



AMERICAN
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ALLIANCE

For Immediate Release

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American Fraternal Alliance Board Welcomes Two New Directors

OAK BROOK, IL, September 15, 2016 – The American Fraternal Alliance welcomed two new fraternal executives to its Board of Directors at the 2016 Annual Meeting, September 8-10, in Nashville, Tennessee: Allan (Buddy) Preuss, President and CEO, Hermann Sons Life and Eivind Heiberg, CEO, Sons of Norway. Both directors were elected to three-year terms.

Allan W. Preuss was elected President and CEO of Hermann Sons Life in 2013. Together with his Executive Team of officers, Mr. Preuss' responsibilities as CEO involve the development of high level policies and strategies to help accomplish the Hermann Sons Life mission. An advisor to other officers and a motivator to members, Mr. Preuss drives growth within the organization and is committed to positive results.

A member of Hermann Sons Life since 1960 and an employee since 1981, Mr. Preuss most recently served as Vice President-Marketing (2009-2013) where his primary responsibility was the development, implementation and supervision of the corporate sales strategy of financial products. Mr. Preuss was executive director (1985-2009) and assistant director (1982-1985) of the Hermann Sons Life Camp.

Mr. Preuss received a Bachelor of Science degree in Recreational Administration in 1981 from Texas State University in San Marcos. He earned his Fraternal Insurance Counselor distinction in 1990 from the Fraternal Field Managers' Association.

Eivind Heiberg serves as the Chief Executive Officer of Sons of Norway and Sons of Norway Foundation. As CEO of the largest Norwegian organization outside of Norway, Mr. Heiberg and

his leadership team oversee an insurance company with more than \$360 million in assets and an international cultural organization with 53,000 members, focused on achieving Sons of Norway's mission to promote and preserve the culture and heritage of Norway, celebrate its relationships with other Nordic countries and provide quality insurance and financial products to its members.

Mr. Heiberg also serves as CEO of Sons of Norway Foundation, a \$7 million philanthropic entity dedicated to funding activities that preserve and promote Norwegian heritage, positively affect members, and make Sons of Norway communities a more vibrant place to live. The Foundation is celebrating its 50th Anniversary and has awarded more than \$2 million in scholarships, grants, and humanitarian aid to its members.

Prior to his appointment as CEO in 2009, Heiberg served as Fraternal Director of Sons of Norway since 2002. Before joining Sons of Norway, he worked as a financial planner. Heiberg serves on the Boards for Ski for Light and the Minnesota Insurance and Financial Services Council. He is also an active member of Young Presidents Organization.

On September 1, 2015, Heiberg was appointed Honorary Consul General for Norway in the state of Minnesota.

Mr. Heiberg earned a Bachelor's degree in Business Administration and Mass Communications, *cum laude*, from Concordia College and completed his coursework for a Masters in Speech Communications from the University of Minnesota.

About the American Fraternal Alliance

The [**American Fraternal Alliance**](#) promotes and supports the missions of its 64 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 9 million individuals, making it one of America's largest member-volunteer networks.

Through advocacy, policy and providing opportunities for a broader understanding of fraternal benefit societies as financial providers and community service activists, the Alliance serves as a vital and valued resource. The Alliance promotes the fraternal model, member involvement and

interaction as well as collaboration with industry, public policymakers and non-profit community service organizations. The American Fraternal Alliance delivers highly effective and efficient operations regarding membership, and allows every board and committee member to have a voice in issues that affect the Alliance and member fraternal.

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