

SGA Meeting at My Month Convention

San Francisco, CA

July 19-23, 1995

This My Month period reminds Mr. Rapoport of all the people who helped develop American Income into a strong company. They have developed the basic principles that have carried the company through near collapse and excellent success. Throughout it all, Rapoport gives credit to the many great people who have forged a unique path for the company.

Rapoport reviews the basic steps American Income took to get to the vantage point it now enjoys. First, Rapoport designed a company that would care for employees on all levels. He was sure to compensate employees for hard work and dedication. The concern would start with the Agents at the bottom and flow up to the top. Rapoport says that this method would not get American Income stakeholders rich quickly, but it would get them rich for sure. Second, Rapoport searched for the right kind of market for his company to serve. He used the "be union, buy union" concept to form a relationship with labor unions and to target a very specific market. Third, the structure of the company began to evolve. It started with Agents, then General Agents, and finally State General Agents. Rapoport added vested renewals as extra financial protection for his employees.

However, the company would have failed if it had stopped with those three components. Art Helms led the company in outstanding loyalty. He worked his way up the company and turned down an executive position that he did not feel was suited for his skills. Rapoport commends Helms' excellent record of service and his great success in

the company. Rapoport also thanks Chuck Cooper who re-made American Income with his technological savvy. Rapoport thanks Cooper who “brought us into the 21st century” and made the company efficient. American Income has continually increased its workforce because of its commitment to growth and change. Rapoport says, “The best investment this company ever makes is when we invest in our people.” With these many years of experience and change, Rapoport says that now, “in plain language, we know what the hell we are doing.”

American Income is now in the position to expand. Rapoport promises to keep the basic company philosophy while encouraging growth. One example is the addition of the Managing General Agent position. The MGA system will allow American Income to expand from the middle, providing more jobs at the bottom and the top. Rapoport says that, “the sky is really the limit.” As a beginning, he wants \$100 million a year in premiums. The company will continue increasing its high standards. For example, every person who is at the Convention has a 76 percent or better persistency. Rapoport says that the company’s path will include keeping the core qualities of the company, while incorporating progressive growth.

Rapoport takes pride in the unique path American Income has taken among the hundreds of other insurance companies. He ends his speech with a quote from a Roman philosopher. Seneca wrote, “We should not like sheep, follow the lead of the throng in front of us, traveling, thus, the way that all go and not the way that we ought to go.” American Income has preserved its original foundation, and it will continue to build.