

Subscribers' Advisory Committee

As part of our commitment to serving the membership, PURE has a committee of members who advise on the company's direction and ensure that the voice of the membership is heard on important matters. This dedicated panel also ensures that PURE maintains a communicative, transparent relationship with its membership at all times.

Members of the Subscribers' Advisory Committee (SAC):

- Meet quarterly with PURE's management to offer advice and insights
- Act as champions for PURE in their local communities
- Oversee the company's attorney-in-fact
- Select auditors
- Advise on initiatives and issues relating to claims, billing and other matters
- Generate or comment on new coverage ideas or claim enhancements

The current SAC members are recognized experts in their respective fields and share a commitment to making PURE the best possible company for its members.

(See reverse for bios)



Josephine Cummings
*Member of the
Subscribers'
Advisory Committee*

Josephine Cummings, a PURE member since 2011, is CEO/Chief Strategic & Creative Officer at The Joey Company. Over the four decades that span her career, Joey's strategic, creative and management skills earned her key leadership roles at top advertising agencies around the world. In 1991, Joey opened the doors of The Joey Company, a growing, very successful privately held agency located in Dumbo in Brooklyn, NY. Her work has won awards from Cannes to Clios to Effies. She has been recognized as Advertising Age's 100 Best and Brightest, Adweek's Creative All Stars and Fortune Magazine's "People to Watch." The campaigns she has built over her career have established some of the most long-lived and successful brand names in advertising.



Douglas Fields*
*Member of the
Subscribers'
Advisory Committee*

Douglas Fields has been a PURE member since 2007. A former secretary of the SAC, Doug has supported PURE members and acted as a local champion for PURE as a Senior Vice President at BB&T Insurance Services in Weston, FL and is one of our largest broker partners. He began his insurance career in 1983 with State Farm Insurance Company as a claim adjuster. In 1985, he began his sales career with Oswald Trippe & Co, one of Florida's largest independently owned insurance agencies, and became a partner and Senior Vice President there in 1992. Additionally, Doug was an organizing Director of Edison Insurance Company, a homeowners insurance company based out of St. Petersburg, FL.



Richard Jacobs
*Member of the
Subscribers'
Advisory Committee*

Richard Jacobs, a PURE member since 2011, is a Managing Director and Principal of CGA Capital, LLC, a leading provider of debt and equity capital for net leased corporate, governmental and not-for-profit real estate and other assets nationwide. Prior to forming CGA in 2008, Rich was a Managing Director at RBS Greenwich Capital, the US broker/dealer affiliate of The Royal Bank of Scotland plc, and was the head of the Structured Finance Group at Legg Mason, Inc. Prior to joining Legg Mason, Rich was a senior commercial loan trader at Credit Suisse First Boston. Rich was the former Head of the Committee of Trustees of Ruxton Country School in Baltimore, MD.



Jodi Lash*
*Member of the
Subscribers' Advisory
Committee*

Jodi Lash, a PURE member since 2010, is the CEO of J. Lash & Company, an insurance regulatory consulting firm. For more than 25 years, Jodi has been assisting insurance companies to grow and expand countrywide. In her insurance career, she has served in many operational areas, including legal, underwriting, claims and product management. Jodi served as National Chair of the American Red Cross Tiffany Circle and on the Board of the Dallas Red Cross (Chair 2013-2015). She is the co-founder of Circle 58, a women's philanthropic initiative that supports The Gatehouse; a former board member for The Concilio; and a member of the Economic Leadership Council for The Dallas Women's Foundation.



James H. McLaughlin
*Chairman of the
Subscribers' Advisory
Committee*

James H. McLaughlin, a PURE member since 2009, is the founder of J. H. McLaughlin & Co, Inc., a management consulting business focusing on strategy and practice management for wealth management and investment advisory firms, private banks and single and multi-family offices. He has served in senior management roles at Geller Family Office Services, LLC, Mellon Private Wealth Management and Convergent Wealth Advisors. Jamie served 10 years in the Connecticut General Assembly, including three terms in the State Senate, where he chaired and served as Ranking Member of the Finance, Revenue and Bonding Committee.



William W. Wilson III
*Member of the
Subscribers' Advisory
Committee*

William W. Wilson III, a PURE member since 2007, is the Executive Chairman of Queue Software and Partner at Tri-Tech Luxury Home Builders. He served as President and CEO of ClientSoft, the global leader in legacy integration software, for more than four years until its sale in December 2004. Bill is the former Managing Director and Chief Information Officer at Marsh and Senior Vice President and Principal at Johnson & Higgins (J&H). While he was at Marsh, the organization was ranked first in the insurance industry for the effective use of technology (and 16th among all companies). During his time at J&H, the company was awarded the coveted Computerworld-Smithsonian award for J&H InfoEdge. Bill is Chairman of the Ocean Reef chapter of the World Presidents' Organization (YPO-WPO) and Chair Emeritus of the Baptist Health South Florida Foundation Board.

* Members of the SAC are discouraged from providing professional services (services outside of their duties as a member of the SAC) in exchange for compensation to Privilege Underwriters Reciprocal Exchange ("PURE"), PURE Risk Management, LLC ("PRM") and/or its affiliates ("Companies"). However, if it is determined that it may be in the best interest of the Companies for a member of the SAC to do so, the SAC will first discuss the potential engagement and evaluate alternative service providers. If the SAC concludes the engagement is in the best interests of the Companies, only then will it move forward. At this time, there are two SAC members who are being compensated for professional services rendered to at least one of the Companies:

- Douglas Fields works at BB&T Insurance Services ("BB&T"), an independent insurance broker that receives commissions for placing business with PURE and other insurance carriers. Following a discussion, the SAC affirmed that having an independent insurance broker on the Committee brought an invaluable perspective that far exceeded any potential conflict.
- Jodi Lash has assisted PURE in the licensing application process for several states, including Idaho, as part of her insurance regulatory consulting practice. After deliberation and discussion, the SAC has decided that, based upon her familiarity with the process, Jodi's continued engagement in the Idaho licensing process is in the best interest of PURE and its members.