

NEWS



Independent Insurance Agents of Virginia

Incorporated

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Carter Hope Lyons Joins Independent Insurance Agents of Virginia as Director of Education & Professional Development

Underscores IIAV's Commitment to Quality Education

RICHMOND, Va., May 24, 2016 —The Independent Insurance Agents of Virginia announced today that Carter Hope Lyons has joined the association to further enhance the education programs of the organization and ensure that IIAV takes advantage of new technologies related to education. Carter comes to IIAV with a wealth of experience in association education programs through her experience with the Virginia Dental Association and Virginia Hospital Research and Education Foundation.

Carter joins IIAV as Director of Education and Professional Development and will also serve as Executive Director for the Virginia Association of Insurance Agents (VAIA), IIAV's non-profit foundation. She will work to continue and enhance IIAV's position as the industry leader in continuing professional education, assist in financial literacy programs to educate students on the importance of insurance while also promoting insurance as a career to a wide range of people including our veterans and their families. Carter stated, "I am excited to start this new challenge within the IIAV Federation and look forward to working with the team to further develop their already high level of quality education through on-site, webinars and online services. I am fortunate to be joining an organization with such a commitment to quality professional education."

Bob Bradshaw, IIAV's President & CEO said, "Carter's wealth of experience and knowledge will make her a key addition to the IIAV federation and we view this appointment as a sign of our commitment to being the leading association for continuing education, professional development and the utilization of new technologies for on-demand learning. As staff liaison to

our young agent's organization she will ensure that IIAV continues to meet the education demands of the upcoming generations."

Founded in 1898, IIAV is part of the nation's oldest and largest association of independent insurance agents, representing a network of more than 300,000 agents and agency employees nationwide and over 4,000 in the Commonwealth of Virginia. Its members are insurance businesses that offer customers a choice of policies from a variety of insurance companies. Independent agents offer all lines of insurance – property, casualty, life, health, employee benefit plans and retirement products. Web address: www.iiav.com and nationally www.independentagent.com

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Attachment: Photo – Carter Hope Lyons