



Uniformed Services
Benefit Association

NEWS RELEASE

For Immediate Release:

USBA Names New Executive VP/COO

(Overland Park, KS) USBA today announced the appointment of Connie R. Markovich to the position of Executive Vice President and Chief Operating Officer for the non-profit association.

Markovich has been with the association for 29 years, starting as a Customer Service Representative in 1982, and advancing through the years into senior-level management. Prior to her promotion to EVP/COO, she served as Senior Vice President, Administration and Membership Services.

“Throughout her career at USBA, Connie has demonstrated exceptional operational leadership,” says President and Chief Executive Officer, Colonel Robin A. Snyder, USAF (Ret.). “Having served in a variety of management positions, she has a deep understanding of all aspects of our operation as well as compassion and respect for our members.”

Markovich has a Master’s degree in Management from Baker University and is a Fellow of the Life Management Institute (FLMI). She is a licensed insurance agent and has been certified an Associate in Customer Service (ACS) from Life Office Management Association (LOMA).

Headquartered in Overland Park, Kansas, USBA is a nonprofit organization providing a variety of low-cost group life insurance plans and other financial services to the Active Duty and Retired Military market as well as Honorably Discharged Veterans, National Guard, Reserves and Federal civilian employees.

--30--

P.O. Box 25956
Overland Park, KS 66225

Karen E. Vogan, PDM
Vice President,
Integrated Marketing
Services

Phone: 913-327-5500
E-mail: kvogan@usba.com