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Intersure hires new executive director to fuel membership growth
Ruth E. Manka tapped for consulting, insurance industry expertise

MILWAUKEE, WI – Jan. 6, 2015 – Intersure, a networking group for independent insurance agencies, has hired a new executive director.

Ruth E. Manka will be charged with growing membership, programming content and developing a business plan for the organization.

“We’re in growth mode, and Ruth stands ready to attract like-minded agencies and increase the footprint of Intersure in the industry,” said Doug Bishop, chair of Intersure’s board of directors and CEO of Bouchard Insurance.

Intersure is a member-owned organization composed of medium- and large-sized privately held independent insurance agencies. Agencies view one another as partners, meeting regularly to share ideas, strategies, and best practices, Bishop said.

“Intersure offers the rare opportunity to really ‘get under the hood’ of how similar, but non-competing, firms operate,” said Mike Natalizio, Intersure board member and CEO of insurance brokerage HNI. “Members are fiercely independent, and you can network with professionals who can relate to the challenges you’re facing.”

To her new position as executive director, Manka brings over two decades of insurance, financial services and consulting experience. She has worked for several insurance organizations, including Genworth Financial, Prudential Annuities Life Assurance Corporation (formerly American Skandia Life Assurance) and Security Equity Life.

Manka said she is passionate about the insurance industry and the distribution of protection products.

“What I respect and admire about Intersure is that member companies are committed to each other and share openly — knowing what’s said between partners is confidential,” Manka said. “There is no fluff, smoke and mirrors or grandstanding at Intersure – and this can be hard to find.”

CONTACT

For more information, contact Andrea Tarrell, marketing director at HNI, at atarrell@hni.com. Visit www.intersure.com for more details about the organization.

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