



PHYLLIS SHELTON BIOGRAPHY

Phyllis Shelton is the President of *LTC Consultants*, a Nashville-based company specializing in long-term care insurance training and marketing materials. She is widely considered to be the leading long-term care insurance trainer in the country and over 65,000 agents have experienced her organization's live or web-based training since her company was founded in 1991. In addition to having conducted training programs for ten of the top 15 long-term care insurance companies, her firm delivered the 2,020 employee education meetings that launched the Federal LTC Insurance Program in 2002. Her consulting business model includes assisting states with an educational outreach about the Long-Term Care Partnership, a new program that shelters assets from Medicaid spend down equal to the benefits paid by Partnership long-term care insurance policies. As a trainer, she has worked with Blue Cross Blue Shield of Tennessee since 2005 to offer long-term care insurance through employer-sponsored plans to achieve extraordinary participation results in order to train insurance professionals nationwide how to achieve the same results.

In addition to authoring her books – **LONG-TERM CARE: Your Financial Planning Guide**, **Phyllis Shelton's Worksite Long-Term Care Insurance Toolbox**, and **The ABC's of Long Term Care Insurance**, she has been featured extensively in the *Wall St. Journal* and appeared in a two-hour PBS documentary on caregiving. She has presented on Wall St. as well as CNNfn and National Public Radio.

Phyllis received the distinguished LIFE Foundation Client Service Award in 2009 and her full page client story was featured in the September 14, 2009 edition of *Newsweek* magazine. On July 14, 2010, she appeared in *The Balancing Act* on the Lifetime Television Network to address the impact of long-term care on women. She is a consultant for Suze Orman's initiative to educate consumers about the importance of owning long-term care insurance.

Phyllis has spoken to literally every major industry group including Top of the Table Million Dollar Round Table, NAILBA (National Association of Independent Life Brokerage Agencies) and the Society of Financial Service Professionals. Her 2010 speaking opportunities include the Southeastern Regulators Association Conference about the Long-Term Care Partnership and the annual National Association of Independent Financial Advisors convention about selling long-term care insurance in the workplace. Phyllis' passion for the long-term care industry is unparalleled. Her motivational message about planning for long term care has been delivered to over 8,000,000 Americans