

Lloyd would be so proud and pleased to know that all of you are here to honor him today. He cared deeply about his friends, his clients, his professional insurance colleagues, and every one else in his life.

In recent years, Lloyd derived enormous satisfaction from his work with the Los Angeles Association of Health Underwriters. Throughout Lloyd's life, his love for politics and the interactions with many local, state and national political figures brought him great joy.

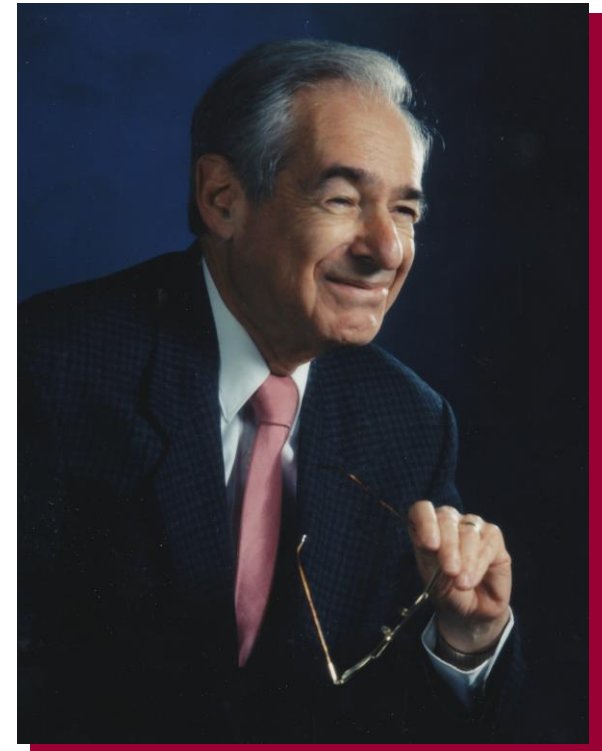
I have said many times over the past several years that I am blessed to have an extraordinary support group of friends, and I repeat that statement again today. All of you are a wonderful source of comfort, support, and energy.

I thank all of you for coming today and sharing in the celebration of my husband, Lloyd Baum. And, I want to express a special thank you to the LAAHU Board for their assistance with today, and throughout these past weeks. I could not have done this without all of you.

Warmly,

Sonya Baum

M. Lloyd Baum



1928 – 2009

“A life is not important except in the impact it has on other lives.”

(From Jackie Robinson and found in the front of Lloyd's Day-Timer)

MEMORIAL CELEBRATION

AUGUST 9, 2009 AT 3:00 P.M.

UNIVERSITY OF SOUTHERN CALIFORNIA

Lloyd Baum was born in Los Angeles in 1928, the only child of Julie and Sol Baum. He graduated from Los Angeles High School in 1946, where he followed his avid interest in sports as the Sports Editor of the **Blue and White**, the daily school newspaper.

After high school Lloyd attended USC to major in business. Here he formed a lifetime loyalty. College graduation was followed by a stint in the army, and an eventual move to New York City. In 1963, two life-changing events occurred: Lloyd entered the insurance business, finishing first in his training program with Aetna Life and Casualty, and he met Sonya, who became his wife for the next 44 years. They married in 1965, and one week after that, he opened the Bronx Borough Headquarters for his good friend John Lindsay for Mayor. That year, with Lloyd chairing the campaign, the Democratic Bronx borough voted solidly for election of the Republican John Lindsay!

Following a move to Marina del Rey in 1970, Lloyd opened Baum Insurance Services. In 1971, he became involved in planning his class's 25th high school reunion. Fifteen years later he chaired the most successful 40th, then 45th, then 50th reunion in Los Angeles High School class history.

Returning to California brought back the closeness to USC, and the Baums attended every home (and a lot of away) football game each season. One of his most memorable games was a trip to the 2004 Orange Bowl, to see USC beat Oklahoma for the National Championship!

In the early 1980's, the Baums were invited to ride in the Annual Marina del Rey Christmas parade with a "jeans clad" USC band squad. That year, the UCLA Band squad, dressed in blue and gold uniforms, won first prize for bands. This did not make Lloyd happy. So, he called Art Bartner, USC Band Director, and put it this way: "Art, we lost to UCLA last year because no one

knew who we were. No uniforms, no one recognized us. I hate to lose to UCLA in anything. You get me a band squad in full uniform – I'll do a fundraiser for you."

That year Lloyd led a fully uniformed USC band squad down Fiji Way into Fisherman's Village, where they gave a short (but loud) concert and then boarded a brightly decorated Cardinal and Gold boat! Of course they won first prize then and first prize for the ensuing four years!

Lloyd was a truly dedicated long-time member of the National, California and Los Angeles Association of Health Underwriters. He devoted much of his time in serving on the CAHU Bill Review Committee; LAAHU Legislative Committee, and most recently on LAAHU's Board of Directors as Legislative Affairs Vice President.

In 2007 Lloyd was instrumental in helping organize a symposium to discuss health care reform in the 21st century. He was also the primary organizer of an effort in his industry to fight for fair and representative redistricting in California through Proposition 11, which passed in November 2008, an accomplishment that will forever change the face of California politics.



Recognizing his leadership and his contribution to the community and to the health insurance industry, in 2007, Lloyd was the recipient of the Los Angeles Association of Health Underwriter's highest honor, the Paladin Award. Along with his many awards and recognitions, Lloyd earned both the respect and admiration of his peers all across the country for his keen mind, his big heart and his dogged pursuit of excellence in everything he did.