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Agent Group, Insurance Carrier Honored for Marketing Initiatives

PIA of Connecticut, New Hampshire, New Jersey and New York and Privilege Underwriters Reciprocal Exchange (PURE) Receive AIMS Society Awards

RICHMOND, VA, March 24, 2010—The American Insurance Marketing & Sales (AIMS) Society, the practical go-to source for building insurance sales and marketing expertise, recognized two industry organizations for their marketing activities in support of the Society and its members. Professional Insurance Agents of Connecticut, New Hampshire, New Jersey and New York State received the AIMS Society President's Award. Privilege Underwriters Reciprocal Exchange (PURE), a member-owned reciprocal insurer, was named Company Partner of the Year.

The AIMS Society presented the awards at its 23rd Annual PRO-to-PRO Executive Retreat, an informal gathering of top insurance sales and marketing professionals, which took place this month in New Orleans. "These awards recognize business partners for outstanding performance and achievement in the field of insurance sales and marketing," said Kitty Ambers, CPIA, CIC, CISR, CPIW, AIMS Society executive director.

PURE Earns Carrier Award

The AIMS Society's Company Partner of the Year Award went to PURE, which provides comprehensive coverage, including insurance for high-value homes, automobiles, watercraft, excess liability, jewelry and art to successful, responsible individuals and families. PURE works closely with a select number of agencies to ensure that members receive sound advice and guidance. The award recognizes an Independent Agency System company that delivers extraordinary support to help agents and brokers sell and market better.

AIMS Society Member Gary Trippe, CIC, of BB&T-Oswald Trippe and Company, Fort Myers, Fla., nominated the carrier for its collaborative marketing activities. "During the past year, PURE co-sponsored two highly visible community programs that have a tremendous positive impact on the quality of life of our local residents," Trippe said. The agency and carrier worked together in support of Arts for ACT, an event that raised money for Fort Myers-based Abuse Counseling & Treatment, and the Southwest Florida Children's Charities Foundation Wine & Food Fest, which benefited The Children's Hospital of Southwest Florida, also in Fort Myers.

“PURE is committed to providing high-quality, affordable, customized coverage to our members, and to supporting our agents as leaders in the community,” said Keith Self, senior vice president with PURE. “Working with BB&T-Oswald Trippe gives us the opportunity to collaborate with an agency that’s dedicated to giving back.”

Added Trippe: “PURE’s actions strongly support our agency belief that civic involvement not only offers a way to give back to our communities—something we’re passionate about—but, at the same time, enables us to boost visibility and brand recognition and cultivate greater loyalty among our customers.”

President’s Award Goes to Regional PIA Group

Glenmont, N.Y.-based Professional Insurance Agents of Connecticut, New Hampshire, New Jersey and New York State, Inc., a partnership of four state trade associations representing independent insurance agencies, brokerages and their employees throughout their respective states, received the AIMS Society President’s Award. The award recognizes outstanding contributions to the organization and dedication to its overall mission.

PIA’s support and endorsement of the CPIA (Certified Professional Insurance Agent) professional designation program, developed by the AIMS Society, led to the award. “This award reinforces our support of the CPIA designation and other programs that contribute to the professional development of our member agents,” said Diane Fowler, executive director of PIACT, PIANH, PIANJ and PIANY. “We truly are honored to have been selected.”

AIMS Society member Mark LaLonde, CIC, CPIA, AAI, vice president of Chittenango, N.Y.-based Bailey, Haskell & LaLonde agency, nominated the PIA group for the honor. As part of his recommendation, LaLonde, a past PIA of New York president, said, “It is my belief that PIA has single-handedly brought the CPIA program to life in the four states in which they administer the courses.”

About AIMS Society: *Founded in 1968 as The Firemark Society, the AIMS Society (www.aimsociety.org) is a national, member-driven organization that provides practical training, information and networking services designed to increase the personal and agency sales production of property and casualty insurance agents. AIMS Society was the first organization to honor property and casualty agents for sales excellence and to establish the industry’s only sales-based insurance designation—the Certified Professional Insurance Agent (CPIA). Completion of the CPIA designation requirements is not necessary to qualify for AIMS Society membership.*

About PURE: *PURE refers to Privilege Underwriters Reciprocal Exchange, a member insurer of the PURE Group of Insurance Companies. Licensed in 13 states, PURE provides coverage for high-value homes, automobiles, jewelry, art, personal liability and watercraft to successful individuals and families. PURE is a member-owned reciprocal insurer and is rated “A-” (Excellent) by A.M. Best Company. PURE is committed to helping its members reduce the price of insurance today while controlling the long-term cost of risk. PURE Risk Management LLC serves as the attorney-in-fact for PURE. For more information, visit www.purehnrw.com*

About the PIA group: The Professional Insurance Agents state affiliates of New York, New Jersey, Connecticut and New Hampshire comprise a partnership representing independent insurance agencies, brokerages and their employees throughout their respective states, operated by PIA Management Services, Inc. in Glenmont, N.Y. For more information, see www.pia.org.

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PIA of New Jersey Vice President Keith Savino, CIA, Chief Operating Officer of Warwick Resource Group, Warwick, N.Y., (left) and PIA of New York First Vice President Richard Savino, CIA, CIC, Warwick Resource Group President and CEO (right), accept the AIMS Society President's Award on behalf of their agent association group from AIMS Society President Jim Gosselink, CIA, CIC, LUTCF, president of Tulip City Agency, Pella, Iowa, (back) and AIMS Society Treasurer and Past President Marty Lebson, CIA, AAI, ARM, principal and president of Capacity Worldwide Consulting Group, Inc., Mahwah, N.J., at the AIMS Society PRO-to-PRO Executive Retreat in New Orleans earlier this month.