

FOR IMMEDIATE RELEASE

Long term care insurance advocate Deb Newman named to the “Hot 100 in Insurance” list by national industry publication

Richfield, MN (January 26, 2015) -- *Insurance Business America* (IBA) magazine just released their second annual [“Hot 100 in Insurance”](#) list. To select the Hot 100, IBA pored through submissions and industry news items over the past year to track just who was making the noise and necessary changes to bring the insurance sector to where it is at the start of 2015. Including those who make a constructive difference, from politicians to producers, regulators to reinsurance executives, this list features notables such as the CEOs of Lloyd’s of London and AIG, Kentucky Governor Steve Beshear, DHS Director Sylvia Mathews Burwell (who replaced Kathleen Sebelius in 2014), and US Representative Maxine Waters. Deb Newman, founder and CEO of Richfield, Minnesota based Newman Long Term Care was one of the few Midwesterners selected for the Hot 100 list.

Newman was recognized for her quarter-century devoted “solely to long-term care planning”. “Starting with just herself and one employee, Newman built Newman Long Term Care into one of the nation’s foremost LTCI only companies”. She was recognized for lending “her perspective to publications like *USA Today*, the *Wall Street Journal* and *Money Magazine*”. *Insurance Business America* also acknowledged her advocacy in speaking to industry and consumer groups and government panels in more than 40 states. [See Newman’s feature in IBA here.](#)

Newman commented, “In an industry long-dominated by men, it’s great to see so many women contributing at the highest levels.”

“The Hot 100 represents the best of the best the insurance industry has to offer. These are true thought leaders and influencers in our industry,” said IBA senior journalist Caitlin Bronson. “This list is very much a ‘who’s-who’ of power players and innovators in insurance.” [See the full Hot 100 List here.](#)

About Deb Newman & Newman Long Term Care

Founded in 1990, Newman Long Term Care has focused exclusively on long-term care insurance for more than two decades. Based in Richfield, Minn., the firm is a national leader in the industry and currently sells long-term care insurance in all 50 states. In 2009, Deb Newman was acknowledged by the Minneapolis/St. Paul Business Journal as one of the top 25 Women in Business. In 2007, Deb was recognized nationally as one of the top ten on the Power List of Who's Who in Long Term Care Insurance. She was nominated by Senator Mitch McConnell for the Federal Long Term Care Commission, a group tasked with devising a comprehensive long-term care planning and services system.

Deb has held leadership positions in many insurance industry groups, including:

- Past Chair for the Board of Directors, Life & Health Insurance Foundation for Education (LIFE)

- Past President, National Association of Insurance and Financial Advisors (NAIFA) – Minnesota
- Past National President, Association of Health Insurance Advisors (AHIA)

For more information about Deb Newman and Newman Long Term Care, visit www.NewmanLongTermCare.com

Press Contact:

Craig Roers

Marketing Manager

Newman Long Term Care

6636 Cedar Ave South, Suite 100

Richfield, MN 55423