

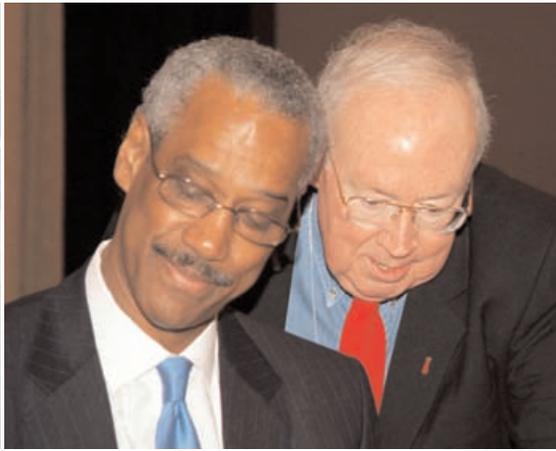
# Jim Long

North Carolina Insurance Commissioner

1985 - 2009



National Association *of* Insurance Commissioners



Jim Long served the insurance regulatory community in North Carolina — and the nation — with distinction for 24 years. In recognition of his many accomplishments, he was awarded with the NAIC’s first President’s Award for Distinguished NAIC Member Leadership. His sound guidance, good humor and Southern charm earned Jim the respect of colleagues, as well as many treasured friends.

Jim, you were truly a special person. You took me under your wing and helped me immensely in my fledgling years as a commissioner. You didn’t judge, but rather tried to guide and offer advice. Thank you, Jim. May God be with you in your new journey. You will be missed.

**Roger Sevigny**  
NAIC President and  
New Hampshire Insurance Commissioner



Jim Long was a friend, mentor, and trusted colleague. Throughout my 14 years as a regulator, Jim Long has been a leader in state regulation. He always had time to discuss the issues and help you through difficult situations. He handled it all with grace and a sense of humor that will be missed by so many of us. I cannot believe that this kind gentleman is gone. The NAIC and all commissioners have lost a dear friend. There will be a little less laughter at our meetings — but I know he’s already telling jokes to St. Peter!

**Susan Voss**  
NAIC Vice President and  
Iowa Insurance Commissioner



Commissioner Long was the dean of the NAIC’s Southeastern Zone. He was a trusted advisor and provided wise counsel to many NAIC leaders. He was dedicated to serving the insurance consumers of North Carolina and worked tirelessly on behalf of the NAIC.

Upon my appointment as insurance commissioner, Jim was one of my earliest mentors. He and his wife, Peg, quickly became cherished friends. Bob and I enjoyed every minute we spent with them.

Jim was a stickler for procedure, but he always knew how to have fun. Even though he was very busy with his own responsibilities and accomplishments, he always remembered everyone and enjoyed seeing others achieve whatever their potential allowed. I will always be grateful for his friendship and will miss his infectious laughter and warm, giving spirit.

I will remember the joy he brought to those fortunate enough to have been associated with him. My thoughts and prayers go out to Peg, their family and many friends.

**Jane Cline**  
NAIC President-Elect and  
West Virginia Insurance Commissioner



I always respected and admired Commissioner Long for his dedication to public service and his commitment to the NAIC. The citizens of North Carolina can be proud of his service on their behalf, especially his strong advocacy efforts on behalf of insurance consumers. The NAIC is a stronger organization today, in part because of the long-standing participation and leadership of Commissioner Long. He will truly be missed by all here at the NAIC.

**Andy Beal**  
NAIC Chief Operations Officer and Chief Legal Officer



Jim Long was the patriarch of the NAIC. We all looked to him for advice, guidance and historic perspective. His sense of humor was disarming, enabling us to laugh during some of our most trying debates. We were adjusting to Jim’s retirement, but we certainly anticipated having him return frequently to our meetings to cajole and reprimand us if we failed to follow parliamentary procedure. I know we are all grateful that we had the opportunity to thank him for his service at the December NAIC meeting and to share those accolades with his beloved wife, Peg. But we weren’t ready to say good-bye. I, along with many of our members, will miss the most his embracing bear hugs and his genuine interest in our well-being.

**Sandy Praeger**  
NAIC Immediate Past President and  
Kansas Insurance Commissioner



As the second-longest serving commissioner in NAIC history, Jim was an influential and driving force behind many of our most successful initiatives.

He was a mentor to me from my first days as a regulator and a trusted advisor during my time as NAIC president — as he was to many, many others. He encouraged me when I needed it, discouraged me when I needed it, and always provided behind-the-scenes support. I will miss his counsel and friendship.

**Terri Vaughan**  
NAIC CEO Designate



Jim truly touched the lives of all the people with whom he came in contact. We will miss his humor, wit and love.

**Kevin McCarty**  
NAIC Secretary-Treasurer and  
Florida Insurance Commissioner



Jim's two decades at the NAIC leave us with many legacies. I was not the only commissioner who learned about the inner workings of the NAIC at Jim's feet. He also knew how to keep meetings interesting; I will miss his nominating speeches and other gentle reminders that we all need to be able to laugh at ourselves.

On a broader scale, Jim leaves a commitment to excellence. He was a prime mover in the early 1990s when the NAIC moved from a loose confederation of states to an accrediting body with a large staff of top-drawer professionals. At home in North Carolina, he was not shy about hiring staff who knew the technical details better than he did, and he left a North Carolina department that is among the best in the country on all fronts, but especially in consumer services and market conduct oversight.

And that gets me to what is Jim's most lasting legacy: his muscular and full-throated advocacy for consumers as the foundation of insurance regulation. Jim sometimes felt out of place in the modern NAIC, with all our streamlining initiatives threatening to obscure our central mission. Jim never lost site of that mission and was not shy about reminding us that consumer protection was job one and two and three.

Modernization is valuable and must be done, but at the end of the day, it pales in importance next to serving our consumers — and no one understood that better than Jim. I can't help thinking how proud Jim would have been of the vote we took last week to hold firm on our consumer protection principles in the face of a concerted industry campaign to create a sense of emergency. Consider it a tribute to your legacy, Jim, and know we will carry on in your honor.

**Joel Ario**  
Pennsylvania Insurance Commissioner



In 1991, Jim Long served as president of the NAIC and I had the privilege of serving as vice president. I was the appointed director from Nebraska; Jim, of course, was the elected commissioner from North Carolina. I got the equivalent of a master's degree in politics that year by watching him. He was the consummate politician and I was in awe.

He was not above having a little fun at my expense. He used to introduce me as his Danny Quayle. It wasn't until years later that I realized he didn't really mean it as a compliment.

Jim was smart, extremely well-read, a gourmand and a gourmet, and an expert on wines. He was great fun to be around and my life is so much better to have known him and to have served as his Danny Quayle.

Chris and I extend our deepest sympathies to Peg, his children and his grandkids. Like them, I'll miss him and will always treasure my memories of him. Jim Long—rest in peace.

**William H. McCartney**  
Former NAIC President and Former Nebraska Insurance Director



Jim wanted insurance consumers to be treated fairly above all else and never let other industry issues distract him from that basic goal. He was also a warm and caring person who was always willing to help other regulators. I got to know Jim much better when he was planning a Wyoming vacation. He asked for my advice on places to see and on which hotels and restaurants to patronize. I will miss his sense of humor, which always reminded us not to take ourselves too seriously.

**Ken Vines**  
Wyoming Insurance Commissioner



I met Jim at my first NAIC meeting in 2006. He sat down next to me and immediately started cracking jokes during an IIPRC presentation. I watched as he worked the room, while also participating in the discussion. I immediately felt welcomed, and wondered how in the world he was immediate past president so many times! I later learned that Jim was not just collecting name tags — he was committed to improving state regulation and serving with the NAIC. Jim was caring and thoughtful, a dedicated public servant, and a friend to all. I am so glad that our paths crossed.

I know that many of my current and former colleagues here in Ohio admired and enjoyed working with Jim. We are all saddened by his loss. On behalf of the Ohio Department of Insurance, I would like to express our collective condolences to the Long family and to all who knew and loved Jim.

**Mary Jo Hudson**  
Ohio Insurance Director



Our fondest memories (mine and Mary's) of Jim and Peg were the good times at his retirement party. He left us with a legacy of serving our constituents and I am deeply appreciative of what he did to improve our industry and NAIC. He will be missed.

**Mike Chaney**  
Mississippi Insurance Commissioner



Jim Long was the consummate public servant. He did not suffer fools gently and considered looking out for the little guy to be a noble pursuit. I loved his Southern drawl, his sly humor and his wise analysis.

**Kim Holland**  
Oklahoma Insurance Commissioner



Our hearts are broken over the loss of our former leader and dear friend, Jim Long. For 24 years, we were fortunate enough to work by his side, sharing both personal and professional triumphs and disappointments, laughter and sorrow. He was a mentor and friend to all of us, and we will miss him more than words can express. As our family grieves, we will try to find comfort knowing that through our work we can honor Commissioner Long's legacy of serving the people of our state that he so loved.

**Wayne Goodwin**

North Carolina Insurance Commissioner



Jim Long is well remembered in the state of Utah. He has many friends here who remember him with fondness and affection. He was a willing mentor and a person with a richness of life and humor. We will miss him terribly.

**D. Kent Michie**

Utah Insurance Commissioner



Jim was one of the first commissioners I met upon taking office in 1995. As a newly elected 32-year-old commissioner, I naturally sought his advice and counsel on many occasions. He was the type of mentor and true friend who was willing to tell me what I needed to hear and not necessarily what I always wanted to hear.

Over the years my respect for Jim only grew deeper. He was an outstanding public servant who always kept the interest of North Carolina citizens first and foremost. I will greatly miss his friendship and wisdom.

**John Oxendine**

Georgia Insurance Commissioner



I am truly sorry that I missed the opportunity to get to know Jim Long. Members of my staff, most of whom have known Jim for years, feel they have lost a good friend and certainly a mentor. I have heard so many "remember when" stories about Jim over the past few days and they have all been positive and uplifting. I, along with everyone at the Arkansas Insurance Department, send condolences to Peg and the entire Long family.

**Jay Bradford**

Arkansas Insurance Commissioner



Commissioner Long had a long history of service to his state and the people he represented. Like Jim we should all have the ability to have the strength, goodwill and knowledge to do the right thing.

**Marcy Morrison**

Colorado Insurance Commissioner



My experience as a commissioner, as an NAIC member and ultimately as president was made all the richer because of Jim Long. He was my mentor — and, occasionally, my friendly tormentor. Most of all, he was my friend. He was a loving, giving soul. He was a man of humor, of quick wit and freely shared wisdom. Loresa and I will miss him dearly, but are grateful for every moment we shared with him.

**Walter A. Bell**

Former NAIC President and  
Former Alabama Insurance Commissioner



For 32 years, I served as Mississippi insurance commissioner. For 24 of those years, I served alongside Jim Long. He not only was a good commissioner, he was my good friend. I will miss him dearly.

**George Dale**

Former Mississippi Insurance Commissioner



I have very pleasant memories of first meeting Jim. This began a 20-year relationship during which Jim provided me with his counsel and served as a wonderful mentor to me. After I was elected insurance commissioner, I had a great conversation with Jim in which he offered some wonderful advice about being a commissioner. We promised each other that this would be the first of many such conversations. I'm so saddened that now we'll never get to have those conversations. My thoughts are with Jim's wife and family.

**Karen Weldin Stewart**

Delaware Insurance Commissioner



I will remember Jim as a kind and welcoming person who made an effort to reach out to new commissioners at the NAIC. His experience and history as a commissioner with the NAIC deepened his contributions and were greatly appreciated. I extend my deep sympathy to Jim's family and friends at this sad time.

**Paulette Thabault**

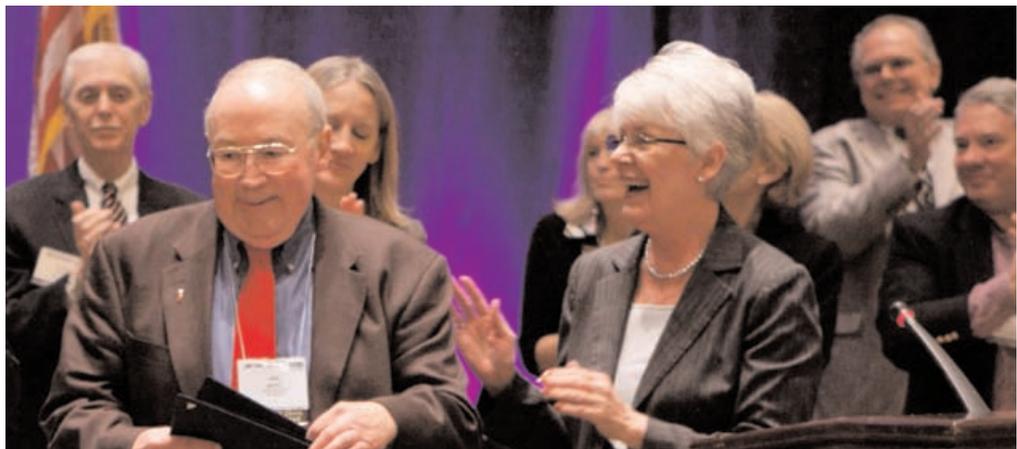
Vermont Insurance Commissioner



Jim Long spent his career in public service. I appreciated his leadership, wisdom and ability to find humor in all situations. He treated commissioners, staff and industry respectfully and understood the importance of listening. He was honored by all of us in December and will be remembered by all of us forever. The people of North Carolina had the benefit of his tireless efforts on their behalf for his entire career. He loved his wife, his family and North Carolina, and I join all in honoring him.

**Al Gross**

Virginia Insurance Commissioner



Insurance Commissioner Jim Long was the NAIC's institutional memory and a powerful force in setting the direction of this organization's course. His sudden passing just after leaving office is a double blow to me.

At his final NAIC meeting, the two of us had a private conversation. He was so looking forward to retirement and future activities. I told him how much he had meant to the NAIC and how much he would be missed. We assured each other that we would stay in touch. Sadly, this was not to be.

I will forever remember his smiling face, jovial nature and keen intellect. He will be sorely missed.

**Mike Kreidler**  
Washington State Insurance Commissioner



Jim always knew that human beings are more important than issues. He would always find a way, usually with humor, to make an individual feel good about themselves — even if they did not prevail on an issue. That is why everyone loved him so much!

**Scott Richardson**  
South Carolina Insurance Director



I was sorry for all of us when I heard Jim was stepping down and retiring and mourn his passing. He never tired of telling me the story of his honeymoon trip to Hawaii.

Jim had wisdom born of experience but did not live in the past. He was plainspoken and did not shy from any argument (some might say cantankerous) and everyone listened when he spoke.

I had hoped he would return to Hawaii, to this December's Winter Meeting. But I'm sure he is now in the only place that can compare. I'll miss him.

**J.P. Schmidt**  
Hawaii Insurance Commissioner



So many emotions overwhelm me as I sit to write this small tribute to Jim. Words are inadequate to describe the honor I feel to have known Jim for four short years, yet be able to call him a true friend. I will always remember him with that smile on his face — I don't think I ever saw him without it. His shining example will continue to inspire us to enjoy life, no matter what the circumstances. God bless you, Jim Long.

**Julie Benafield Bowman**  
Former Arkansas Insurance Commissioner



Jim Long was a champion of state insurance regulation and was instrumental in the preservation and enhancement of effective solvency and market conduct regulation. Jim served as a mentor to me and countless other insurance regulators and taught us much about the importance the state insurance commissioner and the tremendous opportunity that we had to improve the lives of the citizens of our respective states. Jim's length of service to the NAIC and his native state of North Carolina will live on as a shining example to current and future regulators of how dedication to public service can be rewarding and improve the lives of people. Jim was a great friend and will be greatly missed by all whose lives he touched.

**Steven Foster**  
Former NAIC President and  
Former Virginia Insurance Commissioner



Jim Long epitomized the Southern gentleman with modesty that belied his vast knowledge and experience, with humor that was infectious and with kindness shown to all. I hope his family will find comfort in their memories of Jim.

**Sharon P. Clark**  
Kentucky Insurance Commissioner



I have known Jim Long for over 20 years. First as a colleague, and then, happily, as a friend. His professional accomplishments are many — both in his beloved North Carolina and at the NAIC — and much time could be spent recounting them. He deserved all of the many accolades and honors that came his way throughout the years.

But at this time I would rather speak of my friend, Jim. We would meet off and on at meetings and he would always have a joke or something to kid me about. With Jim it was a gentle kidding that was always on point, darn him, but never hurtful.

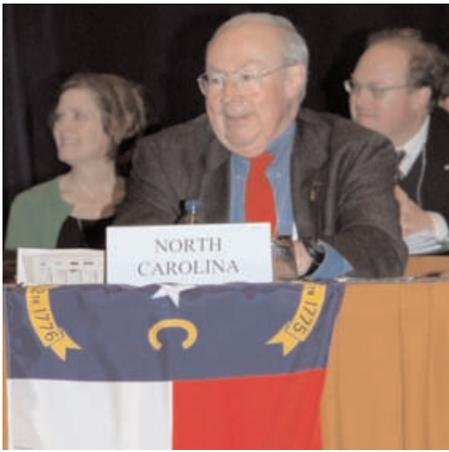
I have been blessed with many great friends in my life. Jim Long was one of them and I will miss him. Thanks, Jim, for being my friend.

**David Gates**  
Former NAIC President and Former Nevada Insurance Commissioner



It is with sadness that we mourn the loss of Jim Long and his wonderful legacy of public service. In addition to his great work for consumers in North Carolina, he also provided leadership on insurance issues on a national level. When I became NAIC president in 2004, Jim was the immediate past president, a role he immortalized at the NAIC. I benefited greatly from his advice and counsel throughout my tenure. Jim's experience and long service provided him with a unique understanding of the debates and issues. His wit and wisdom will be greatly missed and long remembered. Jim spoke often about his wonderful spouse, Peg, and it was clear his sense of pride in her accomplishments and love for her support and understanding. My heart goes out to her and to all who mourn his loss.

**Diane Koken**  
Former NAIC President and Former Pennsylvania Insurance Commissioner



At first, Jim's wisdom and insights were outshone by his humor and smile. Eventually, though, as I learned more, I also learned to be attentive to his astute comments and unflappable poise. In the midst of disagreement and challenge, Jim offered calm reassurance and balanced insight. He was a man with a big personality, a warm and generous gift to those of us lucky enough to know him. While grateful for his life, all of us in Illinois who worked with and knew Jim feel his loss very deeply. Our thoughts and prayers are with Peg and all of Jim's family and close friends.

**Mike McRaith**

Illinois Insurance Director



Jim Long was an outstanding leader in the insurance industry and a dedicated public servant. He was highly regarded throughout the state of North Carolina as insurance commissioner, infusing his leadership with wit and humor. He cared deeply about the welfare of the state's consumers and worked diligently to make the state agency more responsive to the insurance needs of all North Carolinians. It was a pleasure working with him. He will be missed.

**Scott J. Kipper**

Nevada Insurance Commissioner



I had the pleasure of meeting Jim years ago before I became commissioner, during my career in the private sector. I can only add to the tributes of his generosity of spirit and depth of ability as an insurance regulator. There was a reason the people of North Carolina kept re-electing Jim Long. He was a good man, and he will be missed by those who respected him, of which there are thousands and thousands.

**Jim L. Ridling**

Alabama Insurance Commissioner



Having only served as commissioner for three years, I got to know Jim towards the end of his long service to the people of North Carolina and the NAIC. It is unusual in these positions for someone to be of service for such a sustained period of time. To my eye, it was that long service — and the perspective it provided to both Jim and the NAIC — that made Jim so special. The engaging Southern charm and good humor were extra added ingredients.

He intuitively knew more about state insurance regulation and the NAIC than most of the rest of us now serving will ever know, and through his continuing participation he always brought those insights to bear on whatever question was at hand. It is more than a little ironic that Jim should die so soon after his retirement when we all knew he was looking forward to enjoying his retirement years with his wife and family. The insurance regulatory community is diminished by his loss. We in New Jersey wish Jim's widow and family much joy and solace in their many memories.

**Steven Goldman**

New Jersey Insurance Commissioner



In 1991, when I was a young elected commissioner at my first NAIC meeting, Jim Long took me under his wing and mentored me. He showed me ways to connect to the insurance policyholders and consumers of my state through outreach programs, editorials, weekly bylined newspaper columns and consumer-assistance efforts. He told me to always put the consumer first and I wouldn't have any problems doing my job. He was right ... and Jim lived that motto himself to the end.

**Cathy Weatherford**

Former NAIC Executive Vice President and CEO and Former Oklahoma Insurance Commissioner



I was Alabama Insurance Commissioner from 1999 to 2003, and I sat by Jim for all four years at all the meetings. He had a wonderful sense of humor, but more than that, he had a great sense of right and wrong and he had moral courage. He helped me to be a better commissioner and person. North Carolina has lost a great citizen, but this country has lost a wonderful man. I pray God will be with his good family.

**David Parsons**

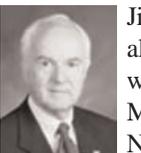
Former Alabama Insurance Commissioner



I will best remember Jim Long for his amazing sense of humor. In January 1993, I attended my first Commissioners Conference. When we were waiting in line for lunch, former Florida Insurance Commissioner Tom Gallagher was talking on a cell phone to folks in Florida about his run for governor. (Remember that almost none of us had a pocket cell phone in 1993). When Jim saw what Tom was doing, he took off his shoe, struck his best Maxwell Smart pose — and had everyone in the room in hysterics. Jim was a true friend who will be missed by all.

**Donna Lee Williams**

Former Delaware Insurance Commissioner



Jim Long — a true friend who was always ready to help, no matter what the issue. Even though Minnesota is a long way from North Carolina, Jim will be missed.

**Glenn Wilson**

Minnesota Commerce Commissioner



The Longs of Louisiana who he was so proud of will miss him greatly. I will miss his effervescent personality at our many gatherings, as well as his wise counsel.

**Jim Donelon**

Louisiana Insurance Commissioner



The regulatory community has lost one of its more insightful voices with the passing of Jim Long. Given Jim's many years as an insurance commissioner, his role as a former NAIC president and his role as the eternal "immediate past president," a strong public policy voice advocating on behalf of consumers — not just in North Carolina, but across the country — has been silenced.

However, for those of us who had an opportunity to work with him and know his character and gifts, it is our job to make sure that, while the voice may be quiet, the impact of Jim's words will live on.

Jim will always have a special place in my heart and my life because he was the first commissioner to suggest to me that I should consider running as an officer of the NAIC. My prayers go out to Peg and the family.

**George Nichols, III**

Former NAIC President and  
Former Kentucky Insurance Commissioner



Jim Long devoted his career to making certain North Carolina insurance consumers got a fair shake. He was a tough, fair-minded regulator — which was why voters repeatedly returned him to office, making him one of the longest-serving insurance commissioners in the country.

Jim was an influential president of the NAIC. Working with him during that period was a productive, enjoyable highlight for me. With Jim, there was always time for good humor — even as serious issues got addressed.

Jim brightened every room he walked into. He will be sorely missed by his many, many friends — in North Carolina and across the country.

**Earl Pomeroy**

U.S. Rep. Earl Pomeroy, Former NAIC President and Former North Dakota Insurance Commissioner



Jim Long's six terms in office as North Carolina's insurance commissioner speak clearly as to how highly his constituents thought of him — and, as a new commissioner, it quickly became obvious to me why.

Jim had the ability to execute his responsibilities at the NAIC with the utmost seriousness, while never taking himself too seriously. The reputation he earned as a fierce advocate for consumer protection inspired me — especially as I tried to deal with the fallout from the financial crisis — to always remember that protecting consumers is at the heart of our mission as state regulators. Meanwhile, his self-deprecating quips during the NAIC meetings and conference calls helped me keep that perspective that is so valuable and so easy to lose.

I feel particularly fortunate to have known Jim for this brief while, for being exposed in my first two years in New York to someone with such experience, wisdom and compassion. His influence will long be felt.

**Eric Dinallo**

New York Insurance Superintendent



Jim Long became a friend and mentor from my first NAIC meeting in 1991. He was always full of goodwill and humor. We smiled and laughed a lot together, and survived a few crises in the process. Through all our time together dealing with NAIC issues, he used every ounce of his wisdom and energy to provide protection for insurance consumers. He demonstrated time and time again his dedication to public service in the interest of the people of North Carolina. Phyllis and I send our deepest sympathy to Peg and the Long family.

**Hal Duryee**

Former Ohio Insurance Director



Jim will be remembered for his legacy of service to the NAIC. His strong ethic and sense of responsibility and advocacy for the consumer defined his leadership of this organization. My staff and I benefited from his expertise and knowledge of insurance and related issues. A selfless professional, he was a good friend to my team and to the territory of the U.S. Virgin Islands. We will miss his quick laugh that reminded us to not take ourselves so seriously, sense of humor and his knack for making one immediately feel at ease.

Jim lived a full life surrounded by a loving family, friends and engaged in the challenges and triumphs of a career that he fully enjoyed. He has run this race and done it well. My prayers are with his family and extended circle of friends during this difficult time. I encourage them and all those who knew him to cherish the memories of the good times that we shared. We are all better men for having known him. Farewell, Jim, until we meet again.

**Gregory R. Francis**

U.S. Virgin Islands Lt. Governor and  
Insurance Commissioner



When I remember Jim, the first things I think of are his quick wit, ready laugh and colorful stories. My more lasting memory of Jim is of his genuine commitment to the people of North Carolina. He was truly a public servant and the people were very well-served, indeed, by his experience and depth of knowledge. My deepest sympathies go out to Jim's family as they mourn his passing.

**Christina Urias**

Arizona Insurance Director

**Commissioner Jim Long** was known for many things—from his infamous red ties to his infectious sense of humor. As the NAIC’s six-time title-holder of “Most Immediate Past President,” he was a trusted confidante to NAIC officers and leadership teams throughout the past decade. A loyal watchdog for his constituents and all insurance policyholders, he was dedicated to fighting for strong consumer-protection measures, while recognizing the insurance industry must be profitable to survive. Years before personal digital assistants (PDAs) and mobile phones became necessities for most of his peers, Jim pushed for investments that would ensure the NAIC would be at the forefront of technology advancements. He led the NAIC’s Information Resources Management Committee from its inception.

In December 2008, NAIC President and Kansas Insurance Commissioner Sandy Praeger named Jim the first recipient of the President’s Award for Distinguished NAIC Member Leadership. At the presentation, the following was read:

The members of the National Association of Insurance Commissioners extend their heartfelt appreciation to the honorable Jim Long, Commissioner of Insurance, State of North Carolina, in recognition of your service and contributions to the NAIC, which are:

- 1985–2008: Insurance Commissioner – elected by the people of North Carolina for six consecutive terms
- 1990: NAIC Vice President
- 1991: NAIC President
- 1992: NAIC Immediate Past President
- Most Immediate Past President in 1997, 1998, 2001, 2005, 2007, 2008
- 2002–2008: Proposed and served as chair of the Information Resources Management (H) Committee, to provide greater coordination of NAIC activities where automation of regulatory processes is a consideration, and ensure the organization’s focus on important regulatory initiatives.
- 2005–2008: Promoted legislation and served as a member of the Interstate Insurance Product Regulation Compact Commission.

With respect and admiration from your fellow NAIC members this, the 5th day of December 2008, Jim, thank you for your service to the NAIC. He is retiring after 24 years of dedicated service, not just to the NAIC obviously, but to the wonderful people of the great state of North Carolina.

Commissioner Long was also known for his creative holiday greeting cards -- always featuring his trademark red tie. In perhaps a prophetic gesture, his 2008 holiday card read: "So Long ... Happy Holidays and Thanks for 24 Great Years!" Thus, it is with great sadness we say "so long" to our long-time friend and colleague. He will be greatly missed by us all.

