



Pacific Federal

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**NEWS
RELEASE**

For Immediate Release

PACIFIC FEDERAL PRESIDENT JIM GARRISON NAMED ONE OF VALLEY'S MOST INFLUENTIAL LEADERS

(Glendale, Calif. – Nov. 21, 2016) The *San Fernando Valley Business Journal* has honored Pacific Federal, LLC (PacFed) President Jim Garrison as one of the most influential 200 leaders in the San Fernando, Conejo, Santa Clarita and Antelope Valleys, an area with a combined population of over 2.6 million.

This month the *San Fernando Valley Business Journal* published its inaugural issue of "The Valley 200," a special standalone edition introducing readers to the 200 most powerful business people and leading opinion shapers in the Valley areas of north Los Angeles. These distinguished individuals were selected based on their significant achievements and standing in the community, and were recognized at a special celebration on November 9 hosted by the publication's editor-in-chief Charles Crumpley.

"I was truly honored and humbled to join the ranks of so many accomplished and prominent leaders from the Los Angeles business community and beyond," Garrison said. "I'd like to express a special thanks to the *San Fernando Valley Business Journal* for including me in this special honor."

A seasoned health care industry executive, Garrison heads one of Southern California's leading privately owned employee benefits companies. Headquartered in Glendale, Calif., PacFed specializes in the administration of Private Exchanges, labor Taft-Hartley Health Plans and corporate ERISA Plans.

Among his many professional endeavors, Garrison serves on the executive board and board of directors for the Los Angeles Chamber of Commerce and as co-chair of its Health Care Council. He is also a member of the board of directors for the Music Fund of Los Angeles, Valley Industry and Commerce Association Political Action Committee and advisory board for Loyola Marymount University's Center for

the Study of Los Angeles. Garrison is a past member of the California Electoral College and the California Democratic Party Finance Council. He has been honored with the Boys and Girls Club of the San Fernando Valley Golden Hands Award and the Teamsters National Hispanic Caucus Community Award.

Garrison and his wife Rachel reside in Glendale, Calif., together have four grown children and eight grandchildren. They are past recipients of the March of Dimes Premiere Parents Award. One of their shared passions is making Latino artwork accessible to Angelinos through their support of local artists and public exhibitions.

About Pacific Federal, LLC

Pacific Federal, LLC (PacFed) is one of California's most experienced privately owned employee benefits firms. PacFed assists businesses in carrier negotiations and the administration of employee benefit coverages. It also offers online services, member assistance, workplace support, consolidated billing, COBRA administration and compliance notification. Visit www.pacfed.com for more information.

THE VALLEY

2000

*The Most Influential Leaders in the
San Fernando, Conejo, Santa Clarita and Antelope Valleys*

JAMES GARRISON

President, Pacific Federal

James Garrison is president of Glendale-based Pacific Federal, an employee benefits company that is the parent of PacFed Benefit Administrators and PacFed Insurance Services. Garrison is known in his field for, among other things, co-founding one of the nation's first Preferred Providers Organizations. He is active in the Valley Industry and Commerce Association, and he is a director of the Los Angeles Area Chamber of Commerce. A past member of the Electoral College, he represented California in the 2000 presidential election and is a past member of the California Democratic Party Finance Council.



- ENJOY MOST** Working with employees, clients and carriers on the challenges dealing with change.
- BUSINESS MOMENT** Purchasing Pacific Federal from Marsh & McLennan in 1990.
- BEST ADVICE** Timely review of monthly financials. Do not borrow to make payroll; only borrow for capital investment.
- MOST CONCERNED** The cost of college education and the obscene loan interest rate. With four children and eight grandchildren, it's a significant issue for our family.
- FUN FACT** I'm one-quarter Mexican. My mom's dad was born in Colonia Juarez.
- BUCKET LIST** To get current on my pilot license. It has been over 25 years since I last flew a plane.