



NEWS RELEASE

FOR IMMEDIATE RELEASE

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Karyn Roeling Named to Board of Directors of PIA Florida

TAMPA, Fla. – March 31, 2010 – Karen Seibert Roeling, Vice President and Owner of Seibert Insurance Agency, has been named to the Board of Directors of the Professional Insurance Agents (PIA) of Florida, the local association of the National Association of Professional Insurance Agents. Mrs. Roeling is in charge of regional meetings, and on the nomination, membership and legislative committees. Founded in 1931, PIA is a national trade association that represents member insurance agents and their employees who sell and service all kinds of insurance, but specialize in coverage of automobiles, homes and businesses

“We are delighted that Karyn Roeling has joined our board,” said PIA of Florida President Brian Samberg, president of Southeast Insurance Agency. “She is very knowledgeable about the challenges facing our industry in Florida, and has demonstrated a commitment to helping us meet these challenges and continue to improve our industry and the service we provide to our customers.”

As vice president of Seibert Insurance, Mrs. Roeling is in charge of day-to-day operations, overseeing the staff of 16 professionals of the fully independent, family-owned, full-service insurance agency founded by her father, V. Keith Seibert in 1971. The agency services more than 7,000 individuals and families and more than 500 businesses throughout the Tampa Bay area.

After graduating from Florida State University with a degree in Risk Management and Insurance in 2002 she joined USAA Insurance Company as a property and casualty underwriter, soon advancing to a management role as a lead underwriter. Three years later, Mrs. Roeling joined the family business. She received her Chartered Property Casualty Underwriter (CPCU) designation in 2007 and was named vice president in 2008

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Mrs. Roeling is also a founding member of Fraud Alert Team Tampa Bay and a leadership team member and mentor coordinator for BNI, the world's largest referral organization. She encourages her agency's staff to support the local community and has personally participated in organizations such as the March of Dimes, Cystic Fibrosis, "Lock Up" for MDA, Paint Your Heart Out Tampa Bay and The Best Taste of Tampa Bay.

Seibert Insurance Agency, a full-service, one-stop agency representing more than 100 insurance companies, was founded in 1971 and serves clients throughout Hillsborough, Pinellas, Pasco and Polk County. The agency provides automobile, truck, boat, homeowners, life, commercial property, general and professional liability insurance, as well as annuities and mutual fund services. For more information about Seibert Insurance, visit www.seibertagency.com, call Karyn Seibert Roeling at 813-960-4672 or e-mail karyn@seibertagency.com.

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