

For Immediate Release

Forty Years of Education Celebrated by The National Alliance

April, 2009 [Austin, TX] – The year 2009 marks an important milestone in the insurance world: **The National Alliance for Insurance Education & Research**, the nation’s best-known and foremost provider of education and designation programs for the industry is turning 40. Since 1969, the not-for-profit organization has conducted courses specifically for insurance and risk management professionals, with the goal of furthering “Professionalism Through Education.”

Dr. William T. Hold, CIC, CPCU, CLU, President and Founder of The National Alliance, launched the Certified Insurance Counselors (CIC) Program 40 years ago, to fill a void for Texas agents who were without a resource for specific policy information and forms, and were struggling to keep pace with the state’s regulatory environment. The CIC Program was the solution, and the rest, as they say, is history.

While the CIC Program was the original “product,” it paved the way for additional courses and programs for everyone at all levels and in all positions within the industry: the Certified Insurance Service Representatives (CISR) Program in 1986; the Certified Risk Managers (CRM) Program in 1997; and the Certified School Risk Managers (CSRM) Program in 2005. Additionally, The National Alliance Research Academy – the organization’s research and development department – has been taking the industry’s pulse since 1983, and developing new programs and publishing a vast array of books to serve the industry’s emerging and evolving needs. Dynamics Sales Training, advanced specialty seminars for designees, Producer School for new commercial producers, and a wide assortment of online offerings have all followed. Today, there are approximately 140,000 people actively participating in the almost 2,500 programs The National Alliance offers annually.

“Our 40th anniversary celebrates the success of our participants more than it celebrates the longevity of our programs,” said Dr. Hold. “Because of the consistent strength of our curricula and talent of our faculty, we have been able to reliably deliver across a broad spectrum of training situations and experience levels for these four decades. We anticipate continuing to do the same in the coming 40 years.”

A 40th anniversary celebration – the “MEGAbration” – will be held in Dallas, Texas, October 19-23, 2009. For additional information or to schedule an interview with Dr. Hold, contact Carolyn Smith, csmith@scic.com, call 800-633-2165, ext. 173, or visit www.TheNationalAlliance.com.

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