

Celebrating A Storied Career

President George Yanna retires after 39 years of service

On September 30, 2017, President George Yanna retired from National Mutual Benefit after 39 years of dedicated service to our organization. After 19 years as president, Mr. Yanna is the second-longest serving president in NMB's history.

George began his career with NMB in January of 1978. Prior to becoming president in 1999, he held a variety of positions throughout several departments, including accounting and commissions; underwriting and new business; human resources; and mortgage lending.

President Yanna made many significant contributions to NMB over the years. He was responsible for instituting a modern board election process, giving all eligible benefit members an increased opportunity to participate. There were also important additions to member benefits under his tenure, including the addition of the National

Scholarship Benefit in 2002. In 2001, President Yanna facilitated a successful merger with Concordia Mutual Life Association, adding more than 10,000 new members, director expertise, and increased stability for NMB and its members.

Throughout his career, George acted as an advocate for the fraternal benefit system, serving the National Fraternal Congress of America (now the American Fraternal Alliance) on the Resolutions and Credentials Committee, and as president of the President's Section. Mr. Yanna also served as the director of the Wisconsin Fraternal Alliance and president of the Wisconsin Insurance Association.

An obvious believer in the spirit of fraternalism, President Yanna was an active volunteer throughout his years at NMB. He participated in the Meals on Wheels and Meals for Madison programs, as well as JOIN HANDS DAY and other volunteer activities.

Many of President Yanna's achievements will benefit NMB for years to come. He oversaw the prudent diversification of NMB's investments and introduction of new products, which resulted in significant growth in the areas of both assets and surplus. Most recently, President Yanna oversaw the addition of the popular children's GrandStart policy.

On September 21, a celebration was held in Mr. Yanna's honor to commemorate his career with NMB and the many contributions he made. It was a wonderful way to say thank you and acknowledge his many years of service. His time with NMB isn't quite through, however. He has been appointed director emeritus by the board of directors and will continue to serve on the board for a period of time. We thank President Yanna for his many years of dedication to NMB, its employees, and its members, and wish him all of the best in his retirement years! ♦

PHOTO CAPTIONS: 1. George Yanna poses for a photo at NMB's previous location in downtown Madison. 2. Taking a break from volunteering for a Habitat for Humanity building project, George poses with NMB members from Madison and Milwaukee. 3. Former Wisconsin Governors Scott McCallum (left) and Lee Sherman Dreyfus join George at NMB's 100th anniversary celebration. 4. George and home office staff volunteer at Meals for Madison. 5. Former Green Bay Packers wide receiver Donald Driver poses with George at NMB's Fraternal Leadership Seminar. 6. An early photo during President Yanna's career with NMB. 7. Members of the NMB Board of Directors pull winning members' names in a drawing. 8. Past presidents James Opie (left) and William Wenger (right) pose with George after the Concordia Mutual Life Association merger in 2001. 9. George and a member of the Boys & Girls Club of Dane County paint over graffiti during a JOIN HANDS DAY volunteer project. 10. Incoming President Dan Shinnick shares a laugh with George at his retirement party. 11. During the 2002 centennial celebration of NMB, George addresses attendees at the Monona Terrace. 12. George presents Vi Bergum with the 2005 Fraternalist of the Year Award. 13. George poses with his daughter, Kristen, and wife, Carol, at his retirement party.

