedule L, Part IV</i>	28b		No
c	An entity of which a current or former officer, director, trustee, or key employee (or a family member thereof) was an officer, director, trustee, or owner? <i>If "Yes," complete Schedule L, Part IV</i>	28c		No
29	Did the organization receive more than \$25,000 in non-cash contributions? <i>If "Yes," complete Schedule M</i>	29		No
30	Did the organization receive contributions of art, historical treasures, or other similar assets, or qualified conservation contributions? <i>If "Yes," complete Schedule M</i>	30		No
31	Did the organization liquidate, terminate, or dissolve and cease operations? <i>If "Yes," complete Schedule N, Part I</i>	31		No
32	Did the organization sell, exchange, dispose of, or transfer more than 25% of its net assets? <i>If "Yes," complete Schedule N, Part II</i>	32		No
33	Did the organization own 100% of an entity disregarded as separate from the organization under Regulations sections 301.7701-2 and 301.7701-3? <i>If "Yes," complete Schedule R, Part I</i>	33		No
34	Was the organization related to any tax-exempt or taxable entity? <i>If "Yes," complete Schedule R, Parts II, III, IV, and V, line 1</i>	34		No
35a	Is any related organization a controlled entity of the filing organization within the meaning of section 512(b)(13)?	35a		No
b	Did the organization receive any payment from or engage in any transaction with a controlled entity within the meaning of section 512(b)(13)? <i>If "Yes," complete Schedule R, Part V, line 2</i>	35b		No
36	Section 501(c)(3) organizations. Did the organization make any transfers to an exempt non-charitable related organization? <i>If "Yes," complete Schedule R, Part V, line 2</i>	36		
37	Did the organization conduct more than 5% of its activities through an entity that is not a related organization and that is treated as a partnership for federal income tax purposes? <i>If "Yes," complete Schedule R, Part VI</i>	37		No
38	Did the organization complete Schedule O and provide explanations in Schedule O for Part VI, lines 11 and 19? Note. All Form 990 filers are required to complete Schedule O	38	Yes	

Part V Statements Regarding Other IRS Filings and Tax Compliance			
Check if Schedule O contains a response to any question in this Part V ☐			
		Yes	No
1a	Enter the number reported in Box 3 of Form 1096. Enter -0- if not applicable. .	1a	2
b	Enter the number of Forms W-2G included in line 1a. Enter -0- if not applicable.	1b	0
c	Did the organization comply with backup withholding rules for reportable payments to vendors and reportable gaming (gambling) winnings to prize winners?	1c	Yes
2a	Enter the number of employees reported on Form W-3, <i>Transmittal of Wage and Tax Statements</i> filed for the calendar year ending with or within the year covered by this return.	2a	0
b	If at least one is reported on line 2a, did the organization file all required federal employment tax returns? Note. If the sum of lines 1a and 2a is greater than 250, you may be required to e-file (see instructions).	2b	
3a	Did the organization have unrelated business gross income of \$1,000 or more during the year?	3a	No
b	If "Yes," has it filed a Form 990-T for this year? If "No," provide an explanation in Schedule O.	3b	
4a	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 or securities account)?	4a	No
b	If "Yes," enter the name of the foreign country: _____ See instructions for filing requirements for Form TD F 90-22.1, Report of Foreign Bank and Financial Accounts.		
5a	Was the organization a party to a prohibited tax shelter transaction at any time during the tax year?	5a	No
b	Did any taxable party notify the organization that it was or is a party to a prohibited tax shelter transaction?	5b	No
c	If "Yes" to line 5a or 5b, did the organization file Form 8886-T?	5c	
6a	Does the organization have annual gross receipts that are normally greater than \$100,000, and did the organization solicit any contributions that were not tax deductible?	6a	No
b	If "Yes," did the organization include with every solicitation an express statement that such contributions or gifts were not tax deductible?	6b	
7	Organizations that may receive deductible contributions under section 170(c).		
a	Did the organization receive a payment in excess of \$75 made partly as a contribution and partly for goods and services provided to the payor?	7a	
b	If "Yes," did the organization notify the donor of the value of the goods or services provided?	7b	
c	Did the organization sell, exchange, or otherwise dispose of tangible personal property for which it was required to file Form 8282?	7c	
d	If "Yes," indicate the number of Forms 8282 filed during the year.	7d	
e	Did the organization receive any funds, directly or indirectly, to pay premiums on a personal benefit contract?	7e	
f	Did the organization, during the year, pay premiums, directly or indirectly, on a personal benefit contract?	7f	
g	If the organization received a contribution of qualified intellectual property, did the organization file Form 8899 as required?	7g	
h	If the organization received a contribution of cars, boats, airplanes, or other vehicles, did the organization file a Form 1098-C?	7h	
8	Sponsoring organizations maintaining donor advised funds and section 509(a)(3) supporting organizations. Did the supporting organization, or a donor advised fund maintained by a sponsoring organization, have excess business holdings at any time during the year?	8	
9	Sponsoring organizations maintaining donor advised funds.		
a	Did the organization make any taxable distributions under section 4966?	9a	
b	Did the organization make a distribution to a donor, donor advisor, or related person?	9b	
10	Section 501(c)(7) organizations. Enter		
a	Initiation fees and capital contributions included on Part VIII, line 12.	10a	
b	Gross receipts, included on Form 990, Part VIII, line 12, for public use of club facilities.	10b	
11	Section 501(c)(12) organizations. Enter		
a	Gross income from members or shareholders.	11a	
b	Gross income from other sources (Do not net amounts due or paid to other sources against amounts due or received from them).	11b	
12a	Section 4947(a)(1) non-exempt charitable trusts. Is the organization filing Form 990 in lieu of Form 1041?	12a	
b	If "Yes," enter the amount of tax-exempt interest received or accrued during the year.	12b	
13	Section 501(c)(29) qualified nonprofit health insurance issuers.		
a	Is the organization licensed to issue qualified health plans in more than one state? Note. All 501(c)(29) organizations must list in Schedule O each state in which they are licensed to issue qualified health plans, the amount of reserves required by each state, and the amount of reserves the organization allocated to each state.	13a	
b	Enter the aggregate amount of reserves the organization is required to maintain by the states in which the organization is licensed to issue qualified health plans.	13b	
c	Enter the aggregate amount of reserves on hand.	13c	
14a	Did the organization receive any payments for indoor tanning services during the tax year?	14a	No
b	If "Yes," has it filed a Form 720 to report these payments? If "No," provide an explanation in Schedule O.	14b	

Part VI

Governance, Management, and Disclosure

For each "Yes" response to lines 2 through 7b below, and for a "No" response to lines 8a, 8b, or 10b below, describe the circumstances, processes, or changes in Schedule O. See instructions.
Check if Schedule O contains a response to any question in this Part VI

Section A. Governing Body and Management

		Yes	No
1a	Enter the number of voting members of the governing body at the end of the tax year		
1b	Enter the number of voting members included in line 1a, above, who are independent		
2	Did any officer, director, trustee, or key employee have a family relationship or a business relationship with any other officer, director, trustee, or key employee?		No
3	Did the organization delegate control over management duties customarily performed by or under the direct supervision of officers, directors or trustees, or key employees to a management company or other person?		No
4	Did the organization make any significant changes to its governing documents since the prior Form 990 was filed?		No
5	Did the organization become aware during the year of a significant diversion of the organization's assets?		No
6	Did the organization have members or stockholders?	Yes	
7a	Did the organization have members, stockholders, or other persons who had the power to elect or appoint one or more members of the governing body?	Yes	
7b	Are any governance decisions of the organization reserved to (or subject to approval by) members, stockholders, or persons other than the governing body?		No
8	Did the organization contemporaneously document the meetings held or written actions undertaken during the year by the following		
8a	The governing body?	Yes	
8b	Each committee with authority to act on behalf of the governing body?	Yes	
9	Is there any officer, director, trustee, or key employee listed in Part VII, Section A, who cannot be reached at the organization's mailing address? If "Yes," provide the names and addresses in Schedule O		No

Section B. Policies

(This Section B requests information about policies not required by the Internal Revenue Code.)

		Yes	No
10a	Did the organization have local chapters, branches, or affiliates?		No
10b	If "Yes," did the organization have written policies and procedures governing the activities of such chapters, affiliates, and branches to ensure their operations are consistent with the organization's exempt purposes?		
11a	Has the organization provided a complete copy of this Form 990 to all members of its governing body before filing the form?		No
11b	Describe in Schedule O the process, if any, used by the organization to review the Form 990		
12a	Did the organization have a written conflict of interest policy? If "No," go to line 13		No
12b	Were officers, directors or trustees, and key employees required to disclose annually interests that could give rise to conflicts?		
12c	Did the organization regularly and consistently monitor and enforce compliance with the policy? If "Yes," describe in Schedule O how this was done		
13	Did the organization have a written whistleblower policy?		No
14	Did the organization have a written document retention and destruction policy?	Yes	
15	Did the process for determining compensation of the following persons include a review and approval by independent persons, comparability data, and contemporaneous substantiation of the deliberation and decision?		
15a	The organization's CEO, Executive Director, or top management official		No
15b	Other officers or key employees of the organization		No
	If "Yes," to line 15a or 15b, describe the process in Schedule O (see instructions)		
16a	Did the organization invest in, contribute assets to, or participate in a joint venture or similar arrangement with a taxable entity during the year?		No
16b	If "Yes," did the organization follow a written policy or procedure requiring the organization to evaluate its participation in joint venture arrangements under applicable federal tax law, and take steps to safeguard the organization's exempt status with respect to such arrangements?		

Section C. Disclosure

17	List the States with which a copy of this Form 990 is required to be filed
18	Section 6104 requires an organization to make its Form 1023 (or 1024 if applicable), 990, and 990-T (501(c)(3)s only) available for public inspection. Indicate how you made these available. Check all that apply. ☒ Own website ☐ Another's website ☐ Upon request
19	Describe in Schedule O whether (and if so, how), the organization made its governing documents, conflict of interest policy, and financial statements available to the public. See Additional Data Table.
20	State the name, physical address, and telephone number of the person who possesses the books and records of the organization. Kim O'Brien 2300 E Kensington Blvd Milwaukee, WI 53211 (414) 332-9306

Part VII

Compensation of Officers, Directors, Trustees, Key Employees, Highest Compensated Employees, and Independent Contractors

Check if Schedule O contains a response to any question in this Part VII

Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees

1a Complete this table for all persons required to be listed Report compensation for the calendar year ending with or within the organization’s tax year

- List all of the organization’s **current** officers, directors, trustees (whether individuals or organizations), regardless of amount of compensation, and **current** key employees Enter -0- in columns (D), (E), and (F) if no compensation was paid
- List all of the organization’s **current** key employees, if any See instructions for definition of “key employee ”
- List the organization’s five **current** highest compensated employees (other than an officer, director, trustee or key employee) who received reportable compensation (Box 5 of Form W-2 and/or Box 7 of Form 1099-MISC) of more than \$100,000 from the organization and any related organizations
- List all of the organization’s **former** officers, key employees, or highest compensated employees who received more than \$100,000 of reportable compensation from the organization and any related organizations
- List all of the organization’s **former directors or trustees** that received, in the capacity as a former director or trustee of the organization, more than \$10,000 of reportable compensation from the organization and any related organizations

List persons in the following order individual trustees or directors, institutional trustees, officers, key employees, highest compensated employees, and former such persons

Check this box if neither the organization nor any related organizations compensated any current or former officer, director, or trustee

(A) Name and Title	(B) Average hours per week (describe hours for related organizations in Schedule O)	(C) Position (do not check more than one box, unless person is both an officer and a director/trustee)						(D) Reportable compensation from the organization (W-2/1099-MISC)	(E) Reportable compensation from related organizations (W-2/1099-MISC)	(F) Estimated amount of other compensation from the organization and related organizations
		Individual trustee or director	Institutional Trustee	Officer	Key employee	Highest compensated employee	Former			
(1) Brian Grigg Director	2	X						0	0	0
(2) Eric Thomes Chair	4	X						0	0	0
(3) Nick Gerhart Director	2	X						0	0	0
(4) Rob Stone Treasurer	3	X						0	0	0
(5) Jason Kestler Director	2	X						0	0	0
(6) Bob Phillips Director	2	X						0	0	0
(7) Derek Ferguson Director	2	X						0	0	0
(8) Steve Kerns Director	2	X						0	0	0
(9) Danette Kennedy Director	2	X						0	0	0
(10) Dwight Carter Membership Chair	2	X						0	0	0
(11) Nathan Zuidema Director	2	X						0	0	0
(12) Chrstopher Johnson Director	2	X						0	0	0
(13) Chip Anderson Secretary	2	X						0	0	0
(14) Lowell Aronoff Director	2	X						0	0	0

Part VII

1b	Sub-Total	▼			
c	Total from continuation sheets to Part VII, Section A	▼			
d	Total (add lines 1b and 1c)	▼	0	0	0

2 Total number of individuals (including but not limited to those I
\$100,000 of reportable compensation from the organization) 0

		Yes	No
3	Did the organization list any former officer, director or trustee, key employee, or highest compensated employee on line 1a? <i>If "Yes," complete Schedule J for such individual</i>	3	No
4	For any individual listed on line 1a, is the sum of reportable compensation and other compensation from the organization and related organizations greater than \$150,000? <i>If "Yes," complete Schedule J for such individual</i>	4	No
5	Did any person listed on line 1a receive or accrue compensation from any unrelated organization or individual for services rendered to the organization? <i>If "Yes," complete Schedule J for such person</i>	5	No

Section B. Independent Contractors

1 Complete this table for your five highest compensated independent contractors that received more than \$100,000 of compensation from the organization. Report compensation for the calendar year ending with or within the organization's tax year.

(A) Name and business address	(B) Description of services	(C) Compensation

2 Total number of independent contractors (including but not limited to those listed above) who received more than \$100,000 of compensation from the organization ►0

Part VIII Statement of Revenue

				(A) Total revenue	(B) Related or exempt function revenue	(C) Unrelated business revenue	(D) Revenue excluded from tax under sections 512, 513, or 514	
Contributions, gifts, grants and other similar amounts	1a	Federated campaigns . . .	1a					
	b	Membership dues	1b					
	c	Fundraising events	1c					
	d	Related organizations	1d					
	e	Government grants (contributions)	1e					
	f	All other contributions, gifts, grants, and similar amounts not included above	1f					
	g	Noncash contributions included in lines 1a-1f \$ _____						
	h	Total. Add lines 1a-1f		0				
Program Service Revenue			Business Code					
	2a	Dues Membership	900099	511,631	511,631	0	0	
	b	Education Conference	900099	357,375	357,375	0	0	
	c							
	d							
	e							
	f	All other program service revenue		0	0	0	0	
	g	Total. Add lines 2a-2f		869,006				
Other Revenue	3	Investment income (including dividends, interest and other similar amounts)						
	4	Income from investment of tax-exempt bond proceeds . . .						
	5	Royalties						
	6a	(i) Real		(ii) Personal				
	b	Less rental expenses						
	c	Rental income or (loss)	0	0				
	d	Net rental income or (loss)						
	7a	(i) Securities		(ii) Other				
	b	Less cost or other basis and sales expenses						
	c	Gain or (loss)	0	0				
	d	Net gain or (loss)						
	8a	Gross income from fundraising events (not including \$ _____ of contributions reported on line 1c) See Part IV, line 18	a					
	b	Less direct expenses	b					
	c	Net income or (loss) from fundraising events . . .						
	9a	Gross income from gaming activities See Part IV, line 19	a					
	b	Less direct expenses	b					
	c	Net income or (loss) from gaming activities . . .						
10a	Gross sales of inventory, less returns and allowances	a						
b	Less cost of goods sold	b						
c	Net income or (loss) from sales of inventory . . .							
Miscellaneous Revenue		Business Code						
11a								
b								
c								
d	All other revenue							
e	Total. Add lines 11a-11d		0					
12	Total revenue. See Instructions		869,006	869,006	0	0		

Part IX

Statement of Functional Expenses

Section 501(c)(3) and 501(c)(4) organizations must complete all columns

All other organizations must complete column (A) but are not required to complete columns (B), (C), and (D)

Check if Schedule O contains a response to any question in this Part IX

Do not include amounts reported on lines 6b, 7b, 8b, 9b, and 10b of Part VIII.		(A) Total expenses	(B) Program service expenses	(C) Management and general expenses	(D) Fundraising expenses
1	Grants and other assistance to governments and organizations in the United States See Part IV, line 21	0			
2	Grants and other assistance to individuals in the United States See Part IV, line 22	0			
3	Grants and other assistance to governments, organizations, and individuals outside the United States See Part IV, lines 15 and 16	0			
4	Benefits paid to or for members	0			
5	Compensation of current officers, directors, trustees, and key employees	0			
6	Compensation not included above, to disqualified persons (as defined under section 4958(f)(1)) and persons described in section 4958(c)(3)(B)	0			
7	Other salaries and wages	0			
8	Pension plan contributions (include section 401(k) and section 403(b) employer contributions)	0			
9	Other employee benefits	0			
10	Payroll taxes	0			
11	Fees for services (non-employees)				
a	Management	171,735			
b	Legal	97,478			
c	Accounting	2,000			
d	Lobbying				
e	Professional fundraising See Part IV, line 17				
f	Investment management fees				
g	Other	20,000			
12	Advertising and promotion	261,000			
13	Office expenses	32,036			
14	Information technology	17,270			
15	Royalties	0			
16	Occupancy	22,000			
17	Travel	29,554			
18	Payments of travel or entertainment expenses for any federal, state, or local public officials	0			
19	Conferences, conventions, and meetings	217,896			
20	Interest	0			
21	Payments to affiliates	4,000			
22	Depreciation, depletion, and amortization	0			
23	Insurance	3,750			
24	Other expenses Itemize expenses not covered above (List miscellaneous expenses in line 24f If line 24f amount exceeds 10% of line 25, column (A) amount, list line 24f expenses on Schedule O)				
a					
b					
c					
d					
e					
f	All other expenses				
25	Total functional expenses. Add lines 1 through 24f	878,719	0	0	0
26	Joint costs. Check here ☐ if following SOP 98-2 (ASC 958-720) Complete this line only if the organization reported in column (B) joint costs from a combined educational campaign and fundraising solicitation				

Part X

Balance Sheet

					(A)		(B)
					Beginning of year		End of year
Assets	1	Cash—non-interest-bearing			284,385	1	274,672
	2	Savings and temporary cash investments			0	2	0
	3	Pledges and grants receivable, net			0	3	0
	4	Accounts receivable, net			0	4	0
	5	Receivables from current and former officers, directors, trustees, key employees, and highest compensated employees. Complete Part II of Schedule L			0	5	0
	6	Receivables from other disqualified persons (as defined under section 4958(f)(1)) and persons described in section 4958(c)(3)(B). Complete Part II of Schedule L			0	6	0
	7	Notes and loans receivable, net			0	7	0
	8	Inventories for sale or use			0	8	0
	9	Prepaid expenses and deferred charges			0	9	0
	10a	Land, buildings, and equipment: cost or other basis. Complete Part VI of Schedule D.	10a				
	b	Less: accumulated depreciation	10b			10c	
	11	Investments—publicly traded securities			0	11	0
	12	Investments—other securities. See Part IV, line 11			0	12	0
	13	Investments—program-related. See Part IV, line 11			0	13	0
	14	Intangible assets			0	14	0
	15	Other assets. See Part IV, line 11			0	15	0
16	Total assets. Add lines 1 through 15 (must equal line 34)			284,385	16	274,672	
Liabilities	17	Accounts payable and accrued expenses			0	17	0
	18	Grants payable			0	18	0
	19	Deferred revenue			0	19	0
	20	Tax-exempt bond liabilities			0	20	0
	21	Escrow or custodial account liability. Complete Part IV of Schedule D			0	21	0
	22	Payables to current and former officers, directors, trustees, key employees, highest compensated employees, and disqualified persons. Complete Part II of Schedule L			0	22	0
	23	Secured mortgages and notes payable to unrelated third parties			0	23	0
	24	Unsecured notes and loans payable to unrelated third parties			0	24	0
	25	Other liabilities (including federal income tax, payables to related third parties, and other liabilities not included on lines 17-24). Complete Part X of Schedule D				25	
	26	Total liabilities. Add lines 17 through 25			0	26	0
Net Assets or Fund Balances	Organizations that follow SFAS 117, check here ☒ and complete lines 27 through 29, and lines 33 and 34.						
	27	Unrestricted net assets			284,385	27	274,672
	28	Temporarily restricted net assets			0	28	0
	29	Permanently restricted net assets			0	29	0
	Organizations that do not follow SFAS 117, check here ☐ and complete lines 30 through 34.						
	30	Capital stock or trust principal, or current funds				30	
	31	Paid-in or capital surplus, or land, building or equipment fund				31	
	32	Retained earnings, endowment, accumulated income, or other funds				32	
	33	Total net assets or fund balances			284,385	33	274,672
34	Total liabilities and net assets/fund balances			284,385	34	274,672	

Part XI Reconciliation of Net Assets

Check if Schedule O contains a response to any question in this Part XI

1	Total revenue (must equal Part VIII, column (A), line 12)	1	869,006
2	Total expenses (must equal Part IX, column (A), line 25)	2	878,719
3	Revenue less expenses Subtract line 2 from line 1	3	-9,713
4	Net assets or fund balances at beginning of year (must equal Part X, line 33, column (A))	4	284,385
5	Other changes in net assets or fund balances (explain in Schedule O)	5	0
6	Net assets or fund balances at end of year Combine lines 3, 4, and 5 (must equal Part X, line 33, column (B))	6	274,672

Part XII Financial Statements and Reporting

Check if Schedule O contains a response to any question in this Part XII

		Yes	No
1	Accounting method used to prepare the Form 990 ☒ Cash ☐ Accrual ☐ Other If the organization changed its method of accounting from a prior year or checked "Other," explain in Schedule O		
2a	Were the organization's financial statements compiled or reviewed by an independent accountant?		No
b	Were the organization's financial statements audited by an independent accountant?		No
c	If "Yes," to 2a or 2b, does the organization have a committee that assumes responsibility for oversight of the audit, review, or compilation of its financial statements and selection of an independent accountant? If the organization changed either its oversight process or selection process during the tax year, explain in Schedule O		
d	If "Yes" to line 2a or 2b, check a box below to indicate whether the financial statements for the year were issued on a separate basis, consolidated basis, or both ☐ Separate basis ☐ Consolidated basis ☐ Both consolidated and separated basis		
3a	As a result of a federal award, was the organization required to undergo an audit or audits as set forth in the Single Audit Act and OMB Circular A-133?		No
b	If "Yes," did the organization undergo the required audit or audits? If the organization did not undergo the required audit or audits, explain why in Schedule O and describe any steps taken to undergo such audits		

Additional Data

Software ID: 11000129

Software Version: v1.00

EIN: 54-1877987

Name: NATIONAL ASSOCIATION FOR FIXED ANNUITIES

Form 990, Special Condition Description:

Special Condition Description

Form 990, Part III - 4 Program Service Accomplishments (See the Instructions)

4d. Other program services
(Code) (Expenses \$ 110,091 including grants of \$) (Revenue \$ 110,091) 1 NAFA focused on proactive means to communicate factual information about fixed annuities to consumers and the news media In 2011, NAFA created and launched www.fixedannuityfacts.org This website serves as a resource center for the public to learn about and understand fixed annuities The website is designed with three portals for consumers, the media and producers The portals are constructed with fact-based information about fixed annuities, how they work, what they can do for retirees and how consumers should approach buying a fixed annuity The website is designed to be interactive with various financial planning calculators
(Code) (Expenses \$ 38,500 including grants of \$) (Revenue \$ 38,500) With a goal to better serve the information and education needs of its members, NAFA introduced a new website at www.nafa.com in 2011 The new interactive platform provides a robust "members-only" section with beneficial resources, industry data and information available only to registered NAFA members The website provides easy navigational tools members and non-members can use for fixed annuity information, educational resources, and NAFA activities
(Code) (Expenses \$ 90,000 including grants of \$) (Revenue \$ 90,000) NAFA participated in the Indexed Annuity Leadership Council (IALC), a group of insurers and companies dedicated to promoting the benefits of indexed annuities to the media and consumers through an aggressive and focused public relations strategy The highlights of this initiative are NAFA was heard on over 14 major radio markets which reached over 4 million listeners delivering more information to the public and mainstream media about the value and benefits of indexed annuities The IALC outlined potential media, academic and financial planning influencers, monitoring and reporting positive messages from allies that can be amplified through social media channels and negative messages for response consideration or education The IALC completed a new consumer survey on retirement perceptions that was used to create press releases, articles and blog posts placed in 126 print publications and 133 online placements reaching over 5 million readers Created www.indexedannuityinsights.org blog for consumers and initiated the consumer advocate awareness forum at the NAIC spring conference giving consumer advocates an overview of indexed annuities, producer/product training and suitability The consumer forum featured key NAFA members
(Code) (Expenses \$ 86,000 including grants of \$) (Revenue \$ 183,000) NAFA hosted two, successful national conferences in 2011, which provided innovative and breaking news presentations by leaders in the industry Both conferences resulted in net revenue gains to the association and record attendance
(Code) (Expenses \$ 379,448 including grants of \$) (Revenue \$ 379,448) NAFA's board and membership continued to see a great need for NAFA to remain vigilant on the government relations front, even though SEC Rule 151A was defeated The board researched options for a Washington D.C.-based lobbyist firm to assist NAFA with federal legislative and regulatory issues In 2011, NAFA hired CapCity Advocates to assist in educating and informing federal regulators, legislators and policymakers about fixed annuities and their role in financial planning, increase awareness of NAFA and its mission to promote fixed annuities, and work with agencies and other trade associations in activities that further our mission and the number of Americans who own a fixed annuity State legislative and regulatory issues continued to be an active and important role for NAFA in 2011 In order to stay current on all fixed annuity developments on a state-by-state basis, NAFA researched, developed and annotated a 50-State Survey on each state's Uniform Security Act adoption and interpretation related to investment advice on source of funds The survey is available at www.nafa.com and is used by members to develop advocacy positions and compliance guidelines for advertising, marketing and selling fixed annuities At the request of the Deputy Insurance Commissioner in Iowa, NAFA worked with the American Academy of Actuaries on the Annuity Illustration Model ensuring that annuity illustrations were not mandated at the carrier, product or producer level and that indexed annuity illustrations were not competitively disadvantaged or misrepresented by the Model's requirements NAFA was pleased to be publically thanked by Mr. Mumford at the A Committee meeting adopting the model 4 NAFA's Government Relations Committee and Source of Funds Working Group researched the source of funds history at the state level including legal precedence, judicial action, regulations and disciplinary actions (using in part the 50-State Survey) and drafted the Permitted Activities Guidance Memo utilized by Iowa Insurance Division as a Bulletin It is also being considered for use by the Illinois Insurance Department

SCHEDULE O

(Form 990 or 990-EZ)

Department of the Treasury

Internal Revenue Service

Supplemental Information to Form 990 or 990-EZ

Complete to provide information for responses to specific questions on Form 990 or to provide any additional information.
▶ Attach to Form 990 or 990-EZ.

OMB No 1545-0047

2011

Open to Public Inspection

Name of the organization NATIONAL ASSOCIATION FOR FIXED ANNUITIES	Employer identification number 54-1877987
--	--

Identifier	Return Reference	Explanation
F990_P06_S0A_L06	Form 990, Part VI, Section A, Line 6	Membership in the Association is available to persons or firms involved in, or associated with, the traditional fixed annuities and indexed insurance or annuity business. Membership is not transferable. Regular voting membership in the Association is limited to persons or firms engaged in, or having interest in the traditional fixed annuities and indexed insurance business, and who pay regular dues. Regular members may serve as directors and hold office. Non-Voting Membership - The following membership classes have no vote nor are they eligible to serve as directors or hold office in the Association: a) Associate membership is available to individuals who are licensed to sell traditional fixed annuities and indexed products to consumers and whose primary income is obtained through the use of such licensing. Dues and other terms of associate membership are specified by the Board of Directors. b) Affiliate membership is available to individuals including educators and government officials having a special interest in the traditional fixed annuities and indexed insurance industry. Dues and other terms of affiliate membership are specified by the Board of Directors. c) Life and honorary membership is conferred upon individuals or firms according to terms specified by the Board of Directors. No dues are paid by the life or honorary members.
F990_P06_S0A_L07a	Form 990, Part VI, Section A, Line 7a	The governing body of the Association is the Board of Directors, which has authority and is responsible for the supervision, control, and direction of the Association. The Board of Directors may establish policies, procedures, and programs of the Association consistent with these Bylaws. The Board of Directors shall consist of not less than six and not more than fourteen (14) persons elected by and from the regular membership. The exact number of directors will be determined by the Board of Directors from time to time. At each annual meeting of the Association an election shall be held to choose new members of the Board of Directors. Directors shall serve staggered terms of three years or such other terms as determined by the Board of Directors to fit special circumstances. Directors do not receive compensation for their services on the Board.
F990_P06_S0B_L11b	Form 990, Part VI, Section B, Line 11b	This form is reviewed by the Chair.
F990_P06_S0C_L19	Form 990, Part VI, Section C, Line 19	We make the documents available at the website to members only in the Private section. We make the documents available upon request to non-members and submit a paper copy to the entity or person requesting.