



P.O. Box 68700, Indianapolis, IN 46268-0700
20 F Street NW, Suite 510, Washington DC 20001
P: 630-522-6322 | fraternalalliance.org

For Immediate Release

Media Contact: Kate Chillinsky

The American Fraternal Alliance Announces New Managing Director

UNITED STATES — On November 9, the American Fraternal Alliance hired Kendra Ansley as Managing Director. As Managing Director, Ansley will be responsible for providing organizational support necessary to deliver innovative strategy and accomplish the mission of the association. She will work closely with the CEO to develop infrastructure to capture institutional knowledge for continued longevity and success.

“Kendra’s addition to the Alliance executive staff comes at a significant crossroads for the Alliance. Coming out of the pandemic, we have more clarity than ever about the direction of the Alliance. Kendra expertise and savvy will help us both achieve short term priorities and make important progress on long-term goals.”, said Allison Koppel, Alliance CEO.

Ansley has over 10 years’ experience with trade associations, spending more than five years as Executive Director of a national trade association with an international contingent. With member service her highest priority, Ansley’s experience includes strategic planning, budget management, oversight of a federal regulatory compliance program, and delivering educational programming. She also boasts a history of advocacy efforts, including working with legislators and federal agencies, as well as a managing an industry Political Action Committee. This multi-faceted experience and track record of success will lend itself well to advocating for the needs of fraternal benefits societies as well as delivering member value to support the continued success. While new to the fraternal system, Ansley’s background with the NAIC and familial connections to the life insurance industry are certain to help her get up to speed quickly.

United in service and financial security

She holds a bachelor's degree in Sociology and a minor in business from Washburn University in Topeka, Ks. She is a member of the American Society of Association Executives and received her IOM (Institute for Organization Management) designation from the US Chamber of Commerce in 2017.

Ansley commented, "I am thrilled to join the American Fraternal Alliance and serve an industry committed to making the world a better place while simultaneously helping to ensure the financial security of millions. Serving Alliance members who have given so generously to their communities for generations is a privilege, and I look forward to lending my skills to advancing fraternal."

For membership, business, or press inquiries, please contact: info@fraternalalliance.org

About the American Fraternal Alliance

The American Fraternal Alliance promotes and supports the missions of its 50+ not-for-profit fraternal benefit society members operating in 50 states, the District of Columbia and Canada. Fraternal benefit societies are a different kind of life insurance provider, securing members' futures through reliable financial service offerings, and giving back to their local communities through meaningful volunteer activities. Alliance member societies represent nearly eight million individuals, making it one of America's largest member-based volunteer networks.

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