

# NEWS RELEASE



*For Immediate Release:*

## USBA Names Connie R. Markovich as New President/CEO

**Overland Park, Kansas – February 22, 2021**

The USBA (Uniformed Services Benefit Association) Board of Directors has announced that Connie R. Markovich will succeed Colonel Robin A. Snyder, USAF (Ret.), as the not-for-profit association's next President and Chief Executive Officer, effective January 1, 2021.

"I'm proud to turn the reins over to USBA's next President/CEO, Connie Markovich, because I know what a tremendous job she's done for over 38 years with the organization," said Snyder. "She not only has the respect of our staff and business partners, but she constantly strives to keep us focused on our members and making sure the membership experience is the best it could possibly be."

Markovich joined the association in 1982 and has held management positions of increasing responsibility over most areas of the company. She served as Executive Vice President and Chief Operating Officer for the past nine years.

Markovich has a master's degree from Baker University and is a Fellow of the Life Management Institute (FLMI), with certifications from The Life Office Management Association. She is also a licensed life & health insurance agent.

Also promoted recently is Rhonda L. Butler, FLMI, ACS, to Vice President - Administration. Butler has been with USBA since 1985 and has served the past five years as Senior Director of Operations.

Headquartered in Overland Park, Kansas, USBA is a not-for-profit Association that provides budget-friendly life insurance, health insurance supplemental programs and other products and services for military personnel, Federal employees, National Guard and Reserve members, Veterans and their families.

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