



Celebrates 100 Years



1924

September 25th

Life Office Management Association (LOMA) is founded at Lincoln National Life, Ft Wayne, IN. Delegates from

83 founding member companies vote to form a permanent association, with the objective being: "to establish a closer acquaintance and relationship between representatives of the legal reserve life insurance companies interested in the problems of home office organization and clerical administration and to make possible a free exchange of ideas relating thereto."

Franklin B. Mead is elected executive director (1924 – 1933).

1933

First paper examination cycle in English is conducted for the education program.

1934

Frank L. Rowland is elected executive director (1934 – 1956).

LOMA moves to New York, NY, organizes a permanent and independent headquarters, and hires full-time staff.

1938

LOMA awards its first FLMI designations to women: Ms. Olivet M. Beckwith of Aetna Life Ins. Co. and Ms. Dorothy B. Goldsmith of Guardian Life Ins. Co.

1949

LOMA has 194 member companies and 15 staff members.

1956

Lawrence Ray (L.R.) Woodard is elected executive director (1956).

1957

Roy A. MacDonald is elected managing director (1957 – 1970).

1970

Lynn G. Merritt is appointed president (1970 – 1995).

1975

Resource Magazine begins publication (successor to the LOMA Bulletin).

1980

LOMA Board approves the Affiliate membership classification for firms (other than legal reserve companies) that provide LOMA members with technical service and equipment or professional and managerial service.

1985

25,000th FLMI designation is conferred to Verbina Docking, an employee of Sun Life of Canada.

1929

LOMA Board votes to amend bylaws extending Associate membership to companies outside of the United States and Canada.

1930

Thirteen international companies apply and receive approval for Associate membership.

1931

LOMA Board establishes a committee to study the feasibility of an education program.

1932

Board approves exploratory committee's suggestion to administer an industry education program for non-technical home office employees from the LOMA Institute — the Fellow, Life Management Institute (FLMI) courses.

1935

The LOMA Bulletin is created to cover management topics important to the industry.

1937

LOMA awards its first FLMI designations to Mr. Charles W. Brierley of Massachusetts Mutual Life Ins. Co. and Mr. Laurence B. Soper of Connecticut General Life Ins. Co.

1942

The Education Council is assembled to develop, administer, and guide the FLMI program.

1950

LOMA and the Life Insurance Institute of Canada (LIIC) establish a partnership that redesigns courses for Canadian students, offers Canadian exam centers, and opens committees to Canadian participants.

1969

LOMA introduces full membership status to fraternal benefit societies that operate on a legal reserve life insurance basis.

1978

LOMA relocates its headquarters to Atlanta, GA, and has 610 member companies.

1981

Originally designed as a hallmark of personal and professional achievement, the LOMA "Fellowship Key" is awarded to those who complete the FLMI requirements. Its name is later changed to the FLMI Key and is registered as a LOMA service mark in the U.S. and Canada.

LOMA releases the Job Effectiveness Prediction System (JEPS), a fair and valid selection instrument for new hires. Development began in 1977 with ~120 member companies in partnership with Personnel Decisions Research Institute (PDRI).

1986

LOMANet, an electronic information link with member companies for FLMI student registration and exam enrollment, debuts.

1991

The Associate, Customer Service (ACS) designation joins LOMA's program offerings.

1995

Thomas P. Donaldson is elected president (1995 – 2007).
50,000th FLMI designation is conferred to Terrie Kay Rosonke of AEGON USA.

1998

LOMA releases the Associate, Insurance Regulatory Compliance (AIRC) designation.

2002

Life Insurance Institute of Canada (LIIC) merges with LOMA and is renamed Life Insurance Institute of Canada (LIIC): A LOMA Institute.

2006

LOMA introduces the ALMI and AFSI associate-level designations.
LIIC: A LOMA Institute rebrands as LOMA Canada.

2012

LIMRA and LOMA develop the Summit Circle to honor international companies with 25 years of continuous membership in either organization. Grupo Nacional Provincial (Mexico) is recognized as LIMRA's oldest international member with 85 years of membership. Nippon Life (Japan) is recognized as LOMA's oldest international member with 80 years of membership.

2019

David N. Levenson becomes president and CEO of LIMRA, LOMA and LL Global, Inc. (2019 – present).
LIMRA, LOMA and the Secure Retirement Institute (SRI) develop FraudShare,™ a new platform that enables financial services companies to better detect and prevent account takeover attempts.
LIMRA and LOMA establish the Robert A. Kerzner scholarship program to honor his contributions to the insurance industry, and to support continuing education of those working in the insurance industry. The first Kerzner scholarship recipients were Mohan Babu Vijaya Gopal of American General Life and Carolina Ramos of Ohio National Life (now AuguStar Financial).

1987

LOMA offers I*Star (Individually Scheduled Tests and Results), a computer-based exam delivery platform.

1988

LOMA membership grows to 830 companies.

1992

LOMA creates its International Department to coordinate the association's overseas activities.

1996

The corporate website — www.loma.org — launches.

1997

The Life Insurers Council (LIC) merges with LOMA.

1999

LOMA membership expands to 1,150 companies.

2003

LIMRA, LOMA, the Society of Actuaries (SOA) and the American Council of Life Insurers (ACLI) host the inaugural Life Insurance Conference.

2008

LIMRA and LOMA complete their merger under the umbrella of LL Global, Inc., with headquarters in Windsor, CT. Robert A. Kerzner becomes president of the combined organization (2008 – 2018).
LOMA launches the Insurance Immersion Program.

2015

LOMA celebrates its 100,000th FLMI designation, earned by Harry Heaton of State Farm Life Ins. Co.

2018

LOMA releases its Customer Experience (Cx) Certificate, based on the gamified course, Impact Cx: The Quest.

2021

LOMA Resource Magazine and LIMRA MarketFacts Quarterly (print editions) merge to become MarketFacts: Your Resource for Industry Insights.

2022

LIMRA and LOMA's flagship publication, MarketFacts, shifts to monthly and exclusively digital distribution.
LIMRA and LOMA partner with The Wharton School on the Strategic Leadership Experience.
LIMRA and LOMA establish four new executive advisory boards (Life, Annuity, Retirement Plans, and Workplace Benefits) to guide the future efforts of the organization.

2024

LIMRA and LOMA create Industry Advantage, a microlearning program that helps educate employees on industry trends.

LIMRA and LOMA launch Horizon Bancassurance Program, a training resource designed to help financial professionals and supervisors develop the skills, culture, and competency now required by financial regulators across Asia.

LOMA celebrates 100 years of service to the insurance and financial services industry.

