



## LIMRA —Historical Timeline

- **1916** (July 11) Seeds of an Association of Life Agency Officers (ALAO) sown at NALU luncheon at first World's Salesmanship Congress in Detroit. (July 12) Committee formed to suggest the basis and scope of ALAO. (October 16) Meeting at the LaSalle Hotel in Chicago, agency officers vote to establish the ALAO.
- **1919** First publication, as well as first training program — *Special Army Course in Life Insurance and Insurance Salesmanship, An Outline for Teachers' Use* — is published by The ALAO in cooperation with the U.S. government in order to help returning servicemen "go into gainful occupations."
- **1921** (November 10) Education Committee of ALAO releases report that details plans to establish what will become the Life Insurance Sales Research Bureau (LISRB). Thirteen charter member companies underwrite a budget of \$7,000.
- **1922** (January 2) John Marshall Holcombe, Jr., formerly an attorney with the Phoenix Mutual, arrives at Carnegie Tech in Pittsburgh to open LISRB.
  - (April) The Bureau produces a report: *Employment Application Blanks* — the first published selection research.
  - (June) The Sales Survey, LISRB's first published statistical research, is distributed to member companies.
- **1923** (January 1) LISRB moves office to 50 East 42nd Street in New York City.
- **1924** (June 9) LISRB moves to Hartford, CT to quarters in the old Hartford Fire Insurance Company building at 125 Trumbull Street.
- **1925** First lapse survey published for U.S. and Canada.
- **1926** LISRB moves to 6 Myrtle Street.
  - *Managers Magazine* comes into being.
- **1927** (December) First international company, La National de Seguros of Mexico, admitted into membership.
  - (March) First "Agency Builders" course held in Chicago with 52 member company representatives taking the four day course. It is the first classroom session to be held by the Association.
  - LISRB begins stressing managerial training as having greater importance in the progress of life insurance than salesmanship training.
- **1928** *Cooperative Advertising and the Distribution of Life Insurance*, the first consumer research conducted by LISRB, is published.

- First Associate Member: At the request of Meiji Mutual of Japan, and "Associate Member" category was developed to allow foreign companies to be placed on LISRB's mailing list and receive information on the United States and Canadian Industries.
- **1929** The idea of "consultants" is born as John Marshall Holcombe writes, "In 1929, it seems to us that our largest accomplishment was to interpret the Bureau to you better than we ever had before. That was by securing two men already trained in sales work in life insurance. They are H. L. Walker and L. J. Doolin, who have been calling on you, the ultimate consumer of this material in the reservoir, to provide you with some indication of what the material is."
  - (February 2) First School in Agency Management opens in Hartford with 13 in attendance.
  - (October 30) It is announced that training films will be made available, a pioneering step in agent training.
- **1931** First serious field force study published. It is called *Report of the Committee Appointed at the Annual Meeting of the LISRB in 1930 to study the Manpower of a Limited Number of Companies in a More Extensive Way Than Had Been Done Heretofore*.
  - U.S. Research Agencies Group formed.
- **1932** Industry research begun that will result in the *Aptitude Index*.
  - *Guidebook to Early Production* was published, the first agent training course to be published by the Association.
- **1933** U.S. and Canadian Ordinary In-Force Survey initiated.
- **1934** *Recruiting Survey* begun. Will be changed to *Recruiting Analysis Survey* in 1947 and will spin off *Recruiting Trends Survey* in 1963.
- **1935** The Bureau moves from Myrtle Street to 64 Pearl Street in Hartford.
  - A call, answered by 45 companies, is made for a special contribution, equal to two years dues, to be made in 1935 and 1936 to fund original research as an experiment in creating a real, professionally-staffed research department.
  - Rensis Likert, later a pioneering social statistician and inventor of the Likert Scale, is hired as Director of Research. Likert established the Bureau research program with a series of reports on managerial styles.
- **1936** Experiment of 1935 is deemed a success as a new research department is formed at LISRB, financed by entire membership.
- **1937** *Handbook of Production Data* originated.
  - First "buyer study" issued as buyers and the products in 20,000 sales are profiled in a research report.
- **1938** *What Price Business*, a landmark cost study, is published.

- (December 28) Aptitude Index (AI), subject of years of research, is distributed to member companies and becomes first major selection tool for life insurance agents.
- **1942** First *Buyer Study* as we know it today is published.
- **1943** First Manpower Study (later re-titled Agent Production)
  - LISRB moves to Rossia Insurance Building on the corner of Broad and Asylum in Hartford.
- **1945** (November 13) ALAO and LISRB convene at a joint meeting at the Edgewater Beach Hotel in Chicago and vote to merge the two organizations into the Life Insurance Agency Management Association (LIAMA).
- **1951** *This I Believe* published. It became the association's all-time best-selling text.
  - LIAMA moves to 855 Asylum Avenue in Hartford.
- **1958** *The Public Looks at Life Insurance*, a major consumer study, published.
- **1959** (April 10) LIAMA moves into new headquarters at 170 Sigourney Street in Hartford.
  - The first Agency Officers School is held at LIAMA in Hartford.
- **1960** Findings from *Life Insurance in Focus*, an unprecedented national survey of life insurance ownership and attitudes, a joint venture with LUTC, are published in the first of five reports that will appear over the next four years.
  - First international school is held in Japan, an indication of Association's growing global presence. International member companies number 83 from 26 nations. The Japanese membership initiated a request to hold one of LIMRA's management development schools in Japan. One hundred and one students graduated from the 186th School in Agency Management held in Hakon, Japan.
- **1961** *Manpower and Production Survey*, the first study to provide data on survival and performance of agents beyond their first year, is introduced.
- **1970** The US Department of Health, Education and Welfare ceases publication of its study of American College and University Costs and subscribes to LIAMA's "College Costs."
- **1971** *The Widows Study*, a massive survey to determine the economic consequences of the premature death of the breadwinner, is published.
- **1974** (January 1) LIAMA changes its name to Life Insurance Marketing and Research Association (LIMRA), signifying its commitment to study all distribution systems of life insurance.
- **1979** (June 14) LIMRA is incorporated.

- **1980** LIMRA moves to the Farm Springs office complex in Farmington, Connecticut.
- **1982** The *Career Profile System*, consisting of questionnaires and a unique report that contains the applicant's self-assessment is introduced.
  - *LIMRA's MarketFacts* begins publication.
  - Name Change: LIMRA's name and logo were changed to "LIMRA International"
- **1988** LIMRA International/Europe, Ltd. becomes a reality as the LIMRA office in Watford, England opens, offering many of the services available through LIMRA headquarters in Farmington.
- **1991** LIMRA celebrates its 75th Anniversary. 562 Companies worldwide are members.
- **1994** LIMRA purchases headquarters building in Windsor, Connecticut, and adopts LIMRA International as its official name.
- **1995** LIMRA moves into Windsor headquarters on Day Hill Road, Windsor, Connecticut.
  - LIMRA Online, an Internet site for member companies offering news, research, and discussion forums, goes live.
- **1996** LIMRA opens a regional office in Canada.
  - On January 1 1996, LIMRA has 362 International Members.
- **1998** Survivor Study — Fulfilling the Promise: The Role of the Life Insurance Company and Agent is published.
- **2002** IRS grant LIMRA International 501(c)6 tax-exempt status.
  - LIMRA Services Inc. becomes wholly owned subsidiary for commercial businesses.
  - Partnership established with Wharton Business School to deliver executive development programs.
- **2003** The Producer Panel, a group of agents polled 4 times per year for various research reports, is established to try to find out what agents are thinking.
- **2006** LIMRA acquires Ken Kehrer Associates, the leader in bank benchmarking research. Subsidiary named Kehrer-LIMRA.
  - European Annual Meeting keynote speaker is former President of Poland, Lech Walesa
  - U.S. Annual Meeting keynote speaker is Former U.S. President Bill Clinton.
  - LIMRA Celebrates its 90<sup>th</sup> Anniversary.
- **2007** U.S. Annual Meeting keynote speaker is Former Federal Reserve Chairman Alan Greenspan.

- **2008** (January 1) LIMRA merges with LOMA under the umbrella of LL Global, Inc., a holding company based in Windsor, CT (created December 21, 2007.) LIMRA President Robert A. Kerzner becomes president and CEO of LL Global. Headquarters are located at 300 Day Hill Road, Windsor, CT (LIMRA's Home Office Building).
  - LIMRA Membership as of January 1st is 813 (426 Domestic Companies, 387 International Companies.) LOMA Membership as of January 1st is 1164 Companies.
  - (March 14) A new version of LIMRA Online goes live.
- **2010** (January 1) LIMRA International drops the International from its official name, changing it to simply LIMRA.
  - (March 30) LOMA.org Website Redesign Launch
  - LIMRA conducts 59 webinars and posts 13 podcasts in 2010.
- **2011** (January 25) LIMRA's *MarketFacts Quarterly* wins Folio Magazine's Eddie Award for editorial excellence in the category of "B-to-B, Banking/Business/Finance, Full Issue"
  - (August) LIMRA wins three awards from The Insurance and Financial Communicators Association (IFCA) for being among the best in marketing and communications creativity, design and writing.
  - (October 16) LIMRA's 95th Anniversary, Founder's Day Celebration on October 17th.
  - (October 23-25) LIMRA Annual Conference in New York City. Former Secretary of State Madeline Albright will be the Keynote speaker.

More to come...