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**Professional Insurance Marketing Association (PIMA)**  
**Announces 2010 Annual Meeting:**  
*Keys to Success – Leadership Strategies in a New Marketplace*

January 28-31, 2010  
Duck Key, Florida

Chicago, IL – November 4, 2009 – The Professional Insurance Marketing Association (<http://www.pima-assn.org>) will hold its 36<sup>th</sup> Annual Meeting from January 28-31, 2010 at the Hawks Cay Resort in Duck Key, Florida (in the Florida Keys). The Conference will feature experts on business strategy, healthcare reform, and the new marketplace. PIMA is the *premier* forum for the leading Agents & Companies in the insurance direct marketing arena, serving the affinity and sponsored program niche.

“The various distribution channels in our insurance marketing arena have more vitality, opportunity, and purpose than ever before. They also, however, present many new challenges, both intrinsic and external,” said Frank J. Fimmano, CLU, PIMA President. “Smart marketers will attend this Conference for the invaluable insights to be gained from the expertise and experience of both PIMA Members and outside industry experts.”

The opening speaker will be **Alan Parisse**, named “**One of the Top 21 Speakers for the 21<sup>st</sup> Century**,” on **How Leaders Shape the Future When the Game Changes**.

The closing keynoter will be **James Kane**, expert **Loyalty Strategist** and frequent guest on **CNN, CNBC, and FOX Business**.

Other program highlights include:

- Joel Wood, Chief Lobbyist for the **Council of Insurance Agents and Brokers (CIAB)**, discussing the **Consequences of Health Reform**;
- **Regulatory Update & Industry Trends** by George Nichols, Senior VP, Office of Governmental Affairs, **New York Life Insurance Company**;
- M. Derek Thomas, Senior Vice President of Strategy & Business Development, **Aon Affinity Insurance Services, Inc.**, will cover **Making Strategy Work**; and
- A panel of **member experts** on **Demystifying Social Media**.

New this year, PIMA will offer an optional pre-meeting CE session, **Ethics for Insurance Producers**, on January 27 from 1:30 p.m. to 4:30 p.m. Participants will receive three credit hours in most states.

In addition, the meeting boasts numerous formal & informal networking activities for industry decision-makers and deal-makers.

Early Bird Registration deadline is December 14, 2009. Attendance is open to prospective members of PIMA. For a brochure and registration form, call 817-569-7462 (PIMA) or visit <http://www.pima-assn.org>.

### **About PIMA**

For more than 30 years the Professional Insurance Marketing Association (PIMA) has provided *the* premier forum for leaders in the insurance direct marketing industry to craft strategic relationships, develop business opportunities, and perfect their expertise. For more information, visit the PIMA web site at <http://www.pima-assn.org>.

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