

## Newman Long Term Care Announces Strategic Alliance with Modern Woodmen of America

As 10,000 baby boomers turn 65 every day, two leading financial planning and insurance firms team up to help solve the nation's growing long-term care needs.

Richfield, Minn. March 1, 2013 -- Newman Long Term Care, one of the nation's leading long-term care insurance agencies, today announced a new strategic alliance with Modern Woodmen of America to provide more clients with the best service, carriers and expertise for their long-term care planning needs. As a fraternal financial services organization with membership of more than 770,000 nationwide, Modern Woodmen members will receive education, sales training, policyholder service and many other forms of support from Newman Long Term Care. The announcement was made to Modern Woodmen financial representatives on March 1, in a webinar introducing Newman Long Term Care's services.

This announcement comes at a critical time in American history. A greater awareness for long-term care planning has emerged as 10,000 baby boomers are turning 65 every day—a trend that will continue for the next 17 years.

"We believe this alliance will build on the strengths of both organizations and will help us all solve the long-term care planning needs of many more families," said Deb Newman, founder of Newman Long Term Care in Richfield, Minn. "We're thrilled to be working with an organization with such a strong dedication to serving the needs of its members. As a *fraternal* organization, Modern Woodmen often sees how its products help real people in a time of need."

Lori Gubash, director of sales and business development for Newman Long Term Care, stated "My background as a fraternal insurance counselor gives me a clear understanding of the dynamics of their organization and of the commitment Modern Woodmen has to its members. Newman Long Term Care has the same commitment - to find the best solution for their members LTC insurance needs."

"We chose to work with Newman Long Term Care because they are advocates for insureds and agents. This dedication is important to the future of our members and our representatives," said Frank A. Osborn, CLU, ChFC, RHU, REBC, marketing manager with MWAGIA, Inc., a subsidiary of Modern Woodmen of America.

Both Newman Long Term Care and MWAGIA, Inc., are licensed to sell long-term care insurance nationwide. For more information on the options now available to Modern Woodmen members, please visit [www.modern-woodmen.org](http://www.modern-woodmen.org) to find a representative near you.

### About Newman Long Term Care

Founded in 1990, Newman Long Term Care has focused exclusively on long-term care insurance for more than two decades. The Minnesota-based firm is a national leader in the industry and currently sells long-term care insurance in



*Long Term Care Insurance is All We Do!®*

all 50 states. For more information about Newman Long Term Care, visit <http://www.NewmanLTC.com>.

**About Modern Woodmen of America**

Founded in 1883, Modern Woodmen of America touches lives and secures futures. The fraternal financial services organization offers financial products and fraternal member benefits to individuals and families throughout the United States.



Through MWAGIA, Inc., a subsidiary of Modern Woodmen of America, representatives may provide long-term care planning solutions through products underwritten by other insurance companies.