

## **Samuel R. Lane Honored as 2014 Recipient of Annual Bo Johnson Spirit Award for Lifetime Achievement at NAFA IMO Summit**

Washington, DC (November 18, 2014) – Samuel R. Lane, the founder of Fairlane Financial Corporation was announced as the 2014 recipient of NAFA’s Insurance Marketing Advisory Council’s (IMAC) Bo Johnson Spirit Award for Lifetime Achievement. The award recognizes courage, spirit and determination that challenges the status quo, inspires others to achieve, contributes unselfishly to others, and works ethically and conscientiously to improve the fixed annuity marketplace.



The 2014 Bo Johnson Spirit Award was presented at the 2014 NAFA IMO Summit, and accepted by Sam’s grandson, Ronald D. Lane, Jr., a third generation insurance professional and current Senior Vice President at Fairlane Financial.

“Sam is a true original in the insurance industry,” noted Kim O’Brien, President & CEO, NAFA. Ms. O’Brien explained, “Dating back to 1955, Sam helped pioneer the national distribution of fixed annuities through independently licensed brokers. He is responsible for setting the stage for Life companies to manufacture insurance products, then delegate their distribution to marketing specialists.” Continued Ms. O’Brien, “Without Sam, the phrase “National Marketing Company” and this ‘new’ concept of distribution, might never have been born.”

After founding Fairland Financial in 1955, Sam remains CEO and Chairman of the company today. The next major career milestone for Sam will occur in 2015 when Fairland Financial celebrates its 60<sup>th</sup> anniversary – their Diamond Jubilee. A truly dedicated business owner, he continues to consult with staff and is in the office by 8:30 AM most days. On days when Sam is not in the office, he enjoys spending time with Lucille, his wife of 72 years.

The IMAC committee named the award in honor of Bo Johnson. Bo was well known for his energy, enthusiasm and love of the fixed annuity industry. He was a proud member of NAFA and served as a board member for several years and was the original chair of IMAC. His life was cut much too short when he died in 2009 after a courageous fight





with cancer. He exhibited the attributes outlined in the award created in his name and left a very positive and lasting imprint on the annuity industry.

NAFA, the National Association for Fixed Annuities, is an advocacy trade association exclusively dedicated to fixed annuities by educating regulators, legislators, journalists, and industry personnel, about the value of fixed annuities and their benefits to consumers. NAFA's membership represents every aspect of the fixed annuity marketplace covering 85% of fixed annuities sold by independent agents, advisors and brokers. NAFA was founded in 1998. Learn more at <http://www.nafa.com>.