

**For Immediate Release:**

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## THE ULTIMATE EMPLOYEE BENEFIT PRODUCER SCHOOL™

**Lincoln, CA – April 10, 2008** – Agency Management Resource Group, a training, education and consulting firm serving independent insurance agencies, has announced the launch of the nation's first producer school designed exclusively for Employee Benefit specialists. ARMG's founder and CEO, Cheryl Koch, said "this is something our clients have been telling us they need for several years. We are pleased that we will be able to expand our property and casualty producer school to specifically meet the needs of people beginning their career as employee benefit professionals."

The Ultimate Employee Benefit Producer School™ will be offered in a 10-day format that meets one week a month for two consecutive months. Curriculum will include Risk Management and Insurance Techniques, Health Insurance, Life Insurance, Disability Income, Workers Compensation, Retirement Plan Design, Social Security and Compensation Management. Sales training, using a proven process, will be emphasized and will include role playing, case studies and other interactive techniques. Students will earn state continuing education credits as well.

Classes are limited to no more than 20 students, allowing instructors to have a first-hand understanding of each participant's specialties and expertise, the agencies they represent, and their unique business issues. Instructors are all successful salespeople who have spent time in independent agencies as producers, managers, and owners.

"The success of our property and casualty schools," Koch said, "has resulted in our clients asking us to expand our offering to the employee benefit arena since this is one of the fastest growth areas for independent agents."

The time between the two week-long sessions is spent practicing newly acquired skills in the agency and developing business plans that will allow the producer to achieve success more quickly. AMRG also believes that spreading the training over a longer period of time improves retention and better fits the lifestyle of program participants who may have other business and family commitments.

The new school will run concurrently with AMRG's property and casualty Ultimate Producer School. For dates and locations of upcoming employee benefit and property and casualty programs, contact Jackie Abeyta at 800-601-6711 or visit [www.agencymanagement.com](http://www.agencymanagement.com).

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