

**For Immediate Release
November 1, 2007**

Phyllis Shelton named to LTCI Power List

NASHVILLE, TN — November 01, 2007 —Phyllis Shelton, founder of *LTC Consultants*, was named to the 2007 LTCI Power List by industry publication *Senior Market Advisor* in its November 2007 issue. Shelton was cited as one of ten individuals who are considered *difference-makers* in the LTCI industry.

“I truly appreciate the honor of being named to this exclusive list. As an industry, we still have a long way to go in order to make long-term care planning a part of every sound financial plan. I will continue to do my part to make that happen”, promises Shelton.

Since founding her LTCI sales training and consulting company in 1991, Shelton’s organization has trained over 55,000 financial service professionals and has conducted training programs for 10 of the industry’s top 15 carriers. Her most recent training course can be found at www.LTCiTraining.com, a site dedicated to the new NAIC/DRA Partnership producer training requirements for long-term care insurance.

“My biggest personal contribution has been to develop comprehensive training that results in an effective, balanced LTCI sales presentation. You must have a delicate blend of facts and emotion when discussing long-term care planning in order to touch everyone in every situation. If you focus on just one or the other, you simply won’t be as effective. I’m proud to say that is what I bring to the industry – that delicate balance”, says Shelton.

Insurance carriers or individuals interested in receiving information about *LTC Consultants’* services should email info@ltcconsultants.com, call *LTC Consultants* at 888-400-1118 or visit the company website - www.LTCConsultants.com.