



FOR IMMEDIATE RELEASE
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Contact: Sanya Andersen-Vie
Marketing & Communications Manager
Colorado Women's Chamber of Commerce
E-mail: sandersenvie@cwcc.org
Phone: 303-458-0220

Downtown Luncheon to feature President of IMA of Colorado

DENVER – Marcia Benshoof, president of IMA of Colorado will speak about her life and business success at a Colorado Women's Chamber of Commerce Downtown Luncheon from 11 a.m. to 1 p.m. on Sept. 16 at Maggiano's at the Denver Pavilions, 500 16th Street in Denver, CO.

The luncheon is sponsored by the Wealth Concepts, LLC/Mass Mutual Financial. The lunch is \$27 for members, \$37 for non-members and walk-ins. Attendees can register online at www.cwcc.org.

With extensive insurance and business expertise, Benshoof oversees operations for IMA of Colorado and its nearly 200 Denver employees. Prior to joining IMA, Benshoof served as chief business officer for Pinnacol Assurance for 11 years. At Pinnacol, she was responsible for all business operations and directed the performance of 11 profit centers across four comprehensive market segments. She oversaw all aspects of underwriting, safety and claims service for Pinnacol's 58,000 customers.

Benshoof has more than 30 years experience in the insurance industry including executive positions within the workers compensation and managed care marketplaces. She has

extensive sales and product development experience and academic credentials from a faculty position with the University of Colorado Health Sciences Center.

She holds a bachelor's degree in clinical psychology and a bachelor's degree in counseling, both from the University of Northern Colorado. She serves on a number of boards and committees including the Healthcare Executive Forum and Colorado's Business Leaders in Managed Care.

For more information on the Colorado Women's Chamber of Commerce, call 303-458-0220, e-mail info@cwcc.org or visit www.cwcc.org.

The Colorado Women's Chamber of Commerce is one of the largest women's chambers in the nation. CWCC provides its members with the environment and resources conducive to business success, skills and knowledge about business issues and trends, visibility in the community and opportunities for community involvement and business partnerships.

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