



Lawrence Gilbert Katz

February 15, 1929 - November 26, 2025

LAWRENCE GILBERT KATZ, CLU, MSFC, ChFC, 96 (February 15, 1929–November 26, 2025)

L.G. Katz was born in February 1929 to immigrant parents who ran Katz Department Store, a modest dry goods store in the small town of Waxahachie, Texas, USA. He was a first-generation American and the eldest of four children. His first job was at age 5, selling shoelaces and sweeping the floors at the family business in old town Waxahachie. He graduated from Waxahachie High in 1946. With limited means, but considerable determination, drive, and ambition, he left home at 18 to attend Rice University (then known as Rice Institute) in Houston, Texas.

After completing his undergraduate degree in 1950, L.G. served as an officer in the United States Air Force and began to use his first name, Larry. After serving three years, Larry was honorably discharged as a first lieutenant and returned to Houston. He answered a blind ad in the newspaper that led to the launch of his career in the life insurance business with Sun Life of Canada's Houston branch. It was the perfect fit. Larry, a handsome, gregarious young man with a genial personality, trustworthy character, and incredible work ethic, never met a stranger. He truly cared about people.

Norman Ross, a colleague from work, offered to set Larry up on a blind date

with a University of Texas at Austin co-ed, Joan Krupp, and Larry instantly knew Joanie was “the one.” They were engaged two weeks later and married nine months after that, in June 1955, allowing time for Joan to finish her college degree. They both knew they wanted a family and their eldest child, a little girl, was born in December 1956, followed by three sons, each two years apart.

While raising a family and putting in a lot of hours at work, Larry still managed to find time for his continuing education. He achieved his Certified Life Underwriter (CLU) designation in 1959. He founded The K Corporation in 1975, expanding his life insurance practice to provide businesses with qualified retirement plan administration. Larry was determined to instill the importance of education in his four children and all followed in his footsteps to achieve college degrees or beyond, and the two youngest children joined The K Corporation.

In 1984, Larry completed his master’s degree in financial services and earned the Chartered Financial Consultant (ChFC) professional designation. Larry achieved remarkable success in the life insurance and financial services industry, receiving countless awards and worldwide recognition as an industry leader. Highlights included being named the initial inductee into the Sun Life of Canada Hall of Fame; being selected as a charter member of the Top of the Table of the industry’s Million Dollar Round Table (MDRT); and serving as the featured speaker at several MDRT meetings. He was elected president of the Houston Association of Life Underwriters (HALU, now NAIFA-Houston) in 1979-80 and was named the recipient of the prestigious Woody Woodson Award in 1998.

But awards were not the driver of Larry’s ambitions. He truly wanted to make a difference in people’s lives by giving them the opportunity to put money aside so their families would be provided for after death and encouraging them to

prioritize planning for their financial futures. He employed hundreds of people, training them to succeed in the industry and beyond, and worked closely with thousands of clients throughout his 65+ years in the financial services business. Beyond business, Larry's quiet generosity and commitment to community enriched many lives. Whether through charitable support, personal mentorship, or simply a kind word and helping hand, he reached out to those in need — often without fanfare, preferring to give without seeking recognition. He treated everyone with dignity, courtesy, and respect.

At home, Larry's deepest pride was his family. Larry and Joan were fortunate to travel the world, often taking their children, then grandchildren, on trips to various international destinations to broaden their horizons. In June 2025, Larry and Joan celebrated their 70th wedding anniversary, achieving a milestone few couples manage to reach.

Larry is survived by his beloved wife of 70 years, Joan; their four children: Kaci, Charles (Bettina), Robert (Luis) and Walter (Kimberly); daughter-in-law Frieda (Ikey); eight grandchildren: Marissa (Ayton), Lawrence (Nadav), Dylan, Aaron, Albert (Gabi), Ethan, Zachary and Jonnie; six great-grandchildren: Tzofia, Margot, Lev, Leo, Simcha and Joanie; and several nieces, nephews and cousins. He was preceded in death by his parents, Isidore and Annie, and his three younger siblings, Ed, Lynnette, and Ida.

A funeral service will take place on Friday, November 28, 2025, at 3:00 pm in the Kagan-Rudy Chapel at Emanu El Memorial Park, 8341 Bissonnet Street, Houston, Texas 77074.

Donations in Larry's memory may be made to Rice University's Rice Investment Fund, providing tuition and financial resources to students in need (<https://giving.rice.edu/rice-investment>); Jewish Family Service of Houston (<http://www.jewishfamily.org>).

[ps://www.alexanderjfs.org/donate](https://www.alexanderjfs.org/donate)); Plant Trees in Israel (<https://www.israeltrees.org>); Congregation Brith Shalom (<https://www.brithshalom.org/payment.php>); or the charity of your choice.

Cemetery Details

Emanu El Memorial Park

8341 Bissonnet St
Houston, TX 77074

Previous Events

Cemetery Chapel Service

NOV 28. 3:00 PM (CT)

Kagan-Rudy Chapel at Emanu El Memorial Park
8341 Bissonnet Street
Houston, TX 77074

Tribute Wall

DG

“ A gentleman, a giant in the insurance and financial services industry, always ready to offer advice and counsel to young agents and advisors starting in the insurance ABC financial services industries, as well as experienced advisors seeking his advice and wisdom, in improving their own practice. Larry will be sorely missed by many individuals, especially including his many clients, fellow advisors, many friends, as well as his family, including his wife Joan, and his family, including Fred Prell. Sincerely, David T Green CLU.

David Green - December 02, 2025 at 01:13 PM

PF

“ It is with great sorrow that I learned of the passing of Larry Katz. One of the giants of our industry. A man who contributed greatly to the industry and to the Houston community. My best to Joan and Walter. Fred Prella

Prella Fred - December 01, 2025 at 03:33 PM