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Professional Insurance Marketing Association (PiMA) Kicks Off 40th Anniversary Year, Elects 2014 Board of Directors

Chicago, IL – January 28, 2014 – The [Professional Insurance Marketing Association](#) (PiMA) held its Annual Meeting from January 23-26, 2014, kicking off its 40th anniversary year at the Eden Roc Hotel in Miami Beach, Florida. The theme of the meeting — “*40 Facing Forward*” — reflects PiMA’s leadership, past and present, in the affinity benefits & direct marketing business.

The PiMA membership elected its 2014 board at the meeting and **Daniel O’Brien**, CLU, Vice President, New York Life Insurance Company was installed as PiMA President.

“PiMA has always connected the leaders in the membership association and affinity benefits market — in order to grow business together. I am honored to contribute to the next phase of our industry’s development,” said O’Brien.

Other new PiMA officers are:

President-Elect – **Michael Mercer**, Vice President, Business Development, Transamerica
Treasurer – **Mark Kelsey**, President, Kelsey National Corporation
Secretary – **William Suneson**, Managing Partner, Next Generation Insurance Group
Immediate Past President (ex-officio) – **Samuel Fleet**, President & CEO, AmWINS Group Benefits
At Large Officer – **Edward Klayman**, President, IMAC

Newly-elected Board Directors are:

David Armstrong, President, Sass Associates
Tony Baldus, Principal/Marketing, Mercer
Christopher Petersen, Partner, Morris, Manning & Martin, LLP
Shannon Warner, Executive Vice President of Marketing and Affinity Programs, Pearl Insurance

Returning Board Directors for 2014 are:

Paul Clampitt, Institution Solutions, LLC; **Stephanie D’Amico**, SourceLink; **Ann Dieleman**, ARAG North America; **Sherri Lagana**, CLU, ChFC, Liberty Mutual Insurance Company; **David McCarty**, AGIA Insurance Services; and **David Schaeffer**, AmWINS Group Benefits.

President’s Awards of Merit were presented to **Christopher J. Burke** of AMA Insurance Agency, Inc., **Michael Griffin** of Edwards Wildman Palmer LLP, and **Ann Nagle** of The Washington Trust Company.

The PIMA MidYear Meeting & Trade Show is scheduled for July 17-20, 2014 in Napa, CA. For more information, visit the PIMA Web site at <http://www.pima-assn.org> or call 817-569-7462 (PIMA).

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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