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**FOR IMMEDIATE RELEASE**

**Ruth Estrich of MedRisk, Inc. Elected IASA President**

**Durham, North Carolina – July 1, 2011** – During the business meeting for IASA, held during the recent 2011 IASA Annual Educational Conference & Business Show in Nashville, Tennessee, members elected Ruth Estrich of MedRisk, Inc. as president of the association for the 2011-2012 fiscal year.

“Ruth’s acceptance speech at the IASA Annual Conference clearly demonstrated what kind of president she will be,” said Joe Pomilia, IASA Executive Director. “She delivered a meaningful, motivating speech packed with personal anecdotes about her life, her experience in the insurance industry, and the path that has led her to this point. Ruth has a passion for volunteering and for helping our members get the most educational benefit possible from IASA.”

Estrich began her career as a systems consultant for Data Architects, Inc. in Waltham, Massachusetts and has held senior management positions at two Fortune 500 multi-line insurance companies. At Liberty Mutual, she was the head of LibertyWorks™, and had national responsibility for all workers’ compensation managed care network development and operations for both Liberty Mutual and Wausau Insurance Companies. Prior to her time at Liberty Mutual, Estrich worked with the CNA Insurance Companies in Chicago where she was responsible for the development of CNA's managed care programs, and ran a department that included systems and product development, managed care operations, advertising, and sales support for the group benefits lines of business.

“I’ve been actively involved with IASA for over 20 years and it’s been a tremendous experience watching the industry and the association change and grow to meet the evolving challenges facing the insurance, accounting and technology sectors,” said Estrich. “Today’s industry challenges are more complex than ever: Personal, professional and corporate development strategies are becoming more integrated; local, national, and global risks are more complex; and technology continues to impact critical decision-making and to pave the way for the future. As IASA President, my goal is to bring the association’s combined experience, educational resources and professional skills together to help members ‘achieve greatness’ for themselves, for their companies and for the future of our industry.”

In addition to the election of Estrich as IASA president, the association’s members nominated Louise Ziemann of State Farm Insurance Companies as president-elect, Tom Ewbank of The Ewbank Group P.C. as chief financial officer, Beth Mercier of The Travelers as chief information officer, and Mike Monahan of ACLI, Steve Boyd of Arrowhead Insurance Group, Connie Jasper-Woodroof of StoneRiver, Ernie Pearson of SECURA Insurance, and Ed Kruger of Indiana Farm Bureau, as board members at-large.

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**About IASA**

The Insurance Accounting & Systems Association, Inc. (IASA) is a non-profit, education association that strives to enhance the knowledge of insurance industry professionals, and participants from similar organizations closely allied with the insurance industry by facilitating the exchange of ideas and information. IASA is one of the insurance industry’s largest, and most well represented trade association. IASA membership includes insurance companies of all types (Property & Casualty, Life, Health, Fraternal, HMO and others) as members, as well as companies serving the insurance industry, regulators and also organizations more broadly representative of the financial services industry, including banks and investment brokerage firms. **Learn more about IASA by visiting our website at [www.iasa.org](http://www.iasa.org), or by calling (919) 489-0991.**