



Mark L. Shaffer, RHU

Profile

Mr. Shaffer entered the financial services industry as a life insurance agent with the Equitable Life Assurance Society in 1979 upon completing studies in business at Robert Morris College in Pittsburgh, Pennsylvania. His background consists of 27 years of financial marketing experience. He is a principal of several service and financial marketing organizations operating throughout the U.S and has held field and home office positions throughout his career. Licensed in thirty-four states Mr. Shaffer is a Registered Health Underwriter and a Certified Pension Planner who works primarily as a pension specialist. Mr. Shaffer devotes time speaking to industry and trade groups across the nation. Many of his articles addressing technology, employee benefits and retirement planning issues have been published in industry trade publications across the country. Currently, he is writing a book on Small Business Pension Design.

Mr. Shaffer has served the NAHU as President of the Pittsburgh Chapter, President of the Pennsylvania Association of Health Underwriters, as chairperson of NAHU's Technology Committee for 2000/2001 and again in 2002/2003, and most recently as the Vice President of Region 1 on NAHU's Board of Trustees. Mr. Shaffer resides in Apollo, Pennsylvania, a small community northeast of Pittsburgh.

Recently, Mr. Shaffer was a featured speaker at the NAHU's Region 1 Conference in Bethlehem, Pennsylvania. He was a speaker at the NAHU National Conference in Dallas, Texas, the EXPO Agent Conference in Phoenix, Arizona, the Crown Life Marketing Conference in San Diego, California, the Crown Funds Wholesaler Conference at Amelia Island, Florida as well as many other meetings and conferences. He has conducted numerous CE, CLE, and CPE workshops on a variety of topics throughout the country.

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