



Pacific Federal, LLC

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**NEWS
RELEASE**

SAN FERNANDO VALLEY BUSINESS JOURNAL HONORS INFLUENTIAL LEADERSHIP OF PACFED PRESIDENT JIM GARRISON FOR FIFTH CONSECUTIVE YEAR

(Glendale, Calif. – July 30, 2020) For the fifth consecutive year, Pacific Federal, LLC (PacFed)

President Jim Garrison has been recognized as one of the Los Angeles region’s most influential leaders by the editor and publisher of the San Fernando Valley Business Journal (SFVBJ). This leading business publication serves a regional population of nearly 3 million in the northern area of Los Angeles, including communities in the San Fernando Valley, Santa Clarita Valley, Simi Valley and part of Ventura County.

Published each July, The Valley 200 is a special edition introducing readers to the most powerful business people and leading opinion shapers in the Valley areas of north Los Angeles. For the first time this year, 20 of the 200 individuals honored, including Garrison, were recognized as “Icons of Influence” for their influential and active engagement in the community.

As described in a letter from SFVBJ Publisher and Editor Charles Crumpley, the top 200 honorees include business owners, top educators and individuals at the helm of organizations striving to improve the community. The Icons of Influence “are the standouts among the standouts, the most influential of the influential...Folks who have been engaged in several disciplines – such as business owners who have been involved in several charities, chambers and business groups,” wrote Crumpley.

“I am humbled to receive this special recognition as one of the 20 inaugural Icons of Influence in our community,” said Garrison. “While I am personally honored to receive this recognition, I feel fortunate and deeply grateful to Zenith American and the California PacFed team who, even during the current global health crisis, continue to provide essential health coverage administration services to employers, employees and their families.”

A seasoned health care industry executive, Garrison heads one of Southern California’s most experienced employee benefits firms. Founded by Garrison in 1977, PacFed was acquired by Zenith American in 2017. One of the nation’s largest employee benefit administrators, Zenith American

provides health and retirement administration solutions to approximately 2 million families from over 45 locations across the U.S.

Among his many professional endeavors, Garrison serves on the executive 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 Dolores Huerta Foundation, El Proyecto del Barrio and Music Fund of Los Angeles, and chairman of the Development Council for Loyola Marymount University's Center for the Study of Los Angeles. He is a past member of the California Electoral College and the California Democratic Party Finance Council.

Garrison has been the recipient of the Valley Industry and Commerce Association (VICA) Harmon Ballon Community Service Award, Boys and Girls Club of the San Fernando Valley Golden Hands Award, Teamsters National Hispanic Caucus Community Award, Dolores Huerta Foundation Richard Chavez Memorial Award, Farmworker Justice Corporate and Social Responsibility Award, San Gabriel Valley Civic Alliance Lifetime Achievement Award and Southern California Chapter of the Teamsters National Black Caucus Excellence in Leadership Award. Under his leadership, PacFed was inducted into the VICA Business Hall of Fame in June 2019.

Garrison and his wife Rachel reside in Glendale, Calif. and 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 Chicano artwork accessible to Angelenos through their support of local artists and public exhibitions. They also enjoy boating and skiing.

About Pacific Federal, LLC

Pacific Federal, LLC (PacFed), a Zenith American company, is one of California's most experienced employee benefits firms. PacFed offers online services, member assistance, workplace support, consolidated billing, COBRA administration and compliance notification. Zenith, which has provided high-quality administrative services since 1944, manages benefit plans as a third-party administrator serving nearly 2 million families from over 40 offices across the U.S. The clients of PacFed and Zenith are Taft-Hartley trust funds, trade associations, government entities and corporate employers. www.pacfed.com, www.facebook.com/PacFed, #PacificFederal

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