



# Celebrates 100 Years



## 1924

September 25th

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

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

**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.

**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.

**1937**  
LOMA awards its first FLMI designations.

**1942**  
The Education Council is assembled to develop, administer, and guide the FLMI program.

**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.

**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.

**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 members with 25 years of continuous membership in either organization.

**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.

**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.

**1933**  
First paper examination cycle in English is conducted for the education program.

**1935**  
The LOMA Bulletin is created to cover management topics important to the industry.

**1938**  
LOMA awards its first FLMI designations to women.

**1949**  
LOMA has 194 member companies and 15 staff members.

**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.

**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](http://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.

**2019**  
**David N. Levenson** becomes president and CEO of LIMRA, LOMA and LL Global, Inc. (2019 – present).  
LIMRA and LOMA 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.

**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.