



**FOR IMMEDIATE RELEASE**  
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**GAMA International to Honor Allen M. Weintraub, M.B.A., CLU ChFC CLTC,  
with the 2009 Editor's Choice Award at Annual Conference**

**Falls Church, VA** — GAMA International will present Allen M. Weintraub, M.B.A., CLU ChFC CLTC, with its Editor's Choice Award during the Leadership and Management Program (LAMP) annual conference on March 22, 2009, in Atlanta, GA.

Presented to one individual each year, the Editor's Choice Award honors the year's outstanding practitioner-authored feature article in the *GAMA International Journal*. Allen won for his May/June 2008 article, "The Team-Selling Advantage." Allen's article provided a detailed approach to the basics of team selling, including forming a team, structuring team processes and why team selling works.

"Allen Weintraub's article shared with us the value and advantage of teams coming together to serve the needs of the client," said Thomasina E. Skipper, M.B.A., ChFC, *GAMA International Journal* Committee chair. "He addresses the rewards that can be experienced when we work through collaboration of knowledge, effort and skills. His article hit a resounding chord for our industry and GAMA members. Through this award, we acknowledge Allen's talent and dedication."

"It is a great honor to win the Editor's Choice Award, but it is even more gratifying to be able to share my experiences in selling teams so that others can bring their practices to the next level," said Allen.

Allen entered the financial services business in April 1972 with Northwestern Mutual, after receiving a B.S. in marketing and an M.B.A. As a sales manager, Allen recruited, selected and trained new agents. In 1980, he was appointed managing partner, and his agency went on to win the Employee Benefits Agency of the Year in 1995.

Allen has won numerous awards, including his company's highest honors, the President's Trophy and the Ship's Bell Awards. He is a life member of the Million Dollar Round Table. After 21 years in leadership, Allen retired from his management role in October 2000 to become chief marketing officer with the Hoopis Financial Group. Allen coaches numerous individual representatives, as well as managing 10 sales teams.

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*GAMA International is a worldwide professional association serving 5,500 field leaders in the insurance and financial services industry. Its members recognize their critical role in finding, building and inspiring the next generation of top performers who will, in their turn, lead the industry into the future. To help build these leaders, the association provides its members with professional development resources and opportunities, including educational, networking and leadership. GAMA International's Web site is located at [www.gamaweb.com](http://www.gamaweb.com).*