

Young, Big Idea Men Make Alex. Hamilton A Story of Success

Take a small group of energetic capable young men—with a big idea, whose time has come—give them public backing and financial support in geographically the nation's most explosive growth area, and you have one of the most impressive success stories in business history.

That's exactly what happened in Plymouth with Alexander Hamilton Life Insurance Company of America.

Without merger, acquisition, political intrigue, or powerful financial backing, an idea has expanded into a multi-million financial institution charged with protecting the financial estates of some 20,000 families, owned by eight to ten thousand stockholders scattered throughout 40 states.

The idea has become an institution that does more than \$100 million of new business per year, whose assets have grown from \$8.3 million to more than \$12 million in 32 months; and is licensed to do business in 23 states with more charters regularly arriving.

After nearly three years, the idea remains the same but practically everything else has changed for the energetic group of young men who once could conduct all their business sessions

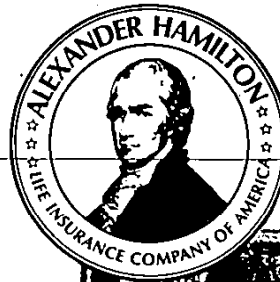
Highlights of the new home include an imposing lobby, accentuated in marble and a rotunda staircase, a sales training auditorium, an employee cafeteria capable of seating 100 employees at a setting, and one room the management particularly cherishes, a chapel.

The \$1 million dollar structure is situated upon 13 acres adjacent to IS 696 at Farmington Road directly across from the Orchard Campus of Oakland Community College. Ample parking for employees and guests is to the left and right of a broad boulevard entrance from 12 Mile Road.

With a declared intent of becoming an insurance company of national stature, a question that commonly arises is, "What made you form a company in Michigan since none of the principal incorporators lived here, and why in Plymouth?" A partial answer to that question is Harold Guenther, a two-time Mayor of the city and now a member of Hamilton's Board of Directors. It was through his perseverance and help that actual launching of the company was in Plymouth.

However, the story goes back further than that.

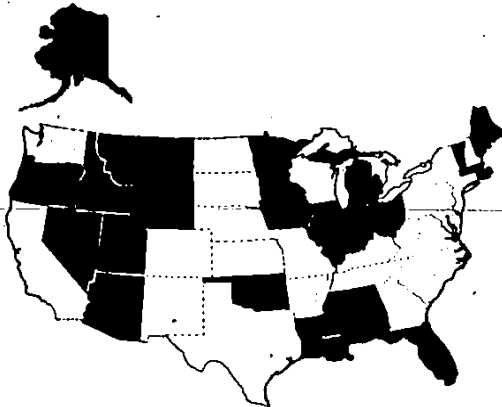
It actually began when the group of men who had assembled around 26-year-old E. Keith



Where's the Alexander Hamilton office? Ask that question around Plymouth and the answer is likely to be "All over." Personnel of Plymouth's number one success story is now spread throughout the city in seven different locations—not to mention more than 20 regional offices scattered throughout Michigan and Indiana and another 15 to 20 in the immediate future for Illinois and Ohio.



Ribbon-cutting on the executive offices at 843 Penniman Avenue was the fruition of a dream-come-true for the original officers of Alexander Hamilton. The six—E. Keith Owens, Charles H. Bruce; Robert O. Safford, James H. Milby, G. Eugene Davidson, and Alyn Fletcher—are scattered throughout the group of town fathers and dignitaries.



MAP SHOWS how Alexander Hamilton Life Insurance Co. has expanded in three years. It is now licensed to sell in the 23 states (in black) shown here.

in the Loft Room of The Round Table Club.

It's almost impossible to find any one room in the area to hold all of the company's employees. Home office personnel has surpassed 125, in addition to approximately 200 field representatives and another 100 members of the company's unique Resident Advisory Board, a group of business and professional leaders throughout Michigan who have affiliated themselves with the company.

You'll now find them conducting their business throughout the City of Plymouth. Five offices dominate the 800 block of Penniman Avenue with another located on Ann Arbor Trail and still another at 915 S. Main Street.

Staffs are still expanding and occupancy of a new home office under construction in nearby Quakertown Village in Farmington Township, is still several months away. The scope of the company's growth is perhaps best illustrated by comparing their restaurant table "office" to the nearly completed new home office.

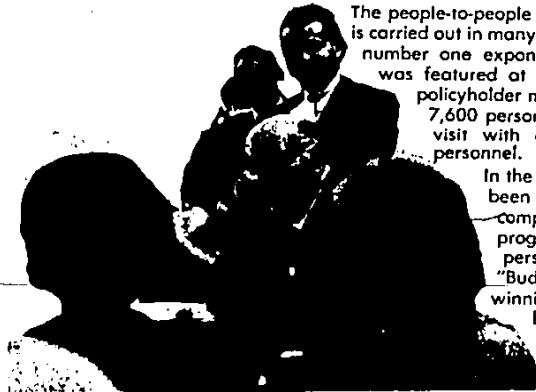
A total of 52,000 square feet of Gregorian elegance in a Wil-

liamsburg setting makes up the future home office complex.

Owens began to define their philosophy of business. This philosophy was formulated by extensive traveling throughout the country—interviewing, observing, and analyzing the operations of other life insurance companies.

The founding group of Alexander Hamilton decided to locate in an area that had the greatest need, and was therefore the best market of life insurance sales regardless of regulatory restrictions. The state best meeting that description was Michigan, a state whose people had one of the highest per family incomes with one of the lowest ratios of insurance protection.

Following the choice of Michigan as the home state, a search was begun for the right area. The crescent shaped area encircling northwest Detroit and covering most of the fast growing corridor between Ann Arbor and Detroit had all the right combinations. Through the efforts of Plymouth's Harold Guenther and others, management determined that the new company would locate in Plymouth.



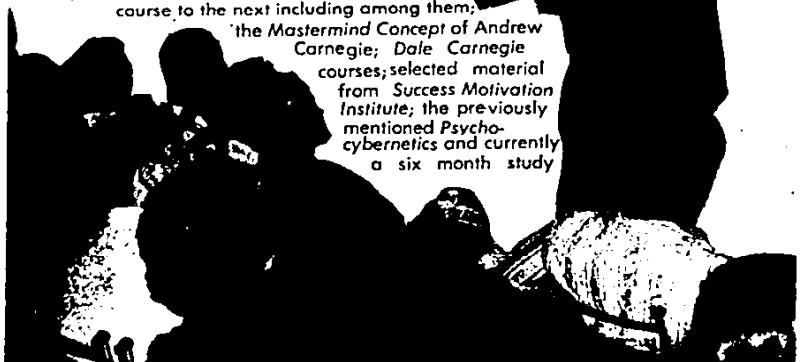
The people-to-people aspect of Alexander Hamilton is carried out in many ways. Dr. Kenneth McFarland, number one exponent on "Basic Americanism," was featured at a series of zone stockholder-policyholder meetings that brought together 7,600 persons to hear Dr. McFarland and visit with corporate officers and sales personnel.

In the past year, a "Fiscus Club" has been organized in each of the company's sales regions. The first program featured Detroit radio personality and humorist Edgar "Bud" Guest. Through the award winning Client Service program, both the company and its representatives maintain regular contact with policyholders.

"The most enthusiastic sales organization in the world" is a statement often made by sometimes overzealous admirers of the Alexander Hamilton sales organization. Another descriptive phrase, more easily proven, is it's a "family kind of company." Both of these views are illustrated here as husbands and wives of the Hamilton sales team give animated attention to nationally famous Detroit lecturer and master motivator, Heartzell Wilson.

His subject was "Psychocybernetics" and the setting was one of the company's annual convention trips given for outstanding sales performance. If the company's marketing organization is not the "world's most enthusiastic" it must certainly be one of the most informed. Since the company's inception it has channeled its personnel from one self-improvement course to the next including among them:

the Mastermind Concept of Andrew Carnegie; Dale Carnegie courses; selected material from Success Motivation Institute; the previously mentioned Psychocybernetics and currently a six month study



Alexander Hamilton Life Insurance Company of America Good people to know and be associated with — people with a creed who believe; in God and human dignity; in individual freedom guarded by individual responsibility; and in a free market economy with a government limited to defending the God-given rights of man. **CALL THEM — ANY TIME.**