



**Phyllis Shelton is Looking for 150 Producers in Seven Cities  
Committed to Selling LTC Insurance!! (for one day only)**

In preparing for a speech in late July with state regulators from 12 states, I integrated what is going on with health care reform and Medicaid with the critical need for LTC insurance policies. I was appalled as I put it all together and really understood what is happening in our nation: **the greatest risk to American families and jobs is the rapidly escalating growth of Medicaid.** Look at these seven points and see what I mean!

1. Not only is Medicaid under incredible pressure from an aging population, but now also from younger adults from **TWO** sources:
  - high unemployment which not only causes younger families to turn to Medicaid for health care but also causes states to lose state income tax and sales tax revenue as people out of work aren't paying tax and aren't buying as many things; and
  - the new health care reform act that will put 16 million new adults with earnings below 133% of the federal poverty level on the program between 2014 and 2019!
2. The Medicaid home care benefits are being expanded by the health care reform act which will bring claimants out of the woodwork as that's where people want to have care.
3. Forty-six states are facing budget shortfalls for FY 2011. \$140 billion was provided by the economic stimulus legislation in February 2009 to help with the shortfalls and was scheduled to end 12/31/10. A "band-aid" of an additional \$16 million was approved through June 30, 2010.
4. Medicaid averages 20 percent of state budgets today and 1/3 of that is for LTC. By 2030, Medicaid is projected to average a third of state budgets and HALF of that will be LTC!!
5. The dollars sucked up by Medicaid is causing money to be pulled from other critical programs like education and public works, not to mention the jobs lost in both the public sector as states lay off employees and the private sector as states cancel vendor contracts.
6. For example, 25 states had layoffs in 2010 and 12 had salary reductions.
7. In 2014, spouses of Medicaid home care recipients will be able to keep the same amount of assets as spouses of nursing home residents can keep now.

***20% of Americans are on Medicaid now and Medicaid pays 16% of health care expenses in the U.S. Where will it be by 2030??***

I am launching a major media campaign about these talking points and inviting the local media to cover my **2010 Family and Jobs Rescue Tour** (known to the LTCI industry as my **2010 LTCI Worksite & Combo Products Tour**) in the following seven cities to cover the event. I have hired a PR Director and he is also sending this story to national media, because it is news happening **TODAY** - especially with the 06/30/11 deadline for the additional federal money to be taken away from the states.

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<a href="#">Seattle</a>	<a href="#">Orlando</a>	<a href="#">Atlanta</a>	<a href="#">NJ/PA</a>	<a href="#">Chicago</a>	<a href="#">Dallas</a>	<a href="#">Los Angeles</a>
<a href="#">Sept. 15</a>	<a href="#">Oct. 5</a>	<a href="#">Oct. 13</a>	<a href="#">Oct. 19</a>	<a href="#">Oct. 26</a>	<a href="#">Nov. 3</a>	<a href="#">Nov. 9</a>

However, all of these efforts will fail unless the media contacts see that there really IS an army of financial service professionals ready and willing to position long-term care insurance as the strong private sector's solution to this huge problem, and that's where **YOU** come in.

Here is your unprecedented chance to be part of the solution in this massive outreach while building your sales skills!

LTCI worksite and combo products are the fastest growing part of the LTCI industry. If you haven't sold one or both, now is your chance to learn how - **with confidence**. If you have sold one or both, here is your chance to sharpen your selling skills. Either way,

**...you simply can't afford to miss this seminar!**

Also, our PR director will be inviting reporters onsite at each seminar to hear from YOU about how committed you are to save families and jobs by positioning **LTCI as payer of FIRST RESORT** and **Medicaid as payer of LAST RESORT**. And for the producers who register early, there could be an opportunity to participate in some advance media coverage for that city; e.g. radio talk show or newspaper articles.

Finally, if you register in advance, we will give you a FREE press kit with a series of articles that you can submit to local media outlets along with a template to include your bio and experience with helping families plan for the tsunami of long-term care that our country is facing.

**So - don't wait! [Register NOW](#) for three reasons:**

1. **RESERVE YOUR SPOT** (as each city is limited to 150 seats) to show the media contacts that you are willing to serve in this LTCI ARMY.
2. have a shot to **participate in early media outreach**; and
3. to get the **FREE PRESS KIT** and the **advance discount** of \$199!!

But rather than make you wait until one of the tour dates to receive information, I will be communicating with you once a week for the next seven weeks with a short "Impact of LTC" article that will give you valuable information to share with prospects NOW.

- The Impact of Long-Term Care on the Family
- The Financial Impact of Long-Term Care
- The Impact of Long-Term Care on the State and the Role of the Long-Term Care Partnership
- The Impact of a Well-Designed Long-Term Care Partnership Policy
- The Impact of Long-Term Care on Employers
- The Impact of Long-Term Care Insurance on Your Profession
- The Impact of Long-Term Care on the Nation

Now [click here](#) to see the press release that we are sending to local and national media entitled **The Family and Jobs Rescue Tour**.

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