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RE: Target Markets Program Administrators Association

Dear Program Specialist,

As program managers, we attended AAMGA and NAPSLO for decades. While these organizations serve an important purpose in the industry, we were not able to find the carriers and fellow MGA's that understand our business. Our interest was to find program specialists like ourselves and carriers committed to program business.

There are currently over 55 Program Carrier members of Target Markets. These carriers are the "market makers" for Program Managers and at our twice a year meetings (Spring and Fall) you will have easy access to each and every one of them. You will no longer feel like a "fish out of water". Every member, seminar and vendor is focused on Program Administration. In addition to this market access, our conferences address issues that are uppermost in your mind: Systems, Program Proposals, Marketing, Underwriting Support, Best Practice, Program Specific Education, the list goes on.

The Target Markets Association fills a need that no other Association has ever addressed. Successful Program Administrators need to build carrier relationships for future opportunities and continually improve current program operations with input by others who have walked in our shoes. As a Program Administrator, you need to give serious consideration to applying for membership in Target Markets.

The TMPAA Annual Summit in Arizona, and our east coast meetings provide a great opportunity to come learn more about this Association, and network with your peers who make their livings in programs. Our events generally attract over 500 of these individuals, including 250+ program specialist members of the group from every region of the country. Plan to attend and see how the TMPAA can become a vital resource for your program business operation.

Feel free to contact any individual on the Association's Board of Directors, The TMPAA Staff, or any member of the TMPAA to discuss the merits of our group. Visit the Association website www.targetmkts.com to explore our history and current initiatives. The Target Markets staff is always ready to discuss membership or provide additional information.

We look forward to hearing from you, and hope to see you at our next meeting

Thank you.

The TMPAA Board of Directors