

PERSONAL INSURANCE FEDERATION OF CALIFORNIA
980 Ninth Street, Suite 2030
Sacramento, California 95814

IMMEDIATE RELEASE

Contact: Jerry Davies
916-442-6646
e-mail: jdavies@pifc.org

PERSONAL INSURANCE FEDERATION OF CALIFORNIA
ELECTS BOARD CHAIRMAN AND OFFICERS
FOR THE 2004 OPERATING YEAR

SACRAMENTO (January 5, 2004) – Dan Dunmoyer, president of the Personal Insurance Federation of California (PIFC), announced that Ron Coble, vice president and California state executive director, Farmers Insurance Group, was elected chairman of the board for 2004 at the December 2003 PIFC Annual Board Meeting. Mr. Dunmoyer was re-elected to the position of president and Diane Colborn continues to serve as vice president.

“Mr. Coble brought a wealth of property and casualty insurance knowledge to the PIFC Board when he joined as a member in 2001,” noted Mr. Dunmoyer. “He joined Farmers in September, 1984 as a resident multi-line claims adjuster in Wichita Falls, Texas. Mr. Coble then became North Texas sales administration manager in Austin, Texas until he moved to Lubbock, Texas when he became West Texas division agency manager in July, 1987. Mr. Coble moved back to Austin as South Texas agency manager in September, 1988. In February, 1990 he became South Texas marketing manager and served in that position until January, 1997 when he became Texas State marketing manager,” Mr. Dunmoyer continued.

“Mr. Coble moved to Oklahoma and served as executive director, State of Oklahoma in September, 1997 and was promoted to vice president – state operations, at the Farmers Home Office in Los Angeles on October 1, 2000. He served as vice chairman of the PIFC Board in 2003 and we look forward to his leadership, expertise and guidance as PIFC begins its fifteenth year of legislative and regulatory advocacy.”

A native of Oklahoma, Mr. Coble has been awarded a Bachelor of Science degree from Oklahoma State University and an Associate in Science degree from Murray State Junior College. Mr. Coble also holds the Life Underwriting Training Council Fellowship (LUTCF) designation.

Other officers elected to the PIFC Board are: Michael Cassanego, senior vice president and general counsel, 21st Century Insurance Group, as vice chairman; Ed Heffernan, vice president of government relations, Safeco, as treasurer; Mark Niehaus, general manager/western states, Progressive Insurance Group, secretary; and Daniel Kinney, California vice president of operations for State Farm Insurance Companies, member-at-large.

The Personal Insurance Federation of California represents insurers that write approximately 44 percent of the personal lines insurance in the State of California and is the largest trade association in the state representing insurers that sell homeowners, earthquake and auto insurance.