



## William R. Cavalier

Regional Manager — Eastern Region

William (Bill) R. Cavalier graduated from Central Michigan University with a Bachelor of Science degree in Marketing with an emphasis in personnel management. Bill joined the CPI team in 1989. He was promoted within our sales team as a regional manager for the Southwestern Region in 1990. Due to market demand and development



opportunities, Bill transferred to the Eastern Region in 1994 where he continues to serve as the territory's regional manager. The Eastern Region consists of fourteen states. Bill and his team of three retirement plan consultants serve Maine, New Hampshire, Vermont, New York, Massachusetts, Rhode Island, Connecticut, New Jersey, Pennsylvania Delaware, Maryland, Virginia, West Virginia, and North Carolina.

During his tenure at CPI, Bill has been responsible for opening regional sales offices in Phoenix, Arizona; Dallas, Texas; Tulsa, Oklahoma; and Cincinnati, Ohio. In 2004 Bill earned both the Outstanding Regional Sales award and the Outstanding Regional Development award. He has published numerous articles on flexible benefit administration topics and has taught marketing and sales management classes for the Barton County Community College business program. Bill and his wife, Lola, reside in Fayetteville, North Carolina.