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**Professional Insurance Marketing Association (PiMA)
Elects 2012 Board of Directors**

*New Officers & Board Directors
Installed at PiMA's 38th Annual Meeting*

Chicago, IL – February 16, 2012 – The [Professional Insurance Marketing Association](#) recently held its 38th Annual Meeting themed “**Changing Markets, Changing Opportunities: Embrace the New Affinity Marketplace**” in Palm Coast, FL.

The PiMA membership elected its 2012 leaders at the meeting and **Edwin J. Miltenberger, CLU, CEBS**, President, Carrier & Affinity Group Strategies of Covington, LA was installed as PiMA President.

“The affinity channel continues to change, and so too does PiMA,” said Miltenberger. Our Association serves to connect and empower the leaders in the affinity benefits industry to thrive in a dynamic marketplace. These tenets not only embrace our past but also our current and future member profile – and the evolving market. I’m pleased to collaborate with PiMA’s leadership to help members grow their affinity businesses.”

Other new PiMA officers are:

President-Elect – **Samuel H. Fleet**, AmWINS Group Benefits, Warwick, RI
Treasurer – **Daniel O’Brien**, CLU, New York Life, Sleepy Hollow, NY
Secretary – **Michael Mercer**, Transamerica Affinity Services, Baltimore, MD
Immediate Past President (ex-officio) – **Denise S. Friday**, CLU, AMA Insurance Agency Inc., Chicago, IL

Newly elected or appointed Board Directors are:

Alfred Drowne, AXIS Accident & Health, New York, NY
David H. McCarty, AGIA Insurance Services, Maple Grove, MN
William A. Suneson, AAI, Next Generation Insurance Group, Boston, MA
Stephanie D’Amico, SourceLink, Westerville, OH

Returning Board Directors for 2012 are:

Allen Bress, Merchants Benefit Administration; **Cathy Colburn**, AmWINS Group Benefits; **John W. Kelly**, Prudential; **Mark R. Kelsey**, Kelsey National Corporation / healthinsurance.com; **Edward Klayman**, International Marketing Administration Co.;--

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Sherri Lagana, Liberty Mutual Insurance Company; and **Shannon Warner**, American General Life Companies.

The President's **Distinguished Service Award** was presented to **Alfred Drowne**, AXIS Accident & Health; **Allen P. Haney**, CPCU, CLU, ChFC, JZA Affinity / RCM&D; **John W. Kelly**, Prudential; and **William H. Tyson**, RPA, Strategic Marketing Plus, L.L.C.

The PIMA MidYear Meeting & Trade Show is scheduled for July 19-22, 2012 in Santa Fe, NM. For more information, visit the PIMA Web site at <http://www.pima-assn.org> or call 817-569-7462 (PIMA).

About PIMA

Since 1975, the Professional Insurance Marketing Association (PIMA) has served as a premier business development forum in the affinity and sponsored insurance direct marketing community. Today's PIMA connects and empowers leaders in the affinity benefits industry to thrive in a dynamic marketplace. For more information, visit the PIMA web site at <http://www.pima-assn.org>.

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