

NEWS RELEASE - For Immediate Release

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AIMS Society Elects 2007-08 Officers

April 2, 2007 – Richmond, VA - The American Insurance Marketing and Sales Society's 2007-2008 officers took office on April 1, 2007. The officers for the 2007-2008 term are as follows:



President: Ron D. Stauffer, CIA of Phelan Insurance Agency, Inc., Versailles, Ohio - With over 20 years of experience as an insurance professional, Ron currently serves as Vice President of Phelan Insurance Agency Inc. Ron specializes in providing Risk Management for the education industry. Before joining the Phelan Insurance Agency in 1983, he spent 11 years as an education professional, with eight of those years as a school administrator. This combination of insurance and education experience allows Ron to bring a wealth of knowledge and support for the education niche market he serves. He makes it a point to understand how their school district operates and continually works to identify ways for them to avoid losses or minimize the impact of these losses that cost districts money.

Earning his CIA designation in 2000, Ron joined the AIMS Society Board of Directors in 2003.



Vice President: James P. Gosselink, CIA, CIC, LUTCF of Tulip City Agency in Pella, Iowa - Jim began his insurance career in 1992 as a life and health agent for Tulip City Agency. While building a book of life/health clients, he became fully licensed in property/casualty insurance in order to cross sell clients. Although he now owns a property/casualty agency, he still loves the life/health side of the business and continues to work that side of the business as much as possible. He has obtained the designations of LUTCF, CIC and CIA. In 2006, Jim purchased controlling interest in Tulip City Agency, Ltd. Jim serves as a board member of many organizations locally, enjoys being a volunteer firefighter, as well as hunting and fishing.



Secretary: Michael G. Herzak, CIA, CIC of Insurance Systems Agency, Inc. in Cleveland, Ohio - Mike began his insurance career in 1968 and has continuously represented clients at the agency level. He received his Bachelor of Science degree from Myers College in Cleveland where he majored in Social Science and Business Management. Mike has long been active within the insurance industry, where he has served in many capacities. He was president of the Professional Insurance Agents Association of Ohio (PIA) in 1983-84 and a director for 12 years. He also served as a member of the Board of Directors of the National Association of Professional Insurance Agents (PIA) for 10 years. From 1985-1991, he was board member of the Society of Certified Insurance Counselors. In 1984, Mr. Herzak received a citation from the Ohio House of

Representatives for his work on behalf of the Ohio insurance industry. Mike received the professional designation of Certified Insurance Counselor (CIC) in 1977 and Certified Professional Insurance Agent (CIA) life membership in 1982. He has served on several insurance company Advisory Councils including Motorists Insurance Companies, Utica National, Atlantic Mutual Companies, and Grange Insurance Companies.



Treasurer: Martin A. Lebson CPIA_L, AAI, ARM of Capacity Coverage of New Jersey, Inc. in Mahwah, New Jersey – Marty is a Principal and Vice President of Insurance Resource Group, a member company of The Capacity Group in Mahwah, NJ. Marty has been an insurance agent and broker for over 30 years. He is a graduate of Adelphi University and attended New York University Graduate School of Business. He has earned the professional designations of Accredited Advisor in Insurance (AAI), Certified Professional Insurance Agent (CPIA—Life Member) and Associate in Risk Management (ARM). Marty has been very active in the insurance community. He is a member of PIA and IIA; a Past President of Bergen County Association of Independent Insurance Agents; a former Chairman, agents council for the Eagle Star Insurance

Company of America; former Vice President for the Bataleur Insurance Company (Bermuda) Ltd.; former Chairman of the St Paul National and NJ Agents panels; and a former member of the Insurance Advisory Committee of Bergen Community College. Marty has presented many programs at the Insurance Marketing Service National Conventions/Sales Congress and at the AIMS Society PRO-to-PRO Executive retreats and for various other groups. He has also authored many articles that have appeared in New Jersey Success, American Agent and Broker, Rough Notes, The Selling Edge and other periodicals. Marty is also an Expert Witness in various legal cases related to insurance matters. He testifies on behalf of both plaintiffs and defendants in actions pending in the New Jersey Superior Court and in the United States District Court, District of New Jersey.

About the AIMS Society

Founded in 1968 and based in Richmond, VA, the AIMS Society originally was known as the Fire Mark Society – an organization that recognized property-casualty insurance agents for their sales excellence and professionalism. With a network of more than 550 members and over 1,800 CPIA designees, AIMS Society’s mission is to provide networking opportunities, and interactive marketing and sales resources to property/casualty insurance professionals. Contact the AIMS Society office at 877/674-CPIA (toll-free) or visit www.aimssociety.com for more information regarding the Society’s membership benefits and sales and marketing training opportunities.