

40
years
& still building

internship TIMELINE



FINANCIAL REPRESENTATIVE
Internship

It was forty years ago today...

Sgt. Pepper taught the band to play. *Rolling Stone* first appeared on the news stands. The Green Bay Packers won the first Super Bowl. And Northwestern Mutual's Internship Program first launched.

The world has changed much since then – and so has our internship. In 1967, 36 college teams and 155 interns participated. This year more than 300 teams and 1,800 interns are involved.

Since 1967 more than 22,500 individuals have entered the program. And for 12 straight years, *Vault, Inc.* (formerly *The Princeton Review*) has named the Internship Program one of America's top 10 programs.

This timeline captures many of the milestones that have shaped where the program is today.



I like Ike – and the Goal Post Contest

Annual College Awards Breakfast and Goal Post College Marketing Contest recognize representatives who sold insurance primarily on campus and who joined Northwestern Mutual as students prior to College Agent Contract.



the 1960s

Peace, love, music – and college agents

1967

- College Agent Contract instituted
- Larry LeTourneau joins the home office to lead internship program
- Dave Sprinkle becomes an intern — Today he is the leading all-time financial representative
- 36 College Teams
- 155 interns recruited
- 595 lives written
- 18 interns pay for 10 or more lives*
* Would be recognized with the Power of 10 Award starting in 1998
- “Summer of Love” hippie movement in San Francisco
- Green Bay Packers win first Super Bowl, defeating Kansas City Chiefs 35-10



Dave Sprinkle



1969



- President Francis Ferguson approves \$100,000 (\$550,000 today's \$) to pilot a program to learn as much as possible about the financial aspects of getting a college unit started; the eight "experimental units" include North Carolina State, University of Massachusetts, Michigan State, Oklahoma City University, University of Mississippi, University of Maryland, St. Louis University, and the University of New Mexico
- ARPANET, the precursor of the Internet, goes online
- Neil Armstrong becomes the first man to walk on the moon



the 1970s

Platform shoes, bell bottoms, mood rings, pet rocks, lava lamps, CB radios – and the first CUD contract



1971

- First College Unit Director contract and workshop
- VCRs introduced

1972

- Washington State wins its first Internship Program national team title; repeats in 1973, 1982, 1983, and 1984
- Northwestern Mutual launches "Quiet Company" campaign and begins television advertising with the Munich Olympic Games
- Mark Spitz wins seven gold medals
- First scientific pocket calculator introduced



1977

- Harry Hoopis and Brud Hodgkins are first former interns to become Managing Partners
- *Star Wars* released

1975

- Northwestern Mutual assets reach \$7.9 billion
- UCLA wins its 10th national basketball title in 12 years
- Mood Rings and Pet Rocks all the rage
- Microsoft founded



1979

- 500 interns under contract for the first time in history



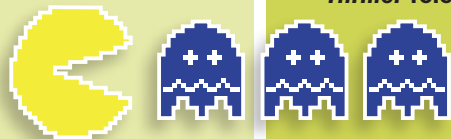
the 1980s

We are the world,
we are the interns



1980

- Brigham Young wins its first Internship Program team title; repeats in 2000, 2001 and 2006
- Rubik's Cube, the SONY Walkman, and Pac-Man are popular



1981

- Personal computer introduced by IBM
- MTV launched



1982

- The Computer is named *Time* magazine's "Machine of the Year"
- *Thriller* released

1983

FORTUNE® Magazine survey names Northwestern Mutual "Most Admired Company" in life/health insurance industry category

1984

- Northwestern Mutual named among top 10 employers in country according to *The 100 Best Companies to Work for in America*
- Apple Computer releases the Macintosh

1985

- Billy Johnson, 1984 Olympic gold medalist in downhill skiing, is a guest speaker at College Awards Dinner
- Live Aid concert for famine relief
- "We Are the World" single released



1986

- Illinois State wins its first Internship Program national team title; repeats in 1987, 1988
- Northwestern Mutual pays more than \$1 billion in dividends to policyowners for first time

1988

- Former College Agent Bev Chrisman becomes first female Managing Partner
- College Agent Jim Pullen writes 152 lives, setting a company intern record



the 1990s

Feels like intern spirit

1991

- John Naber, who earned four gold medals at the 1976 Olympic Games in Montreal in swimming, is the guest speaker at College Awards Dinner
- Nirvana's *Nevermind* released



1992

- University of Missouri wins its first Internship Program team title; repeats in 1993, 1994, 1995, 1999, 2002, 2004, 2006, and 2007 to become winningest team of all time
- Goal Post 100 Challenge launched: 100 teams on the Goal Post



1993

- 10,000th intern joins the program
- Northwestern Mutual issues one-millionth disability income policy

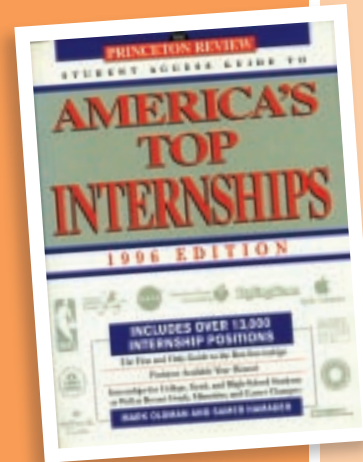
1994

- Bonnie Blair, five-time Olympic gold medalist in speed skating, is the guest speaker at the College Awards Dinner
- Public use of Internet takes off
- Woodstock 1994 staged
- Yahoo! founded



1995

- Windows 95 released
- E-bay founded



1996

- For 12 straight years, Vault.com Inc. and the *Princeton Review* have named the Internship Program among America's top 100 internships
- New premium sales pass \$1 billion mark for the first time
- A 34 percent increase in new individual coverage helps Northwestern Mutual solidify its No. 1 ranking as largest in sales of individual life insurance in the U.S.*

*Source: 1996 Northwestern Mutual Life Insurance Company Annual Report

1997

- Vault.com Inc. names Internship Program a top 10 program for the first of 12 straight years
- Samer Hamadeh, co-author of *America's Top Internships*, attends College Awards Show
- Summer Lives Contest started
- Summer-only Stipend Program initiated
- Millennium Generation – Generation 2000 studies started
- google.com domain registered



1998

- Power of Ten Award, recognizing interns who produced and paid for ten or more lives, is created

power of **10**

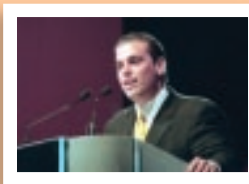
the **2000s**
and beyond

MySpace, YouTube,
Our Internship Program



1999

- Jeremy Dicker first and only intern to qualify for Recognition Dinner and Forum; qualified in 2000 as well
- Y2K scare
- Having already named Northwestern Mutual a “Most Admired Company” among U.S. corporations for years, a FORTUNE® Magazine survey now names it one of the world’s most admired



2000

- Keith Wagner, #1 intern in 1992, takes company’s top honor as #1 full-time financial representative
- Northwestern Mutual Financial Network ranks first in the American Customer Satisfaction Index published in *The Wall Street Journal*
- George W. Bush defeats Al Gore in the closest, most controversial presidential election ever

2001

- XBox released
- iPod released
- During the tragic events of September 11, 157 policyowners lose their lives, and Northwestern Mutual pays most benefits within five days of claim receipt



2002

- Former intern Andrew Firestone becomes *The Bachelor* on ABC-TV
- *American Idol* premieres



2003

- MySpace created
- FORTUNE® Magazine survey ranks Northwestern Mutual among the “100 Best Companies to Work For”



2004
Winter Camp

2004

- Top 75 interns qualify for the first Winter Camp

2005

- 1, 087 students participate in internship program
- 20,000th intern joins the program
- Former U.S. President George H.W. Bush speaks at 125th Annual Meeting of Northwestern Mutual's field force, attended by 10,000



2006

- Randy Snow, Paralympic gold medalist, speaks at Winter Camp
- Intern Impact Days launched
- YouTube rises in popularity
- FORTUNE® Magazine recognizes Northwestern Mutual as "America's Most Admired Company" in the life/health insurance company field for the 23rd time



2007

- Al Granum and Melanie McQuaid, three-time Xterra triathlon world champion, are speakers at Winter Camp
- More than 1 billion people using the Internet
- Northwestern Mutual celebrates its 150th anniversary and tops \$1 trillion of life insurance in force

TODAY

- One out of every six full-time financial representative recruits is a former intern
- One out of every five Forum qualifiers is a former intern
- 25 percent of all Field Management are former interns
- 41 percent of Managing Partners are former interns and/or College Unit Directors
- 36 percent of Managing Directors are former interns and/or College Unit Directors
- 38 percent of College Unit Directors are former interns






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For more information on Northwestern Mutual's
Internship Program, please visit
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02-1289-05 (0807)



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