



## ***Congratulations Pat Cassidy***

Reliance Standard is pleased to announce the promotion of **Pat Cassidy** to **Assistant Vice President, Small Group Marketing.**

Pat joined Reliance Standard in December 2003 with a mandate to build us into a market leader in small group ancillary benefits. Since that time he has led product development and distribution efforts to create **RSL SmartChoice®**, one of the most successful small group ancillary programs in the market.

He and his team have continued to evolve SmartChoice, based on a changing market and feedback from highly engaged MGA partners, from its initial market launch in 2004 to the leadership position it enjoys today in the large and dynamic 2 to 19 employee segment. Under his leadership SmartChoice continues to pace the market in usability, value and ease of doing business.

For our broker and MGA partners, SmartChoice is and has been a solid, predictable and profitable revenue stream in a market segment with almost limitless upside potential.

Please join us in congratulating Pat on his well-deserved promotion and wishing him and his team continued success.

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You may contact Pat at (267)256-3868 or (800)351-7500 ext. 3868, or by email at [pat.cassidy@rsl.com](mailto:pat.cassidy@rsl.com).