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The American College of Life Underwriters

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For Immediate Release

5/19

AMERICAN CENTER FOR INSURANCE EDUCATION
TO DEDICATE NEW HOME IN BRYN MAWR, PA.

Bryn Mawr, Pa., May 19---Insurance leaders and educators from all over the United States will meet in Bryn Mawr, Pa. on June 1 to attend the dedication ceremonies of Huebner Hall, new home of the American Center for Insurance Education. Participants in the formal ceremony will include Dr. Gaylord P. Harnwell, president of the University of Pennsylvania, who is giving a brief address, and Dr. Solomon S. Huebner, 79-year-old pioneer insurance educator and retired University of Pennsylvania professor in whose honor the building has been named.

On June 2, as part of a two-day program of dedication events, three seminars will be held in center city Philadelphia. One of these seminars will be based on the theme of selecting a life insurance company president; another will deal with "Challenging Insurance Problems of Tomorrow"; and the third will revolve around determining the characteristics which make a man successful in life insurance selling. The three seminars will run simultaneously with those in attendance selecting the one of their choice.

Major addresses will be delivered during the two-day program by Devereux C. Josephs, former chairman of the board, New York Life Insurance Company and former chairman of President Eisenhower's Committee on Education Beyond the High School, and by Erwin D. Canham, editor fo the Christian Science Monitor.

The new American Center for Insurance Education represents the culmination of a life's work for Dr. Solomon S. Huebner, co-founder of both the C.L.U. and C.P.C U. professional insurance education movements. Dr. Huebner, subject of a recently published

biography, The Teacher Who Changed an Industry, first conceived the idea of a professional education for life insurance men in 1913. In 1927 he helped to found the American College of Life Underwriters, which grants the Chartered Life Underwriter (C.L.U.) designation, and served as its first dean and then as president. Since 1954 he has been president emeritus. In 1941 he helped to found the American Institute for Property and Liability Underwriters, which grants the Chartered Property Casualty Underwriter (C.P.C.U.) designation, and he is currently chairman of the board of trustees of that organization. As a young instructor at the University of Pennsylvania, Dr. Huebner started the first collegiate-level insurance course in the country. He was professor of insurance at the Wharton School of Finance and Commerce for half a century before retiring in 1953.

The five insurance educational organizations which occupy Huebner Hall and together comprise the American Center for Insurance Education are: American College of Life Underwriters; American Institute for Property and Liability Underwriters, Inc.; American Society of Chartered Life Underwriters; Insurance Institute of America; and Society of Chartered Property and Casualty Underwriters.

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