

Practical Business Solutions

for Companies serving the Modest to Middle Income Market



Life Insurers Council

A large target graphic is positioned in the lower half of the page. It has a grey outer ring, followed by concentric circles of blue, red, and yellow. Four arrows of different colors point towards the center of the target from the left side. The arrows are red, blue, yellow, and black, corresponding to the text blocks below them.

Conferences/Meetings

Committees/Study Groups

Surveys/Benchmarks

LOMA/LIMRA



Life Insurers Council

The LIC provides exceptional value for smaller companies. The LIC is the only association offering practical business solutions for companies serving the modest and middle income marketplace. Special attention is focused on addressing the unique issues related to profitably executing home service, pre-need, final expense, worksite, and fraternal businesses.



Benefits Include:

Conferences and Workshops:

- The LIC Annual Meeting focuses on high level strategic planning issues and is geared for company senior officers and CEOs.
- The LIC Marketing Conference is the only industry conference devoted entirely to marketing issues related to small face life and worksite products.
- One-day workshops dealing with specific and timely topics are offered periodically at convenient locations around the country.

Committees:

- The LIC Laws and Legislation Committee provides an excellent forum for member companies to share – and keep abreast of – the ever changing state and federal regulatory issues that affect the products and markets that are most important to our members.
- The LIC Marketing Committee provides a rare opportunity to openly network with other marketing professionals at competing companies.
- The LIC Operations and Technology Committee provides an invaluable opportunity for member companies to share procedural and administrative ideas along with information regarding the technology required to support and implement them.
- The LIC Finance and Actuarial Committee provides a forum to discuss profitability, investment, and regulatory challenges that are common to businesses.

Surveys and Benchmarks

- LIC membership provides the opportunity to participate in periodic surveys to evaluate best practices and activities from other member companies. Study groups are created in order to fully utilize the benefit of survey data. Surveys are specifically designed to address the different concerns of the various products that our member companies sell.

LIMRA/LOMA

The LIC is a council of LOMA and is also affiliated with LIMRA. LIC members enjoy easy access to a full range of educational, research, compliance, and assessment capabilities. The LIC works closely with its parent organizations in order to help them fine tune and focus their resources to provide specific value to the issues that are most important to our members.

Affiliate Members

Special emphasis is placed upon recruiting affiliate member companies who truly understand the unique needs associated with companies serving the modest and middle income markets. As a result, LIC members gain access to a special group of service providers who understand these unique needs. Expertise relating to a wide range of specialties such as reinsurance, actuarial, technology, consulting, investment management, HR management, legal, compliance, and marketing are all available from our affiliate members.

Networking

A strong bond exists among LIC members. This is partially due to the unique niche markets that our member companies serve, along with the common pride associated with meeting the needs of an underserved market that has been overlooked by the majority of our industry. As a result, there is an openness and warmth that permeates out conferences and committees.

[Find out more](#)



Be a Part of the LIC!

To join the LIC, you must be either a member of LOMA or LIMRA. Access to LIC services is provided by paying an access fee. Visit www.loma.org/lic/membership.aspx for more details.

Life Insurers Council

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