

Washington-State Long Term Care Insurance Executive Wins Coveted Judging Position

Senior Marketing Executive – Based in Kirkland, Washington – Chosen as Judge in 2009 International DMA ECHO Awards Competition

KIRKLAND, Wash., April 23 (SEND2PRESS NEWSWIRE) – Jonas Roeser, Senior Vice President of Marketing and Operations of LTC Financial Partners, LLC (LTCFP), has been chosen to be a judge in round 1 of the 2009 International DMA ECHO Awards. The judging will take place May 19th-21st in New York City at the Direct Marketing Association headquarters.



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ECHO judges, who are nominated by the ECHO Academy Board of Governors, are an elite group of senior professional client-side marketers, agency account directors and senior creative professionals with years of direct and digital marketing experience as well as specific industry experience. Judges are selected for their energy, enthusiasm and dedication to excellence, making the prestigious honor all the more meaningful.

ECHO judges select the biggest and best ideas, the most creative use of media and channels, and the finest executions – in short, the very best work of the

world's very best direct marketing professionals. Judges rigorously assess campaigns based on strategy, creativity, and results. This focus on balanced judging assessment – combined with top-notch judges and outstanding entries year in and out – has made ECHO one of the most coveted awards for both agencies and clients. Overall, participating judges come from cities across the United States, as well as from the UK, Brazil, Sweden, Italy, Belgium, Denmark, Scotland, Finland, Portugal, Hungary, Australia, New Zealand and Malaysia.

In 2008, Roeser was a runner-up for an ECHO award and chose not to enter in 2009 in order to accept the judging position. The 2008 ceremony was in Las Vegas and hosted by Emmy award winning comedian of the "Tonight Show," Jay Leno, at a sit-down dinner and awards ceremony.

"It is a real honor to be chosen to stand side by side with one's peers to view and vote on the world's best direct mail campaigns," stated Roeser.

Last year, 2008, was a banner year for Roeser. Not only was he a runner up for an ECHO; he also took home a PIXI. "PIXI" stands for Printing Innovation with Xerox Imaging, and PIXIs are handed out once a year to honor producers of America's most creative brochures, flyers, space ads, and other print objects. Roeser won his PIXI for the "Most Unique / Innovative" entry.

"I am proud of Jonas and his broad marketing talents," says Craig Smith, President of LTCFP. "His awards reflect just a fraction of what his talents have done to help brand our company and its producers on a national level."

Thanks to a combination of LTCFP's management, marketing, and agent performance, the company is expanding rapidly in spite of the down economy. In 2008 Inc. Magazine ranked LTCFP No. 1,353 among all companies and No.12 in the insurance category, in its annual ranking of the 5,000 fastest-growing companies in the nation.

Information about Roeser's organization is available at web.ltcfp.com. Roeser may be reached at 866-471-4072.

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