



# PRESIDENT'S PAGE

## Celebrating 100 Years and Looking Forward

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**A**s our 100<sup>th</sup> anniversary celebration culminates at LIMRA's 2016 Annual Conference, I wanted to take a moment to talk about why LIMRA and LOMA exist.

In essence, we are a utility for the industry, providing research, education, and many different forums for networking and industry collaboration (such as conferences, committees, study groups, and webinars). Our role is to help our members understand the evolving trends in insurance and financial services, to identify new opportunities and best practices, and to highlight successful initiatives.

It is in that spirit that we launched our "Rising Stars" program. Over this year, we held four contests to identify some of the best and brightest professionals under age 40 who support Distribution, Marketing and Communications, Retirement, and Innovation within our member firms. I personally want to congratulate each of these remarkable individuals. Their creativity and dedication are helping to propel our industry forward. They truly represent an exciting future for us all.

Why do we have this awards program? It really is quite simple: To remain relevant and valuable to our members, we recognize the importance of engaging their teams at every level. We have been fortunate to have many great advocates among the senior leadership within our member companies, and we want to do our best to build strong relationships with the next generation of leaders. There is much we can learn from them.

More important, we want to encourage these individuals to participate in the more than 100 committees, study groups, and conferences we host. The purpose of these forums is to showcase new ideas and approaches and to give our members an opportunity to learn from

their counterparts at other firms. This is why LIMRA was established — to provide a place where the industry could cooperatively explore developing market trends and how they applied to the life insurance industry in the United States.

Today, as our members' interests have expanded, we also have broadened our scope to include retirement and other segments within financial services throughout the world. With a team of more than 80 researchers, we have a robust program designed to offer insights into how consumers, employers, and advisors think and behave. Our sales studies provide real data to allow benchmarking and a way to help the industry "keep score."

And, of course, we survey you, our members, to determine how your companies are approaching industry challenges. From social media adoption and data analytics to strategies around the DOL fiduciary rule, these surveys are invaluable to senior executives. This information ensures you have considered all of the factors before making and implementing decisions.

My hope is that each of you will find one more way to benefit from your LIMRA and LOMA memberships. Today's market is more competitive than ever. Every decision is critical and requires strong competitive analysis. Please leverage the knowledge and resources LIMRA and LOMA offer to help inform your decisions.

Over the past century, LIMRA has been a source of data, networking, solutions, and thought leadership. Our goal is that we continue to serve as your trusted source of industry knowledge. Thank you for your support! 🌐

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