

The Power of

Every March, the story of an incredible career in the insurance and financial services industry emerges as GAMA International bestows its most esteemed award on one extraordinary field leader. This year, it is Maury's turn in the limelight.

Maurice L. Stewart, CLU ChFC CLF, of the Penn Mutual Life Insurance Company has been selected as the 2004 inductee into the GAMA International Management Hall of Fame. His path into the industry began in 1952 and now, after 54 years, he takes his place among the other legends of the business.

Maury's journey into life insurance was a coincidence—others might call it fate. He grew up in a small town in southeastern Iowa. Tragedy struck when his beloved mother, Hazel, passed away. Because his father was ill, at only age 13, Maury took over the 800-acre family farm and ran it successfully until he paid the mortgage off. As a young man, he joined the Air Force and served in the Korean War. When he came back to the U.S., he was assigned to the personal affairs office, which dealt with government benefits for military families when a loved one had died in service.

Maury worked with a Reverend to assist families after their loved one's death and to help them figure out their benefits. This experience reinforced Maury's personal education on how valuable life insurance could be in the event of an untimely death.

"I saw how tragic it was for families to break up over a lack of money," says Maury.

One particular memory Maury had in those early days of helping military families at their time of their loss was a woman with five children whose husband, a colonel, had died. The benefits she received upon her husband's death weren't enough for her to raise her family. As a result, she decided she could continue to raise only two of her children; she had to give up the other three to relatives to raise.

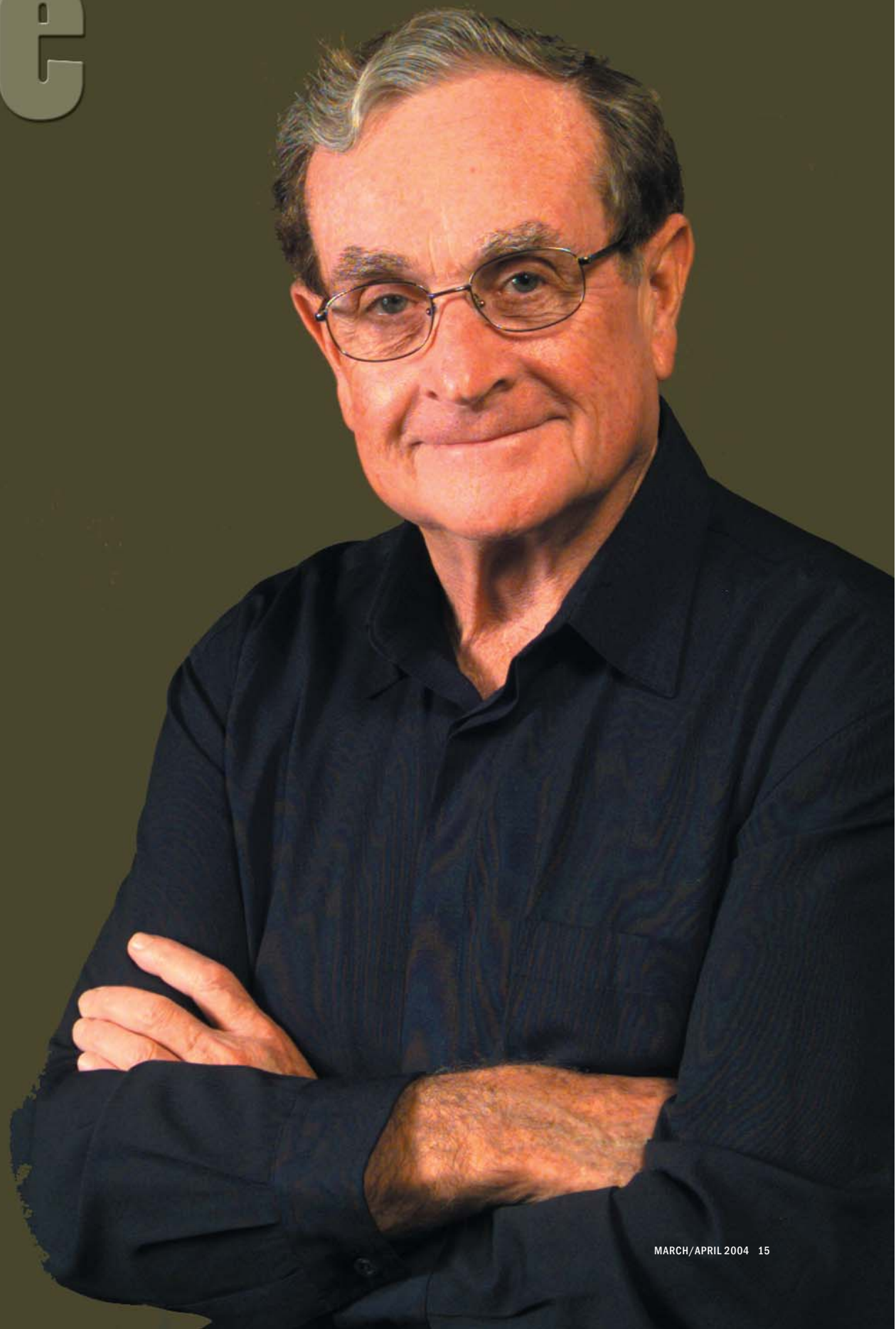
One day the Reverend asked Maury what he was planning to do when his military service term was up. "I think I'd like to sell something," he answered.

"You're going to sell life insurance aren't you?" asked the Reverend.

At first, Maury wondered what led the Reverend to that conclusion. Then the Reverend piped up, "Wouldn't you rather be able to give those families a \$100,000 check instead of bad news? Don't you think a mother would lead a happier life if she could afford to support her family?"

By Elaina Loveland

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It was then that Maury decided that his future would be in life insurance.

Fate intervened in Maury's life a second time when he and his wife, Marilyn, were living in Topeka, Kansas. At the time, she was working for the governor of Kansas, whose agent happened to be Paul Jernigan, general agent of Penn Mutual. Marilyn put Maury in touch with Paul and soon after, Maury became an agent with Penn Mutual.

He vividly remembers his first death claim, which was a positive experience compared to his previous experience dealing with military families without insurance. A senior college student, "an all-American baseball player," as Maury describes, drowned. He had a \$10,000 policy. Although his death was unfortunate, half the money from the policy went to taking care of hospital bills for his ill mother, and the other half financed the college education for his younger brother, who eventually earned a master's degree in insurance and became a college professor.

Maury continued to witness what a powerful force life insurance was in making a difference in the lives of families facing difficult times.

"You get into the life insurance business, but the life insurance business gets into you," he says.

Throughout his career, Maury has touched the lives of his clients and his colleagues.

"Maury has dedicated himself to helping others succeed, including his clients, producers, field managers and even company executives," notes Larry Mast, executive vice president and chief marketing officer for Penn Mutual.

Maury is tremendously honored to be inducted in to the GAMA International Hall of Fame. "I just can't explain how thrilled I was when I got the call," he says, adding that he is thrilled to be join-

ing the ranks of his role model, Dr. Solomon Heubner, founder of the American College.

Maury has accomplished much in his career. In addition to serving as a general agent for Penn Mutual, he launched Economic Resources Associates in 1977, a Penn Mutual subsidiary that provided financial planning for professionals via a national network of 60 offices until 2002. He is an internationally known speaker. He has written articles for numerous publications. He has been a longtime member of several industry associations and is a consultant to The American College and a director of its Chartered Leadership Fellow program. He is co-chair of the Charles E. Drimal, CLU ChFC MSFS, Professorship at The American College and was named to the George Joseph Chair of Management, an endowed chair at the American College, in 1989. And the list goes on. But most importantly to Maury, he has made a difference in the lives of his clients.

Maury credits his success to others who have influenced him. "My greatest inspiration was my mother, Hazel Stewart," he says. "My wife, Marilyn, had a tremendous impact on helping me develop a successful agency, and my daughter, Rhonda, has been a great inspiration to me. I don't think you can separate business, family and faith when it comes to success."

Also among Maury's inspirational role models are Dr. Norman Vincent Peale, a minister from New York City; author Earl Nightingale; and George Bennington, who managed all of the agencies for his company, Penn Mutual.

GAMA International is grateful that Maury was inspired, because in turn, he has inspired countless others. Maury's story proves what a difference one person can make. 