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For Immediate Release

HUEBNER HALL DEDICATION EVENTS

SCHEDULED FOR JUNE 1-2, 1961

The formal dedication of Huebner Hall, C.L.U.'s new home in Bryn Mawr, Pa., will take place on June 1, 1961 it has been announced by the American College of Life Underwriters and the American Society of Chartered Life Underwriters. A two-day program of dedication events, including a C.L.U. National Seminar, has been scheduled on June 1 and 2 for people in insurance and education. Arrangements are being handled by a special committee headed by Robert Dechert, counsel of the American College and American Society and member of the Philadelphia law firm of Barnes, Dechert, Price, Myers and Rhoads.

On Thursday, June 1 there will be a dedication ceremony and open house at Huebner Hall in Bryn Mawr, followed that evening by a banquet at the Sheraton Hotel in Philadelphia. On Friday, June 2 a C.L.U. National Seminar will be held in center city Philadelphia, followed by a luncheon at the Sheraton Hotel. All events are open to both C.L.U.s and non-C.L.U.s.

A group of prominent life insurance men, educators and editors will participate in the program. The dedication address at Huebner Hall will be given by Dr. Gaylord P. Harnwell, president of the University of Pennsylvania. The banquet speaker will be Devereux C. Josephs, former chairman of President Eisenhower's Committee on Education Beyond the High School, and former chairman of the board, New York Life Insurance Company.

The C.L.U. National Seminar on June 2 will be divided into two sections which will run simultaneously from 9:00 a.m. to 12:30. One of these panel programs is designed specifically for life underwriters and will be moderated by Leroy G. Steinbeck, C.L.U., Vice President, Life Insurance Company of North America. The other program is designed for people in home office and field management and the panel moderator will be Abram T. Collier, senior vice president and general counsel,

John Hancock Mutual Life Insurance Company. The luncheon speaker on June 2 will be Erwin D. Canham, editor of the Christian Science Monitor.

The program for the life underwriters section of the Seminar will revolve around the selection of candidates for a fictitious award as "America's Outstanding Life Underwriter". A case study based on "interviews" with four fictitious candidates has been written by panel moderator Leroy Steinbeck and this material will be sent early in May to everyone who signs up for the life underwriters section of the Seminar. Reading it and submitting a mail ballot on the candidate of his choice will be required homework for everyone who plans to attend. Then at the Seminar, a panel of distinguished life insurance men will discuss the qualifications of the candidates and bring out the characteristics which are vital to a person's success in life insurance selling.

The program for the management section of the Seminar grew out of "Debate at Wickersham Mills", a dramatic article which appeared in the Harvard Business Review and won the 1960 McKinsey Award for its author, Abram T. Collier. Mr. Collier has prepared a similar case study, entitled "Decision at Zenith Life", for the management section of the Seminar. It is based on "interviews" with four senior executives of a hypothetical life insurance company who are being considered for the presidency. Copies of the case will be sent early in May to all those who sign up for the management section of the Seminar and they will be asked to send in a mail ballot on the candidate of their choice. Then, on June 2, a panel of nationally prominent management authorities will debate the qualifications of the four presidential aspirants and in the process bring out various psychological, leadership and management principles.

Reservations for the June 1 banquet, the June 2 luncheon and either section of the C.L.U. National Seminar should be made well in advance of June 1. A ticket order form can be obtained by writing: Huebner Hall Dedication Committee, 266 Bryn Mawr Avenue, Bryn Mawr, Pa.

The schedule of events for the two days is as follows:

JUNE 1

- 1:00 to 5:00 p.m. --- Inspection tours of Huebner Hall and grounds.
3:00 p.m. ----- Building dedication ceremony at Huebner Hall.
3:45 p.m. ----- Tree-planting ceremony on campus for C.L.U. classes of
'35 and '36.
6:00 p.m. ----- Reception at Sheraton Hotel in Philadelphia for those
attending dedication banquet.
7:00 p.m. ----- Dedication banquet at Sheraton Hotel.

JUNE 2

- 9:00 a.m. to 12:30 -- Life underwriters section of C.L.U. Seminar in Insurance
Company of North America auditorium at 16th & Arch
Streets in Philadelphia.
9:00 a.m. to 12:30 -- Management section of C.L.U. Seminar at Sheraton Hotel.
10:00 a.m. to 12:00 - Bus tour of historic Philadelphia for women who do not
wish to attend the Seminar.
1:00 p.m. ----- Dedication luncheon at Sheraton Hotel.
2:00 to 5:00 p.m. --- Inspection tours of Huebner Hall and grounds.

From: C.L.U. Public Relations
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