



# PRESS RELEASE

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## Debra C. Newman Elected President of Minnesota Organization of the National Association of Insurance and Financial Advisors

[GOLDEN VALLEY, MN (May 14, 2010)] —Debra “Deb” Newman, CLU, ChFC, LTCP, has been elected to serve as 2011-2012 president of NAIFA-Minnesota chapter of the National Association of Insurance and Financial Advisors (NAIFA). Newman was elected and sworn in at the association’s annual Day with MDRT conference at Mystic Lake Casino on April 30.

Newman is a pioneer of the long term care insurance industry and founder of Newman Long Term Care - one of the largest and most successful long term care insurance agencies in the country. Deb's focus is on helping people understand that planning ahead will allow them to finish life well.

Nationally recognized on long term care planning issues, Deb frequently speaks to insurance, financial services and government groups as well as consumers. She has been heard locally on WCCO Radio, Twin Cities News Talk and FM107.1 speaking about long term care issues. She has been recently quoted by the *Wall Street Journal*, *Star Tribune*, *Money magazine* and *USA Today*.

“In addition to her wealth of insurance and financial experience, Deb brings to this office her unique passion for educating consumers on the importance of financial planning in all aspects of their lives”, said Todd Johnson, Executive Director of NAIFA-Minnesota. “Her focus on long term care insurance in particular, has made her one of the best resources in the nation for thought leadership on the role that insurance can play in all of our lives. We look forward to where she will help take our organization in the coming year.”

In addition to her responsibilities with NAIFA-Minnesota and in running her own insurance agency, Newman also is the current Chair of Board of Directors for the Life and Health Insurance Foundation for Education (LIFE Foundation), a non-profit organization dedicated to helping consumers better understand life, health, disability and long-term care insurance. She is the first woman elected to serve in that position.

**About NAIFA:** NAIFA comprises more than 600 state and local associations representing the interests of approximately 200,000 agents and their associates nationwide. NAIFA members focus their practices on one or more of the following: life insurance and annuities, health insurance and employee benefits, multiline, and financial advising and investments. The Association’s mission is to advocate for a positive legislative and regulatory environment, enhance business and professional skills, and promote the ethical conduct of its members. Visit NAIFA’s website at [www.naifa.org](http://www.naifa.org).

NATIONAL ASSOCIATION OF INSURANCE AND FINANCIAL ADVISORS

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**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. She was also named a 2009 Five Star Wealth Manager by *Twin Cities Business and Minneapolis-St. Paul* magazines. This award reflects client satisfaction information gathered from consumers and financial services professionals. 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.

Deb holds leadership positions in many insurance industry groups, including:

- Chair for the Board of Directors, Life & Health Insurance Foundation for Education (LIFE)
- Past National President, Association of Health Insurance Advisors (AHIA)
- Past President, (NAIFA) Minneapolis

For more information about Deb Newman and Newman Long Term Care, visit [www.NewmanLongTermCare.com](http://www.NewmanLongTermCare.com)

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