

COVID-19: Navigating the Now



News You Can Use May 29, 2020

ICYMI: New Unified Website for AALU/GAMA

Yesterday, we announced the launch of our [new unified website](#) for AALU/GAMA. As a member, you have exclusive access to members-only content on the new website. Below are your unique login credentials.

Username: algibbons@algibbons.com

Password: unify3762

**Please note www.aalu.org and www.gamaweb.com are still operational. Please use the login information unique to those sites while accessing exclusive content. We appreciate your patience as the AALU/GAMA team works behind the scenes to debut one new, unified website in September 2020.*

New Resources

- **WR Marketplace: Deferring Compensation to Conserve Cash During the COVID-19 Pandemic** | [Read here](#)

Many companies are looking for short-term strategies to conserve cash during the COVID-19 economic crisis. This WR Marketplace details four strategies for companies to defer current cash payments to employees with NQDC plans, including the deferment of current 2020 salary and granting equity awards in lieu of salary.

Upcoming Webinars: Register Today

- **Multiline Series: Part III: How to Build Trust and Confidence Virtually** | Monday, June 1 | 11:00 a.m. EDT | [Register here](#)

Trust is a critical part of any relationship. We build relationships with others based on trust, and that relationship evolves as trust increases/decreases. As virtual selling becomes the new normal, agents and advisors have to become more comfortable building trust via online connections. Join our experts for the third part of our COVID-19 series on how to build trust and confidence in a socially distant world.

- **Creating a High-Impact Recruiting Culture** | Tuesday, June 2 | 1:00 p.m. EDT | [Register here](#)

Join our virtual book club series to put the insights from Creating a High-Impact Recruiting Culture white paper to life. Each week you'll read along with your peers and bring your ideas and questions to our online discussion forum.

We'll kick off our series with the Foundation's Executive Director, Emily Boynton, and Research Committee Chair, Dave Savage, on June 2 and end with a capstone event the week of June 22.

- **Multiline Series: Part IV: How to Close Business & Series Wrap Up** | Monday, June 8 | 11:00 a.m. EDT | [Register here](#)

We are all in uncharted waters together and people's attention is more divided than ever. Fortunately, building sales relationships is not just about one

meeting or the short term. Join our experts for the last session of our multiline series to obtain practical advice on how to close business in a virtual world and how to still remain positive, even if your prospects stall in the pipeline.

ICYMI: Recent Webinars

- **Multiline Series: Part II: How to Find and Reach Out to New Prospects |** [Watch here](#)

It's a unique time for everyone. Life, in general, has changed and many of us don't know what the next steps are, but the sales cycle must go on. Tune in for the second part of our multiline series on how to keep calm and create a prospect pipeline during COVID-19.

- **Insights from Outside: Are Consumers Ready for a Retirement Reset? |** [Watch here](#)

Listen to Jean Statler, Co-founder of Statler Nagle LLC & CEO of Alliance for Lifetime Income, Anne Aldrich, Artemis Strategy Group and Alliance Research Partner, and AALU/GAMA CEO Marc Cadin discuss the insights gained from ALI's surveying efforts. These experts share information and insights that can help shape your future conversations and strategies based directly on consumer feedback.

- **PPP Loans: What You Need To Know |** [Watch here](#)

The PPP loan forgiveness application is out! Listen as AALU/GAMA's Armstrong Robinson and Josh Caron walk participants through the newly released PPP Loan Forgiveness Application and provide updates and clarifications on PPP loan forgiveness.

- **You Ask, We Answer: PPP Loan Forgiveness & Application Process** (*Members Only*) | [Watch here](#)

The "You Ask, We Answer" webinar series is a live, interactive experience hosted by AALU/GAMA experts to answer our members' questions about

current hot topics. Listen as Armstrong Robinson and Josh Caron answer questions and help with challenges you're facing regarding the recently released PPP loan forgiveness form and guidelines.

Please continue to visit the [AALU/GAMA COVID-19 Action Center](#) for the latest updates on what's happening in Washington and how it impacts you. [Send us your feedback](#), ideas, and stories about your business or how you're helping your clients during this time.

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