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Letter to Herbert C. Graebner March 1957

Thomas J. Luck

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THE AMERICAN COLLEGE of LIFE UNDERWRITERS



THOMAS J. LUCK
DIRECTOR OF MANAGEMENT EDUCATION

3924 WALNUT STREET
PHILADELPHIA 4, PA.

March 6, 1957

Mr. Herbert C. Graebner, C.L.U.,
Dean
The American College of Life
Underwriters
3924 Walnut Street
Philadelphia, Pa.

Dear Herb:

Gene Hays, the Chairman of the Management Education Committee of the American College of Life Underwriters, has requested that I remind you of the meeting of the Committee on May 8, 1957 at the Westchester Country Club in Rye, New York beginning at 10:00 AM. Some of you may desire rooms beginning on the 7th of May, and I would appreciate it if you would let me know your wishes in this matter.

The experimental class being conducted at Boston University is proceeding in good style. There was a loss of only one member in the changeover between semesters and this was due to the fact that the man was transferred out of town. The class seems to show a great deal of interest in the materials that they have assimilated, and this will be checked more thoroughly later when the test is given to the class. Mr. Harry Jacobson, Director of Office Procedure for the New England Mutual Life Insurance Company is currently teaching the class in the subject of Office Management. There is a serious limitation in the textbook being used since it is designed primarily for larger offices. Beginning in April, Walter Downing and I will be teaching the class on the subject of Marketing Research as it applies to the agency. Again, a great deal of this material must be developed on an entirely new basis. Considerable difficulty is being experienced in attempting to obtain instructors for the projected courses in Agency Management. It is very difficult to find a man who has the broad understanding of the principles as well as the experience and knowledge necessary to apply these principles to a small operation such as the agency. Some textbooks and study manuals, however, are being developed which should be very helpful to the entire program. At this time, the enrollment in the Agency Management Study Program insofar as registration for the examinations are concerned is double that of last year.

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Dean Herbert C. Graebner, C.L.U.

March 6, 1957

The question concerning the proper designation to be used for the Agency Management Study Program is being presented to the various committees of the American College. At this time, there is no conclusive answer to be reported. However, the question is stimulating a great deal of thought and discussion. The main emphasis, however, is still being devoted to developing a workable program that will be of value to field and home office management.

Sincerely yours,

A handwritten signature in cursive script that reads "Tom".

Thomas J. Luck

TJL:pk