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**Professional Insurance Marketing Association (PiMA) Visions Forward at
its 40th Annual Meeting:
Elects 2015 Board of Directors**

February 10, 2015 – The Professional Insurance Marketing Association (PiMA) held its 40th anniversary Annual Meeting January 26-31. PiMA’s new report, “Affinity 2020”, provided a focus for the meeting program and PiMA members. (Visit www.pima-assn.org to read the report.)

The 2015 Board was also elected at the meeting.

New PiMA officers are:

President – Michael Mercer, Vice President, Transamerica Affinity Services
President-Elect – Mark Kelsey, President, Kelsey National Corp. /HealthInsurance.com
Treasurer – William Suneson, Founder/Managing Partner, Next Generation Insurance
Secretary – Sherri Lagana, CLU, ChFC, Director of Partnership Marketing, Liberty Mutual Insurance Company
Immediate Past President (ex-officio) – Dan O’Brien, CLU, Vice President, New York Life
At-Large Officer – Shannon Warner – EVP of Marketing and Affinity Programs, Pearl Companies

Newly-elected Board Directors are:

Derrek Barfield, Senior Sales Executive, Gilsbar, LLC
Elizabeth Sheehan, Group Vice President-Insurance Products, Affinion Group

Returning Board Directors for 2015 are:

David Armstrong, President, Sass Associates
Tony Baldus, Principal, Mercer Health & Benefits
Paul Clampitt, CEO, Institution Solutions
Ann Dieleman, Senior Vice President, ARAG. Legal Insurance.
David McCarty, Executive Vice President, AGIA Insurance Services
Chris Petersen, Partner, Morris, Manning & Martin, LLP
David Schaeffer, Vice President, AmWINS Group Benefits

The PIMA MidYear Meeting & Trade Show is scheduled for July 23-26, 2015 in Stowe, VT. For more information, visit 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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