**Bruce P. Knopp, CLU, ChFC, LUTCF**

A person wearing glasses

Description automatically generated with medium confidenceA person wearing glasses

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A graduate of the University of Wisconsin at Platteville, Bruce earned his bachelor’s degree, with a double major in psychology and business. Bruce served in the U.S. Army, stationed in Germany, from 1970-1972. In 1972, Bruce was hired by John Hancock Insurance Co. and at his manager’s request, joined NAIFA.

Bruce joined MetLife in the mid 1990’s and worked with them for more than ten years. He most recently worked with Futurity First Chicago, where he served his clients as a financial coach. He advised small businesses and families in the areas of education and retirement planning.

Bruce was a very loyal supporter of NAIFA for 49 years; Bruce was a true “lifer.” He had a passion for NAIFA, serving both on the board of directors and as president for both NAIFA DuPage (now NAIFA Chicagoland) and NAIFA IL. He was awarded the NAIFA DuPage Hall of Fame - Member of the Year Award in 2001 for his hard work and commitment to NAIFA.

Bruce served most recently as the National Committeeman for NAIFA IL for nearly 9 years. He received the NAIFA IL Distinguished Service Award in 2019. He was also a committee member on the NAIFA National Committee on Associations for 11 years. Bruce was a 2010 LILI (Leadership in Life Institute) graduate.

Outside of the industry, he was a past president of the Naperville Library Board and board member of Cornerstone Shelter.

For Bruce, family was his foundation. Bruce and his beautiful wife Joan were married for 49 years and knew each other since high school. They lived in Naperville, IL since 1989 and have three wonderful children and four adorable grandchildren.

Bruce grew up on the South Side of Chicago, so it was a natural fit for Bruce to become a big fan of the Chicago White Sox and the Chicago Bears.

Bruce will be missed so very much by his NAIFA family, and we are forever grateful for all he has done to promote, support and maintain the mission of NAIFA.