

Special pull-out section

MINNEAPOLIS ST. PAUL  
BUSINESS JOURNAL

# WOMEN *in* BUSINESS

May 2009



PICTURED:  
(FROM LEFT)

- Robin Engelson*
- Sara Ratner*
- Kim Nelson*
- Olga Viso*
- Lynn Carlson Schell*

PLATINUM SPONSORS



**Deb Newman has 30 years** of experience in the financial-services industry. She is the owner of Newman Long Term Care, a brokerage agency she created 19 years ago, which specializes exclusively in long-term care insurance. Over the years, Newman and her associates have worked with thousands of clients, agents and financial professionals to build the organization into one of the largest long-term care insurance agencies in the United States. Everyone she works with is indoctrinated with her core value: "We do what's right for the consumer." Newman is a recognized expert on long-term care issues. She advises government policy groups and insurance companies on strategies for the future.

*Continuing education:*

Bachelor of science in marketing, Northern Illinois University  
Chartered life underwriter, The American College  
Chartered financial consultant, The American College

*What professional accomplishment makes you most proud?*

Newman Long Term Care is one of only a few woman-created and owned insurance brokerage firms in the nation. The organization was built on the tenet that we do what is right for the consumer.

*What was the single most defining moment in your career?*

I discovered that I didn't have to be "one of the boys" to be successful. I decided that it was perfectly OK to be myself. I simply took full responsibility for whatever position I was in, and was never afraid to speak my mind. I believe that my actions earned my place at the table.

*What do you see as the biggest issue in your industry right now?*

Denial and procrastination — I want people to understand that long-term health care issues envelope their entire family and what a blessing it is to have a plan. This is especially true for women because we tend to live longer than men and are often expected to become the caregivers for family members.



INDUSTRY  
LEADER

## DEB NEWMAN

*Founder and owner*

**Newman Long Term Care**

*Have you changed your business model or services in the current economy? If so, how?*

I realize that as the owner of a company like ours, I need to play a role in educating the public about long-term care. Therefore, we have developed a radio advertising campaign supported by seminars and Webinars. During these challenging economic times, people must recognize that they cannot ignore this critical planning issue.

*What are your goals for this year?*

In 2009, Newman Long Term Care is focusing on building and strengthening our business alliances within the financial-services industry.

*What are your long-term goals?*

I want to become a national speaker who inspires other women by sharing my own personal stories and professional strategies.

*What advice would you give to women professionals?*

Determine your mission and goals, deliver them with passion and network, network, network.

*Family:* Married 31 years to Scott Newman; children, Anton, Dana and Daniel; two dogs, Midnight and Timber

*Congratulations  
to this year's  
award winners*

MINNEAPOLIS ST. PAUL  
**BUSINESS JOURNAL**  
**WOMEN**  
*in*  
**BUSINESS**

**INDUSTRY LEADERS**

Cheri Beranek Podzimek  
Jill Bickford  
Gail Boudreaux  
Laurie Brown  
Lynn Carlson Schell  
Barbara D'Aquila  
Kate DiCamillo  
Robin Engelson  
Martha Goldberg Aronson  
Christine Hobrough  
Julia Knight  
Sona Mehring  
Katherine Moss  
Deb Newman  
Brigid O'Malley  
Mary Lynne Perushek  
LouAnne Reger  
Anne Sample  
Stacy Sandler  
Nancy Schuelke  
Michelle Strobel  
MaryAnn Stump  
Ann Voda  
Shirley Weis  
Barbara Yates

**WOMEN TO WATCH**

Laura Bishop  
Emily Backstrom  
Elizabeth Brama  
Jennifer Brigham  
Teresa Daly  
Patricia Dennis  
Cindy Deuser  
Julie Halvorson  
Elise Hernandez  
Christine Horton  
Jocelyn Knoll  
Teresa Lavoie  
Betsy Lulfs  
Kris Lynch  
Gail Mikolich  
Beth Monsrud  
Kim Nelson  
Krista O'Malley  
Sara Ratner  
Stephanie Shimp  
Traci Tomas  
Jennifer Thalhuber  
Olga Viso  
Meghan Wilker  
Theresa Wise

**CAREER  
ACHIEVEMENT**

Jeannine  
Rivet

**PLATINUM SPONSORS**



**GOLD SPONSOR**



**SILVER SPONSOR**



**SUPPORTING SPONSOR**

