

## **LOMA INTRODUCES ASSOCIATE-LEVEL AWARDS FOR LIFE MANAGEMENT INSTITUTE AND FINANCIAL SERVICES INSTITUTE TO COMBAT IMPENDING BOOMER “BRAIN DRAIN”**

**Atlanta, Georgia—May 22, 2006—** The insurance and financial services industry is predicted to feel a significant impact from an imminent exodus of experienced, knowledgeable employees as the first wave of baby boomers, approximately 76 million individuals, will turn 62 in 2008. One-third of U.S. companies expect to lose 11 percent or more of their current workforce to retirements by 2008.

LOMA, the leading trade association to the international insurance and financial services industry, has introduced a revised structure for the Fellow, Life Management Institute (FLMI) and Fellow, Financial Services Institute (FFSI) Programs to allow for recognition of students at the half-way point in their completion of program requirements and to assist members upgrade employee skills and knowledge in preparation for the coming “brain drain.” Students who complete five courses in either the FLMI or FFSI curriculum will now be awarded the Associate, Life Management Institute (ALMI) or the Associate, Financial Services Institute (AFSI) designation, respectively.

“Companies in the competitive financial services industry need employees who understand financial products and the operational aspects of the financial institutions that create and administer those products,” stated Thomas P. Donaldson, FLMI, CLU, president and CEO of LOMA. “LOMA’s courses are internationally recognized for delivering up-to-date information in an accessible and flexible format. By awarding an Associate-level professional designation to employees who complete five courses, we are recognizing the achievement of a significant level of industry knowledge.”

The ALMI and AFSI Programs offer customizable learning paths by specifying only three required courses and allowing students and companies to select the two additional courses to best meet job-specific competencies. “Companies that promote lifelong learning and encourage employees to continuously upgrade their skills will be the most successful, and they are also absolutely vital to spur economic growth,” said Donaldson. “By introducing the ALMI and AFSI designations, LOMA is helping our member companies promote a culture of learning to keep our industry strong.”

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### **About LOMA**

Established in 1924, with 1,200 plus member companies in over 80 countries, LOMA is committed to a business partnership with its world-wide members in the insurance and financial services industry to improve their management and operations through quality employee development, research, information sharing, and related products and services. To find out more about LOMA and the learning opportunities it offers, visit LOMA’s Web site at [www.loma.org](http://www.loma.org).