

FOR IMMEDIATE RELEASE**Contact: Denise Reiter**

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BANK INSURANCE & SECURITIES ASSOCIATION (BISA) DIVERSITY COMMITTEE**

Indianapolis, IN, (February 21, 2017) – Jim Nickens, President of InSource, Inc., a family-owned insurance brokerage firm based in Indianapolis, IN, has been appointed to serve as a member of the Bank Insurance & Securities Association (BISA) Diversity Committee.

BISA is a prestigious nonprofit membership association of the financial services industry. Its members are made up of those who work in the marketing, sales, and distribution of securities, insurance and other financial products through the bank channel. In March 2015, BISA launched its Diversity Committee to address workforce demographic changes. The committee is tasked with analyzing industry demographics, identifying diversity trends in both recruiting and best practices with an eye toward preparing member organizations for the changes ahead.

“The financial services industry has made positive strides to address the issue of diversity over the past two decades that I’ve been in the business, but we have more to accomplish in order to accurately reflect the demographics of the people we serve,” says Nickens. “I am looking forward to working with the team at BISA and its Diversity Committee to find creative ways to attract women and minorities to the field.”

Nickens joined InSource as its National Sales Director in 2011 and was promoted to President in 2015. He has accumulated more than 23 years experience in the financial services industry including prior positions of Senior Vice President and Sales Manager for Key Investment Services (KIS); Regional Investment Sales Manager and Vice President at NatCity Investments; and, Vice President and Affiliate Sales Manager for Fifth Third Securities.

An active community leader, Jim is a coach at Indy Premier Soccer Club and serves on the boards of Girl Scouts of Central Indiana and The Ronald McDonald House of Central Indiana. A graduate of Amherst College in Amherst, MA, he holds Series 6, 7, 24, 51, 63, Life Accident and Health Insurance licenses.

About BISA Diversity Committee

The BISA Diversity Committee supports member firms to drive business results by attracting, developing and retaining diverse talent through awareness, education and community engagement. More at www.BISAnet.org.

About InSource

InSource, established in 1987, is a family-owned insurance brokerage firm located in Indianapolis, Indiana. InSource markets annuity and life insurance products to banks, broker dealers and financial advisors. Our unique business model of wholesaler support is based on quality relationships that are built on trust, integrity, and a sincere interest in mutual success. For more information on InSource, visit www.insourcemg.com.

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