

FOR IMMEDIATE RELEASE
FEBRUARY 13, 2008

CONTACT: MaryKay Myers
703-770-8168 / mkmyers@gamaweb.com

**Burritt B. Anderson Selected as GAMA International's
45th Management Hall of Fame Inductee**

Burritt B. Anderson, of the New York Life Insurance Company, has been named the 2008 inductee into the GAMA International Management Hall of Fame. Anderson will be honored and officially inducted into the Management Hall of Fame during the Celebration of Excellence recognition banquet at GAMA International's annual LAMP conference on Monday, March 17, 2007, in San Francisco.

Induction into the GAMA International Management Hall of Fame is the highest honor given by the financial services industry to recognize an individual field leader whose professional career has been spent building organizations and promoting the industry. Since 1974, the award has been presented to one individual annually.

Anderson entered the life insurance field in 1970, after completing his bachelor's degree in both Chemistry and Political Science at the University of Puget Sound in Tacoma, Washington. He entered management in 1974. In 1979 he became manager of the Phoenix General Office and was appointed manager of the Fullerton General Office in Southern California in 1981 where he remained for 20 years. The agency was awarded GAMA's Master Agency Award and was one of the largest agencies within New York Life.

Anderson was president of GAMA International for 1995–1996. He has also served on the Board of Directors of the Phoenix Life Underwriters Association, the Editorial Board of Agency Management Today educational tape series, the Board of Directors of the LIFE Foundation and is a Past Chairman of the LIMRA's Research Agencies Group.

"Burr is one of the most creative and brilliant field leaders I have had the pleasure to know and work with," said Charles A. Smith, 2007 Hall of Fame Inductee. "His influence and impact on our industry are immeasurable. While remaining fiercely loyal to New York Life, Burr Anderson was an innovator who modeled for the industry the enormous potential of developing non-traditional life insurance markets. An acknowledged master of agency building fundamentals Burr was in constant demand as a main platform speaker at company and industry events both in the U.S. and in Asia."

Anderson has spoken at over 150 industry meetings and conventions on using systems and procedures to manage a field office profitably. He also is a contributing author to the book *Managing Sales Professionals* and serves as Treasurer of the Boys & Girls Club of Placentia & Yorba Linda.

Anderson and his wife Nancy have three boys and live in Yorba Linda, California.

###

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.

You are being sent this information as a member benefit and service of GAMA International. To update your member profile, visit this Web page link:

https://mmm1929.dulles19-verio.com/gamawe/update_form.htm.

Our e-mail list is maintained and kept strictly confidential by GAMA. To be removed reply to gamamail@gamaweb.com and type "remove" in the subject line.