

Subscribers' Advisory Committee

As part of our commitment to serving the membership, PURE has a committee of appointed 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:

- 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 and supervise auditors
- Advise on initiatives and issues relating to claims, billing and other matters
- Generate or comment on new coverage ideas or claim enhancements
- Review and comment on member-wide communications, announcements and new collateral

The current Committee 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)



Joey Cummings
*Member of the
Subscribers'
Advisory Committee*

Joey 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 Clio's to Effie's. She has been recognized as AdvertisingAge'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.



Doug Fields
*Member of the
Subscribers'
Advisory Committee*

Doug 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 through his executive role at BB&T Insurance Services in Weston, FL., and is one of our largest broker partners. He is a Senior Vice President and receives compensation for business written on behalf of PURE members. 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. Doug lives in Ft. Lauderdale, FL, with his wife, Audrey.



Richard Jacobs
*Member of the
Subscribers'
Advisory Committee*

Rich 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. Currently residing with his wife at their homes in Georgia and Florida, Rich was the former Head of the Committee of Trustees of Ruxton Country School in Baltimore, Maryland.



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 22 years, Ms. Lash has been assisting insurance companies in growth and expansion countrywide, providing consulting expertise regarding licensing and regulatory issues. She is currently providing professional services for a fee to assist in obtaining PURE's license to transact business in the state of Idaho. In her career, she has served in many functional departments including legal, underwriting, claims and marketing. Ms. Lash serves 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 Conclio; and a member of the Economic Leadership Council for The Dallas Women's Foundation. Ms. Lash lives in Southlake, TX, with her husband and has two adult sons.



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. Jamie lives in Darien, CT, with his wife, Julie, and their son.



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 #1 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.
