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Tell us how the image of IFAs has changed in the last 10 years. In many cases you may have the best and most current information on a topic. We invite you to share that expertise with our readers, to advance the body of knowledge of the profession. Entries should be 300-600 words in length. We request you to send your photograph and profile along with the articles. If we select your submission, we'll publish your column in a future issue, to be seen by your colleagues. Ready to get writing? We would welcome any articles you may wish to include.

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- Should be 300 to 600 words
- Must be e-mailed as an attachment to pooja.chopra@faaida.com
- Should include your full name and contact information.
- Must be an original work produced by you.

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