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Edward Deutschlander, CLU CLF
Begins Term as GAMA International's 58th President

FALLS CHURCH, VA – Edward Deutschlander, CLU CLF, began his term as president of GAMA International June 1, 2007.

“We are fortunate that Ed is leading GAMA International for the 2007-2008 term,” said Jeff Hughes, CEO of GAMA International, “and I am honored to be able to support him in that role. In 2001, he became the youngest person ever to be elected to the association’s board of directors, and now is GAMA’s youngest president. He is a tireless contributor of his time, talent and energy to the industry.”

“It’s a privilege to serve this association,” Deutschlander said. “It’s an exciting opportunity to lead the organization into the future. It is a bright one, and I welcome the opportunity to play a role in its growth.”

Deutschlander is co-general agent of North Star Resource Group, headquartered in Minneapolis, Minnesota. His primary responsibility is the recruiting, selection, supervision, accountability and coaching of associates with fewer than five years’ experience.

Deutschlander is considered to be one of the top authorities on recruiting and selection within the financial services industry; he has published in many industry publications and has been a keynote speaker at GAMA, LIMRA and American College events on this and other topics ranging from leadership and accountability to culture building. Deutschlander was Minnesota Life’s Recruiter of the Year every year until 2001, when he became co-general agent and was no longer eligible for the award. In 2002, he was the first-ever recipient of the North Star prestigious Medal of Honor Award, which recognizes leadership, service and selflessness.

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GAMA International is a worldwide professional association serving 5,500 field managers in the insurance and financial services industry. The association provides a variety of education and training programs, including publications, seminars and resources to share ideas and techniques on recruiting, selecting, training, supervising and leading financial sales professionals. GAMA International’s Web site is located at www.gamaweb.com.