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### Montana agents establish Insurance Foundation to benefit University, state

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# NEWS

FROM

UNIVERSITY OF MONTANA

INFORMATION SERVICES

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stewart  
9-20-66

MONTANA AGENTS ESTABLISH INSURANCE  
FOUNDATION TO BENEFIT UNIVERSITY, STATE

A new concept in education for Montanans, ranging from insurance information services for the public risk analysis and risk bearing, was announced today (Tuesday, Sept. 20, 1966) with the incorporation of the Montana Insurance Education Foundation.

The Foundation was created through the joint efforts of the University of Montana School of Business Administration and the Montana Association of Insurance Agents according to C. G. Bartels of Butte who is president of the Association.

The incorporators of the new Montana Insurance Education Foundation are Dr. James L. Athearn, Dean of the Business School; Louis R. Hall, Billings; Walter J. Peterson, Jr., Livingston; A. L. LaBar, Billings; James E. Driscoll, Butte; W. Boyce Clarke, Miles City; and George L. Mitchell, UM associate professor of business administration.

Louis R. Hall, who is immediate past president of the Montana Association, said, "The purpose of the Foundation is threefold:

"First, it will cooperate with the business school in providing collegiate courses in risk and insurance for students who are preparing for a career in the insurance industry. A long range goal is the endowment of insurance professorships so that the School may offer a degree in this field.

"Second, it will sponsor education programs both on and off the campus for the men and women who are devoting their lives to insurance careers.

"Third, the Foundation will assemble and disseminate to the general public information concerning insurance which will help consumers understand the nature and purpose of risk analysis and other insurance services."

(More)

Operation of the Montana Insurance Education Foundation will be financed by contributions made by the Montana Association of Insurance Agents. It is expected that other sectors of the Montana Insurance industry will also participate in funding the Foundation's threefold education program.

According to Dr. Athearn, who will be Executive Director, "This is the first insurance education foundation in the United States to be created under the sponsorship of an insurance agents' association.

"It has already attracted widespread interest throughout the insurance industry. Montana insurance agents can be proud of the leadership they are providing for insurance education in our state."