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Martorana of Farrell Backlund Insurance Agency receives Henry F. Barry, Jr. Pacesetter Award

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According to Farrell Backlund Insurance Agency (FBIA), its president, Russ Martorana was honored with the Henry F. Barry, Jr. Pacesetter Award by the Massachusetts Association of Insurance Agents (MAIA) at its "Big Event," the premier exhibition and education conference for insurance professionals held recently at the Marriott Hotel, Copley Place. The award, which is the highest honor that MAIA bestows, is designed to recognize an independent agent for outstanding leadership and service to the agency, community and the public.

MAIA is one of the leading trade associations for more than 1,600 Massachusetts independent insurance agencies and their estimated 10,000 employees.

FBIA is one of the largest independent property and casualty insurance agencies in southeastern Massachusetts and is an affiliate of Bristol County Savings Bank, also based in Taunton, Massachusetts.

Martorana, a 30-year veteran of the insurance business, has served as President of Farrell Backlund Insurance Agency since 1998. During his time in the industry, he has achieved several designations, including Certified Insurance Counselor (CIC) and Certified Workers Compensation Advisor (CWCA), and is a participant in the ARM Group and member of the Bay State Agents and the Agent Advisory Committee for Arbella Insurance Company. Martorana also holds insurance brokers licenses in eight states, including Massachusetts. Prior to his career in the insurance industry, he was a Certified Public Accountant with PricewaterhouseCoopers.

Martorana is also active in the community through his participation on the Board of Directors for Old Colony YMCA and as a member of both the Taunton YMCA Committee of Management and the Raynham Economic & Business Development Committee. Previously, he was a board member for the Rotary Club of Taunton, a member of the Strategic Planning and Building Needs Committees for the Bridgewater-Raynham Regional School Department and a board member and Chairman of the Finance Committee for the Town of Raynham.

The MAIA also bestowed several designations and awards to other FBIA employees:

- * Jana Dionne of Barrington, Rhode Island for obtaining her Certified Insurance Counselor (CIC) designation;
- * Colleen DeMello and Shannon Freeman of Dartmouth and Berkley, Massachusetts respectively, for obtaining their Certified Insurance Service Representative (CISR) designation;
- * Tom Rogers, of Lakeville, Massachusetts for obtaining his Certified Risk Managers (CRM) designation; and
- * Diane Chaplin of Attleboro, Massachusetts, and Doreen White of Taunton, Massachusetts, for being two of the first three people to ever be awarded the designation of Certified Professional in Personal Lines (CPPL) by MAIA. This is a brand new designation introduced to help Personal Lines

Account Managers adapt and excel in the managed competition environment.

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