

***Insurance Times:*** Mass. Blues promotes Baron; Protector Group adds Breen, McConnell; Madden wins MetLife Volunteer Award; Paiva chosen ACSR of Year by IIARI ; Sittman joins NAI in public affairs  
August 7, 2001, Vol. XX No. 16

#### Mass. Blue Cross

Phyllis Baron of Newton was promoted recently to senior vice president of corporate planning and development at Blue Cross Blue Shield of Massachusetts.

Baron was most recently the executive director and general manager in product management and development, where she was responsible for the overall management of Blue Cross Blue Shield of Massachusetts' product portfolio.

Baron also worked for Harvard Pilgrim Health Care for 11 years where she held a number of positions.

At Blue Cross Blue Shield, Baron will be helping senior leadership determine how the insurer should be positioned in the marketplace.

#### The Protector Group

George Breen was recently hired as account executive for The Protector Group Insurance Agency of Worcester. Breen will develop new business and also support existing clients.

Breen most recently was vice president of sales for the Roberts & Associates Agency in Hanover, Mass. He's also a professional ice hockey veteran, having played for the Edmonton Oilers in the National Hockey League from 1995-1997.

The Protector Group also hired Tricia McConnell recently as its new personal lines supervisor. McConnell, of Worcester, will be responsible for quality control for personal lines and work-site marketing products and services. She most recently worked for Allied American Insurance.

#### Metropolitan Life

Joseph Madden is the winner of the 2001 MetLife Volunteer Service Award, recognizing his support of the Perishable Theatre.

Madden is one of 20 MetLife employees to receive the award recognizing outstanding volunteer contributions.

The Perishable Theatre is a non-profit organization that presents productions throughout Southeastern New England, and Madden has volunteered for the group for three years, first serving on the board of directors and then becoming president in 1999.

His award includes a \$2,500 contribution to the Perishable Theatre through the MetLife Foundation.

Madden, of East Greenwich, N.Y., is director of corporate communications and public affairs for the company's auto and home division, which is headquartered in Warwick, R.I.

#### New York Life

Marci Landaas is New York Life's new vice president within the company's special markets department inside the company's AARP division.

Landaas, of Tampa, will help find technology-based ways to grow the special markets business.

New York Life also recently promoted Patricia Barbari to the position of vice president in the Individual Policy Services department, where she will be responsible for strategic service operations.

#### NAII

Anne Sittmann is the new public affairs director for the National Association of Independent Insurers' Washington, D.C. office.

Sittmann most recently served as account supervisor for technology marketing with Edelman Public Relations Worldwide.

She also has previous experience as director of public affairs for the Bureau of Export Administration for the U.S. Department of Commerce.

#### IIARI

Holly Paiva is this year's recipient of the IIARI 2001 ACSR of the Year award.

IIARI gives the award each year to recognize a customer service representative and the value their job brings to the agency system --- particularly those who have achieved the national Accredited Customer Service Representative Designation from IIAA.

Paiva works for Carey, Richmond & Viking Insurance Agency of Portsmouth and Newport, R.I.