



NEWS

IMMEDIATE RELEASE

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

PERSONAL INSURANCE FEDERATION OF CALIFORNIA ELECTS CHAIRMAN OF BOARD

SACRAMENTO (August 23, 2004) – Dan Dunmoyer, president of the Personal Insurance Federation of California (PIFC), announced that Wayne Wilson, vice president legislative and regulatory affairs, Farmers Insurance Group, has been elected chairman of the PIFC board filling the seat vacated by current chairman Ron Coble, vice president and California state executive director of the Farmers Insurance Group.

Mr. Coble resigned the PIFC chairmanship following a promotion to vice president & state operations, Farmers Insurance Group of Companies. Mr. Coble's new responsibilities will expand to include oversight of ten states but none of which include California. "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. "As Chairman of the Board this year, he has helped PIFC meet and excel in its myriad legislative and regulatory challenges. We wish him well in his new position at Farmers."

Mr. Wilson joined Farmers Insurance Group as vice president, legislative and regulatory affairs in 1998. Prior to joining Farmers he served as regional vice president for the American Insurance Association. He was responsible for the development and implementation of a broad-based legislative and regulatory program to further the interests of the insurance industry in the ten western states. From 1986 to 1987 Mr. Wilson was an attorney and lobbyist for Heron, Burchette, Ruckert & Rothwell, representing numerous lobbying clients including the Insurance Agents and Brokers Legislative Council, Nationwide Insurance Company and Variable Annuity Life Insurance Company.

"Mr. Wilson has a vast knowledge of the California insurance industry which he will bring to the PIFC Board. We welcome his expertise at a time when legislative and regulatory issues have never been more important to the millions of insurance consumers in the state," noted Mr. Dunmoyer. "We look forward to his leadership as PIFC continues its advocacy before the Legislature and Department of Insurance on behalf of member companies and their policyholders."

Other members on the PIFC Board include Michael Cassanego, senior vice president and general counsel, 21st Century Insurance Group; Ed Heffernan, vice president of government relations, Safeco; Mark Niehaus, general manager/western states, Progressive Insurance Group; 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 47 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.

-0-

980 Ninth Street, Suite 2030, Sacramento, CA 95814
Phone: (916) 442-6646 Fax (916) 446-9584 email: jdavies@pifc.org web site: www.pifc.org