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June 2 C.L.U. Seminar to Determine "America's Outstanding Life Underwriter"

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For Immediate Release

JUNE 2 C.L.U. SEMINAR TO DETERMINE
"AMERICA'S OUTSTANDING LIFE UNDERWRITER"

Leroy G. Steinbeck, C.L.U., vice president, Life Insurance Company of North America, will serve as panel moderator for the life underwriters section of the C.L.U. National Seminar on June 2, according to an announcement by the American College of Life Underwriters and American Society of Chartered Life Underwriters. The C.L.U. National Seminar is one of the feature attractions of the June 1-2 program of Huebner Hall dedication events. The life underwriters section of the Seminar will be held in the auditorium of the Insurance Company of North America and will run from 9:00 a.m. to 12:30.

Mr. Steinbeck heads a panel of distinguished life insurance men who will discuss the qualifications of four fictional candidates nominated for the "1961 Huebner Award" (also fictional) as America's outstanding life underwriter. In the course of discussion, these men will draw upon their own experiences and backgrounds to bring out characteristics which are vital to a person's success in life underwriting.

Unlike the typical panel discussion, the life underwriters section of the June 2 Seminar will be staged "in the round" to increase the audience's sense of participation in the program. A unique case study based on "interviews" with the fictional candidates for the "1961 Huebner Award" has been written by Mr. Steinbeck. This case study will be mailed to everyone who signs up to go to the life underwriters section of the Seminar. Reading it and submitting a mail ballot for the candidate of their choice will be required homework for all who plan to attend.

The chairman for this program, which is entitled "Profiles of Excellence--a Dramatic Case Study of Life Underwriting", is Paul A. Norton, C.L.U., vice president of New York Life. Mr. Norton is chairman of C.L.U.'s

Joint Committee on Continuing Education which sponsors the C.L.U. National Seminars.

The panel members are: Howard D. Goldman, C.L.U., general agent for Northwestern Mutual in Richmond, Va. and chairman of the 1957 Million Dollar Round Table; Arthur F. Priebe, C.L.U., agent for Penn Mutual in Rockford, Ill. and chairman of the 1956 Million Dollar Round Table; E. Price Ripley, C.L.U., agent for National Life of Vermont in Roanoke, Va., life and qualifying member of MDRT, and a member of the American Society's board of directors; and Bernard H. Zais, C.L.U., agent for Connecticut Mutual in Burlington, Vt., life and qualifying member of MDRT, and past NALU national committeeman.

Panel moderator Leroy Steinbeck began his life insurance career as an agent for Equitable Life in 1940. He headed the National Service Life Insurance Conservation Program for the Veterans' Administration in Michigan, Ohio, and Kentucky after the war then became an assistant manager for Mutual of New York. In 1950 he was appointed managing director of the American Society of Chartered Life Underwriters, serving in that capacity until he joined Life Insurance Company of North America in 1957. At LINA, he is responsible for administration and is the personal assistant to executive vice president Edmund L. Zalinski.

Reservations for the life underwriters section of the C.L.U. National Seminar and other Huebner Hall dedication events should be made early. A ticket order form can be obtained by writing: Huebner Hall Dedication Committee, 266 Bryn Mawr Avenue, Bryn Mawr, Pa.

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