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**Pearsall Receives AIMS Society's President's Award**  
*Volunteer Recognized for Contributions*

RICHMOND, VA, March 16, 2011 – Curtis Pearsall, CPCU, CPIA, AU, ARM, AIF, founder and principal of Pearsall Associates ([www.pearsallassociates.com](http://www.pearsallassociates.com)), received the American Insurance Marketing & Sales (AIMS) Society's President's Award during the organization's annual meeting in Tampa. The meeting took place during the AIMS Society's Annual PRO-to-PRO Executive Retreat last month.

Presenting the award, AIMS Society President Jim Gosselink, CPIA, CIC, LUTCF, president of Pella, Iowa-based Tulip City Agency, Ltd., said, "From time to time in any organization there are certain volunteers who truly go above and beyond the call of duty. Curt is one of these dedicated individuals."



Pearsall, AIMS Society vice president, has worked to help the organization attract new Certified Professional Insurance Agent (CPIA) seminar sponsors. CPIA is an industry professional designation built around education that prepares producers, sales support staff and company personnel to efficiently create and distribute effective insurance

programs. “In 2010,” Gosselink noted, “Curt made introductions that led to us adding four new CPIA sponsors, representing 13 states, to the program.”

In addition, Pearsall has contributed updated errors and omissions information and content to the latest revision of CPIA course materials. In his consultancy, Pearsall works with insurance agencies to develop what he calls “a culture of E&O prevention” built around understanding areas of potential liability and improving the agencies’ focus on E&O loss control.

Pearsall, a 10-year AIMS Society member and a board member since 2008, said, “In my time as an AIMS Society member, I’ve seen so many agencies benefit from the practical, hands-on technical and sales education provided by the organization. I’m privileged to have an opportunity to give back—to the AIMS Society and the industry—by helping to expand the reach of the professional designation.”

A former insurance agent, Pearsall is widely recognized for his expertise gained over more than two decades managing a national agents E&O program for the Utica National Insurance Group. He is a monthly contributor of E&O articles for *Insurance Journal*, *Rough Notes* and numerous state insurance agent association publications.

***About AIMS Society:*** *Founded in 1968 as The Firemark Society, the AIMS Society ([www.aimsociety.org](http://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.*