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**Professional Insurance Marketing Association (PiMA)  
2014 Annual Meeting**

***40\*FacingForward***

*\* forty years of driving the \$60 billion affinity industry*

**January 23-26, 2014  
Miami Beach, FL**

Chicago, IL – October 24, 2013 – The [Professional Insurance Marketing Association](#) (PiMA) will hold its Annual Meeting — kicking off its 40<sup>th</sup> anniversary year — from January 23-26, 2014 at the Eden Roc Hotel in Miami Beach, Florida.

PiMA’s annual event draws executives from leading agencies, TPAs, brokerages, underwriters, and related product & distribution companies serving the affinity benefits & direct marketing industry. The meeting theme is “40FacingForward.”

“We invite all leaders of organizations serving the affinity industry to attend,” said Samuel H. Fleet, PiMA President. “PiMA meetings are about outstanding thought leadership; education on key issues & trends impacting our business; legislative and regulatory hot buttons; and an unmatched opportunity to meet with decision-makers.”

The opening keynote speaker is consultative leader **John Spence** who is a Trust Across America “Top 100 Business Thought Leader in America.” He will present a two-part session on “**Achieving Business Excellence in the New Normal.**” His program will address how to revel in change, his formula for business excellence, and mistakes that put companies out of business.

Other program highlights:

- **A Legislative & Regulatory Update** on the Affordable Care Act and the Consumer Financial Protection Bureau
- **The Future of Insurance Marketing and Sales** by Ellen Carney of Forrester Research
- **Technology Trends & Impact** by Scott Klososky

The early bird registration discount and housing deadline is **December 12**. Attendance is open to prospective members. For a brochure and registration form, call 817-569-7462 (PIMA) or visit <http://www.pima-assn.org>.

**About PIMA – Where Affinity Business Grows**

The Professional Insurance Marketing Association (PIMA) connects & 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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