



PRESS RELEASE

For Immediate Release

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IMCA Announces 2011-12 Board of Directors

**Anna Hargis of Shelter Insurance and Steve Ryan of The Institutes Join Board;
Board Member Mark Friedlander of Main Street America Group is New Treasurer**

Tacoma, Wash. – September 6, 2011 – The Insurance Marketing and Communications Association (www.imcanet.com) has elected its board of directors for 2011-2012, naming a new treasurer and welcoming two new members: Anna Hargis of Shelter Insurance and Steve Ryan of The Institutes.

Hargis is Director of Advertising at Shelter Insurance, leading their ad team and supporting agents. In addition to his role as Director of Communications at The Institutes, Ryan is an Adjunct Professor of Communications at Arcadia University.

Board member Mark Friedlander, Director of Corporate Communications at Main Street America Group, accepted the position of Treasurer. Friedlander, who began his career as a sports writer, has also served in communications and marketing roles at Arthur Andersen, Prudential and HSBC, as well as at public relations agencies.

Board officers also include:

- President: Linda Collins, Arthur J. Gallagher & Co.
- Executive Vice President: Rob Martin, The Co-operators
- Vice President: Gary Kimball, Kimball Communications
- Past President: Rich Look, Vertibrands
- Past Presidents at Large: Ron Rice, Assn. of Washington Cities; Reg Pierce, Breckenridge Insurance Services

Other board members include Madeline Johnson, Cincinnati Insurance; Randy Clinger, Swiss Re; Emily Hathcoat, CNA; John Coombe, Liberty Mutual; Sandra Manera, The Co-operators; and Tom Wetzel, Thomas H. Wetzel & Associates, Inc.

About IMCA

The Insurance Marketing and Communications Association (IMCAsm) is an international organization of insurance communications professionals specializing in marketing, communications, advertising, sales promotion, public relations and media relations. The oldest insurance marketing and communications association in North America, it began as the Insurance Advertising Conference (IAC) in 1923 and was renamed in 1984 to better depict the evolving roles of insurance communicators. IMCA's purpose is to promote excellence in insurance marketing and communications, improve the professional skills of members, foster the sharing of ideas and experiences among members and promote a positive image of the insurance industry.

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